



The Niche Playbook



**Finding a content lane that's
actually yours, instead of chasing
every trend**



Why We Made This Guide

Scroll through enough young performers' accounts and you'll start to notice the same drift. A dance account starts posting comedy skits. A pageant page jumps on a lip sync trend that has nothing to do with pageantry. A cheer account tries a cooking video because it did well for someone else.

None of it is wrong, exactly. It's just noise. And noise is expensive: it costs the account its identity, it costs a brand or recruiter their ten seconds of clarity, and it costs your kid hours that could have gone toward the thing they're actually good at.

This isn't a guide about restriction. It's about building an account, and a body of work, that other people can recognize at a glance, so the effort your kid puts in actually adds up to something instead of scattering in twelve directions.

A niche isn't a cage. It's a throughline.



1. Why "Doing It All" Doesn't Work as Well as It Sounds

It feels like the safe move. Post a little of everything and something is bound to land.

In practice, it does the opposite. Accounts that jump between categories confuse the algorithm, which relies on consistent signals to know who to show the content to next. They also confuse people: a brand scrolling for a jazz dancer, or a recruiter looking for a pageant girl with stage presence, needs to be able to tell what they're looking at fast. An account that's ballet one week and skits the next doesn't give them that.

Variety within a lane is good. Variety of lane is what causes the drift.

Actionable step:

Pull up the last twelve to fifteen posts. Sort them into categories in your head as you scroll. If you land on more than three or four types of content, that's the pattern worth addressing in this guide.



2. What a Niche Actually Is (and Isn't)

A niche doesn't mean posting the exact same thing forever. It means having a clear answer to the question "what is this account about," even if the content underneath that answer varies week to week.

"Competition dancer working through pointe technique" is a niche. So is "cheer athlete balancing tumbling and school." "Just dance," or "just modeling," isn't specific enough to be one. Those are categories, not lanes, and the difference matters because a category can hold a thousand different accounts that all look the same.

The goal is an account someone could describe in one sentence after scrolling for thirty seconds, and have that sentence actually be useful.

Actionable step:

Try to write that one sentence yourself, based only on the last ten posts. If it comes out vague or generic, that's the gap to close.



3. Let the Activity Set the Lane, Not the Algorithm

The instinct is to look outward first: what's trending, what's getting views, what worked for someone else's account. That's backwards.

The strongest lane usually starts with what your performer already does, several times a week, without being asked. The training clips, the backstage routine, the way they talk about a callback or a competition score. That material is specific to them in a way a trending sound never will be, and it holds up long after the trend has faded.

Trends are borrowed. A niche built on actual practice, actual competitions, actual skill development, is owned.

Actionable step:

List three to five things your performer does consistently, on their own, whether or not a camera is out. That list is the raw material for a lane, not a search of what's currently popular.



4. The Trend Trap

Trends aren't the enemy. Chasing every one of them is.

A trending sound or challenge can bring in a burst of views, but those views rarely come from people who care what your performer actually does. They're passing through for the trend, not the dancer or the model underneath it. When that becomes the main strategy, kids end up performing for a number instead of practicing their craft, and the account starts to look like everyone else's.

A useful filter: before jumping on something trending, ask whether it looks like something your performer would already be doing anyway, or whether it's purely there to chase a spike.

Want an outside read on whether the account has a clear lane or has started drifting toward whatever's trending that week? Dent's Content Alignment Review takes an honest look at recent posts and flags where the content has wandered from what actually represents your performer.

Learn more at dentmodelmagazine.com

Actionable step:

Next time a trend tempts you, run it through that filter before hitting record. If it doesn't pass, let it go. There will be another one next week.



5. Content Pillars: The Practical Version

A lane doesn't mean one type of post on repeat. Most strong accounts run on three or four recurring pillars that rotate: training and behind-the-scenes, performance or competition highlights, a personal or day-in-the-life angle, and something educational, like a tip or a lesson learned.

Rotating through a small, consistent set of pillars gives an account variety without losing the throughline. Followers know roughly what they're going to get, even if the exact post surprises them.

This is also easier to sustain than chasing whatever's new, because the pillars come from your performer's actual life instead of a constantly moving target.

Actionable step:

Write down three pillars that fit your performer. Then label the last ten posts against them. Posts that don't fit any pillar are the ones worth rethinking.



6. What Recruiters and Brands Actually Read a Niche As

Dent's Digital First Impression Playbook covers the ten-second scan recruiters and brands run on an account before deciding anything. A clear niche is what that scan is looking for.

An account with an obvious lane reads as intentional. It signals that the person behind it knows what they do and takes it seriously, which is exactly the impression a recruiter or brand is trying to form quickly. An account without one reads as unfocused, even if individual posts are good, because there's no throughline to anchor the impression to.

This is the practical payoff of everything else in this guide. A niche isn't just tidier. It's what makes a scroll turn into a callback.

Actionable step:

Ask someone who doesn't know your performer well to scroll the account for thirty seconds and describe what they do. If the description matches what you're going for, the lane is working.



7. Parents — Your Role in Finding the Lane

You're in a good position to notice a lane before your kid can name it. You see the practices, the competitions, the way they light up talking about one thing and go quiet about another. That's real information.

Your job here is to notice and reflect, not to assign. A niche picked because it's marketable, or because it's what got attention last time, rarely holds up, and kids can usually tell when a direction is coming from a brand strategy instead of from what they actually love doing.

Ask questions. Point out patterns you've seen. Then let your performer own the answer, the same way you'd want them to own any other part of this.

Actionable step:

Ask your performer to pick their five favorite posts they've ever made and tell you why. The pattern in their answers is usually the niche, waiting to be named.



8. When It's Time to Evolve the Lane

A niche isn't permanent. Interests shift as kids grow, a competition dancer might move toward modeling, a cheer athlete might lean into fitness content, and that's not a failure of the original lane. It's what growing up looks like.

The difference between evolving deliberately and drifting is whether the change comes from a real shift in what your performer is doing, or just restlessness with the current numbers. One is worth following. The other is the same trend-chasing this guide started out addressing, just aimed at a new category instead of a new sound.

Actionable step:

Revisit the one-sentence description from section two once a season or once a competition cycle. If it no longer fits, that's your cue to update it on purpose, not by accident.



9. Building the Habit

None of this requires getting it perfect on the first try. Most accounts find their lane by posting, noticing what feels true, and adjusting, not by planning it out in advance.

What matters is checking in on purpose instead of drifting wherever the algorithm points. A few minutes each season spent asking "does this still describe us" will do more for an account's growth than any single trending sound ever could.

Consistency in a real lane beats virality in a borrowed one, every time, especially over the years this is meant to last.

Actionable step:

Put a recurring reminder on the calendar, once a season, to reread your one-sentence niche description and check it against the last month of posts. That's the whole habit.