

Itch Your Niche to Make More Money

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Starting Out - Determine if you want to niche by:

Apply GEL Formula to evaluate if it's right for you:

G _____

E _____

L _____

4 guidelines for mining your niche

1. _____

2. _____

3. _____

4. _____





3.5 essential ways to develop your niche

1. Know client _____
2. Know their _____
3. Know _____
- 3.5 Know _____

7 steps to creating a solid niche marketing strategy

Goal: _____

1. Create _____

2. Establish _____

3. Speak and network _____

4. Write _____

5. Create _____

6. Develop _____

7. Offer _____





5 important questions to ask to corner your market:

1. What challenges does your target audience face?
2. What is the single biggest problem I can help them solve?
3. What do clients really value?
4. Do clients really want what I'm offering even if they need it?
(Be careful of being too far ahead of the clients with the newest state-of-the-art product/service.)
5. Is there more than one niche I can be developing?

6 commonsense rules to keep developing your niche:

1. Constantly keep your eyes and ears open for more niching opportunities and watch for shifts in the marketplace - focus, focus, focus.
2. Discover what clients will buy, why they will buy it and under what conditions they will buy it.
3. Use the ultimate differentiation strategy - customization.
4. Attend the industry tradeshow and read the industry publications to learn as much as possible about the industry.
5. Develop products regularly.
6. Borrow from the competition and then go one better - look for the leader's Achilles heel.

