

Big Bucks from Niche Books

by

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Big Bucks from Niche Books

My niche industry or product: _____

Who is my customer? _____

Who is the client of my customer? _____

What does my client buy? _____

What does that client need? 1. _____
2. _____
3. _____
4. _____
5. _____

What are the client's emotional wants? 1. _____
2. _____
3. _____
4. _____
5. _____

What does my customer sell? _____

Customer emotional wants (examples):

McDonalds _____
Nike _____
Blockbuster _____
Starbucks _____
Kodak _____
Rolex _____

My customer's understanding of his/her client's emotional wants on a scale of 1 to 10:

1 2 3 4 5 6 7 8 9 10
Clueless Somewhat Maybe Hopeful Right On!

Big Bucks from Niche Books (cont.)

What can I do to help my customer better understand his/her client's emotional wants?

1. _____
2. _____
3. _____
4. _____
5. _____

How can I use a niche book?

1. _____
2. _____
3. _____
4. _____
5. _____

How can my customer use a niche book?

1. _____
2. _____
3. _____

What is the subject? (addressing the client's emotional wants) _____

How would I distribute the book?

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Who are five people in the industry I can contact for honest advice and feedback on this book?

1. _____
2. _____
3. _____
4. _____
5. _____

ACTION PLAN: _____

Big Bucks from Niche Books (examples)

My niche industry or product: Jewelry

Who is my customer? Retail Jeweler

Who is the client of my customer? Male Consumer

What does my client buy? Engagement Rings
Necklaces
Bracelets

What does that client need? 1. Anniversary/Birthday/Holiday Gift
2. Diamond Ring
3. Something within his budget
4. The Truth
5. _____

What are the client's emotional wants? 1. Romance (sex)
2. Recognition (of himself)
3. "Points"
4. _____
5. _____

What does my customer sell? "Stone and Metal"

Customer emotional wants (examples):

McDonalds _____
Nike _____
Blockbuster _____
Starbucks _____
Kodak _____
Rolex _____

My customer's understanding of his/her client's emotional want on a scale of 1 to 10:

1 2 3 4 5 6 7 8 9 10
Clueless Somewhat Maybe Hopeful Right On!

Big Bucks from Niche Books (cont.)

What can I do to help my customer better understand his/her client's emotional wants?

1. Conduct in-store training
2. Write trade journal articles
3. Interview them
4. Audiotapes
5. Convention speaker

How can I use a niche book?

1. Increase speaking & training engagements
2. Become a recognized expert & authority
3. Change the industry paradigm
4. Publicity
5. Increase fees

How can my customer use a niche book?

1. Give to the male buyer
2. Give to an interested female
3. Use as a greeting/ice breaker

What is the subject? (addressing the client's emotional wants) Heart warming stories of how men created a beautiful romantic event when giving a gift of jewelry to a woman.

How would I distribute the book?

- | | |
|--|------------------------------------|
| 1. <u>Sell to jeweler/convention/in-store training</u> | 6. <u>Radio talk shows</u> |
| 2. <u>Mention in trade journal articles</u> | 7. <u>In-store book signings</u> |
| 3. <u>Diamond.com Web site</u> | 8. <u>Amazon Advantage</u> |
| 4. <u>Branded diamond dealers</u> | 9. <u>Phone/direct mail/e-mail</u> |
| 5. <u>JewelrySalesTraining.com</u> | 10. <u>RomanceConsultant.com</u> |

Who are five people in the industry I can contact for honest advice and feedback on this book?

1. Jim Woodard
2. Paul Hamra
3. Bill O'Keefe
4. Al Molina
5. Diane Warga-Arias

ACTION PLAN: DO IT!

