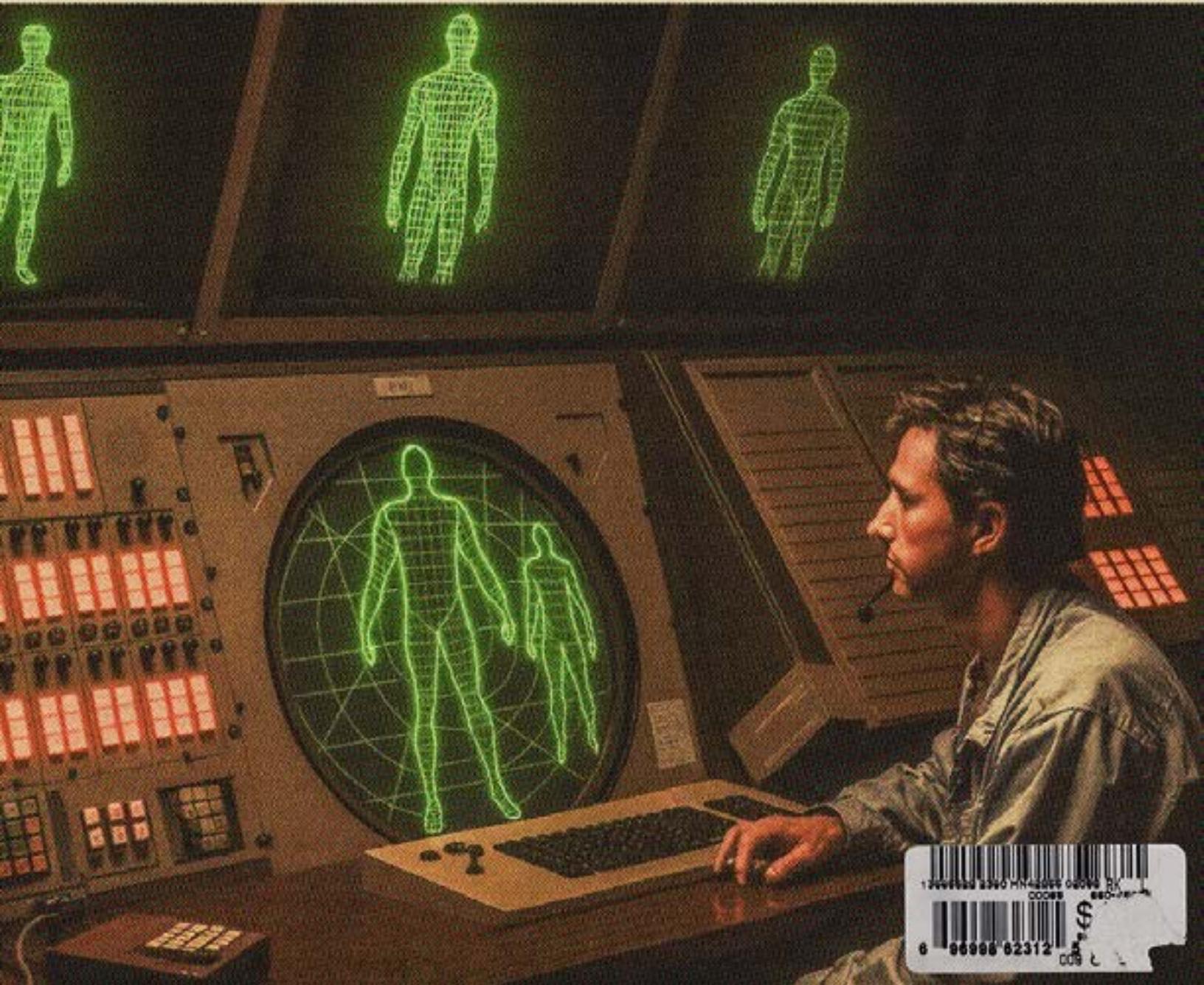


BRAND WRLD



# MICRO-NICHES: THE HIDDEN AUDIENCE PLAYBOOK

Discover how to pinpoint and target the exact audiences who'll fall in love with your brand.



# THE BIG IDEA

Big Food talks to everyone... you talk to the few who actually care.

You don't need everyone to love your brand, you just need the right thousand to talk about it.

Micro-niches aren't demographics... they're cultures within cultures.

Connect emotionally with one tribe, they pull in the next.

*“Mass appeal is fragile. Micro appeal builds movement.”*

# 5 LAYERS OF DISCOVERY

LAYER	DESCRIPTION	TOOL/METHOD	EXAMPLE
Location	Where your tribe exists	Artemis*	Surf towns, gyms, college zones
Lifestyle	How they live	Content Observation	“Desk snackers” vs “weekend bingers”
Language	The words they use	Comment mining	“boost”, “fuel”, “snack”
Culture	What they value	Music & Memes	Playful rebellion, functional fun
Nostalgic Trigger	Memory that hits	Human Brain	90s summer breaks

# NICHE MAPPING WORKSHEET

TRIBES NAME	CORE VIBE	EMOTIONAL DRIVER	CONTENT STYLE	PLATFORM PRIORITY

*Try naming three. One will become your hero niche.*

# THE DISCOVERY WORKFLOW

STEP	WHO'S ENGAGING MOST NATURALLY?	NOTES
Identify 3 tribes	Who's engaging most naturally?	
Define their vibe	What emotion unites them?	
Match content tone	Which nostalgic cues fit?	
Measure ROI	What can you track offline?	

# BRING YOUR TRIBE TO LIFE

Now that you've mapped your micro-niches... it's time to make them feel something.

Download the next guide ... The Nostalgic Hacking Content Playbook  
Learn how to turn emotion and memory into content that converts.

[DOWNLOAD FREE PDF](#)

## **OR... READY TO SEE YOUR TRIBE IN MOTION?**

Let's jump on a quick 15-minute call.  
I'll walk you through how to build your first nostalgic campaign around your top tribe.

[Book a Free 15-Minute Strategy Call](#)