

# THE NICHE TOOL

*Family Village Tribe*

## *The Family, Village, Tribe concept*

Imagine Travel Instagram as a World. Millions of people all shouting about their own expertise. Your chances of being heard are almost zero so you need a niche.

In this World we have thousands of different Tribes, represented by the circle. Tribes are formed by a common love of a broad topic or niche, like Solo Female Travel, but your chances of being heard by the right people... still slim.

The Octagons are Villages, each Tribe is broken into smaller groups with a better defined common passion, like Solo Female Backpacking Travel. If your message is unique or you shout loud enough you may be heard, and become an authority in a Village. Why waste your time trying to lead other villages when they are only interested in luxury travel, or Cruise travel? They aren't interested in your message.

In each Village there are smaller groups again, represented by the hearts, each of these is a Family. For example, Solo Female Backpacking Travel in South America. Each Family knows exactly what their passion is and they love to know more about it. If you know your stuff then you can become a Family leader! While the other families are full of Solo Female Backpackers, your South America content won't interest them if they only want English speaking destinations, or Theme Parks around the world, or travelling with your dog.

As you can see, becoming a family leader will be much easier than trying to jump straight into trying to rule the world. And the beauty of this is that once you become a strong family leader you will naturally start becoming a voice heard in the whole Village, and eventually the whole Tribe.

