



# Finding your agency identity

Not sure if you should go niche or go broad? Use this quick checklist to determine which path is right for your agency by answering yes (Y) or (N) to any of these questions.

Y	N	Is your agency:
		Hyper-focused on one industry, tactic, or demographic? (Millennial moms, amazon marketplace, etc)
		Solving a very specific problem for clients that almost no one else can solve?
		Gaining clients via consistent referrals?
		Regularly publishing content with a unique point of view?
		Frequently working with clients more than 200 miles away?

## Taking the next step

If you answered mostly yes, congrats! You're probably specializing in a niche. But keep in mind, simply claiming a niche isn't enough. Keep sharpening the tools in your toolbox to go beyond a niche to an absolute authority on your topic.

Looking for more insights? Check out all of our content for agencies looking to sharpen their marketing skills.

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