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|  | Niche levels |

The following is an example of a three-level niche development model. The required investments are broken into three categories: administration and management, business development and services. As you grow your niche, you progress from level 1 (starter niche) to level 2 (maturing niche) to level 3 (established niche).

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| Administration and management | | |
| **Level 1 (Starter niche)** | **Level 2 (Maturing niche)** | **Level 3 (Established niche)** |
| Appoint a designated champion | Appoint a designated service provider | Add dedicated service providers |
| Appropriate personnel to teams | Measure niche profitability | Develop a recruiting plan |
| Draft a business plan | Conduct an internal inspection | Conduct a peer review |
| Establish quality control standards |  |  |
| Business development | | |
| **Level 1 (Starter niche)** | **Level 2 (Maturing niche)** | **Level 3 (Established niche)** |
| Perform market research | Publish articles in an industry or professional journal | Generate unique industry media (for example, talk radio) |
| Develop a client screening process | Establish an industry business group | Speak at industry conference/trade shows |
| Develop a referral source plan | Establish strategic partnerships | Host educational events (for example, seminars or speaker series) |
| Develop marketing materials | Attend and exhibit at industry conference/trade shows | Serve as an industry news media spokesperson |
| Create a dedicated website | Update web content on a regular basis |  |
| Services | | |
| **Level 1 (Starter niche)** | **Level 2 (Maturing niche)** | **Level 3 (Established niche)** |
| Compile a skills inventory | Compile a list of niche experts by skill set/service | Integrate niche experts into service model |
| Develop a niche services menu | Expand and refine niche services menu | Share service model with pertinent alliance partners |
| Develop a staff training plan | Provide specialized staff training | Encourage staff to gain industry certifications |