



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

Niche To Be Rich

Rosalie Marcus
Lasting Impressions

MAS - 1.5 pts
Monday, January 11
4:30 - 6 pm



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Niche To Be Rich



Presented By: Rosalie Marcus,
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Introduction

- In this session you'll learn
 - How to define a niche
 - Why focusing on niche markets makes sense
 - Different niche market models
 - How to pick the best niche
 - How to position yourself in your niche

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What Is a Niche?

- An especially suitable place or position
- Having expertise in a single demographic, industry, program or product

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Why Have Niche Market Expertise?

- Less competition
- You won't be just another "promo biz"
- People want to do business with experts
- You'll get more referrals
- You'll enjoy your work more
- Better understanding and solutions for your most desired customers

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Demographic Niches

Define by common characteristics

- Women entrepreneurs
- Teens
- Baby-Boomers
- Elderly
- Hispanics
- Geographic area(city,state)
- Can have sub groups in these niches

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Industry Niches

- Education: Universities, High School
- Healthcare: hospitals, assisted living, clinics, pharmacies
- Non Profit Organizations
- Trade, Professional Associations and Clubs
- Government: Public Office, Agencies, Political Candidates
- Hospitality: Special Events, Hotels, Resorts

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Program Niches

- Safety
- Sales Incentives
- Direct Mail
- Special Events
- Awards and Recognition
- Employee Motivation

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Product Niches

- Apparel
- Crystal, Glass and Acrylic
- Food Items
- Writing Instruments
- Awards
- Games and Toys
- Eco Friendly Products

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How to Select Your Niche

- Where have you had personal experience?
- What are you passionate about?
- Who can give you larger orders and repeat business?
- What industries are growing?
- What industries have done well for you in the past?
- What opportunities are in your area?

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Where to Start

- What appeals most to you?
- Print out a list of your best clients.
- Look for common characteristics.
- Target people in the same industry.
- Look for list of top buyers of promotional products.

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Have a Plan

- Decide who you actively want to target
- Make a list of 10-20 businesses
- What departments buy in those businesses?
- Do research, understand their challenges
- Ask the right questions
- Have a keep in touch strategy

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Niche Mistakes

- Focusing on a small or weak niche
- Not staying informed about business conditions
- Plural niches makes sense
- You can sell outside your niche market

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Become a Recognized Expert

- Read magazines for your niche market
- Join organizations in your niche
- Do public speaking to your niche
- Attend or exhibit at their trade shows
- Write articles: Post on Internet
- Comment on blog posts
- Connect through social networking

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Focus

- Understand niche market challenges
- Contact people in your most desired niche
- Put together a web site and sales strategy to hook your niche market
 - Create a niche newsletter
 - Provide case histories
 - Create a special report or free gift

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To Sum Up

- Finding niche markets makes dollars and sense
- Stay highly visible in your niche
- Having a niche (or niches) will add enjoyment to your business and profit to your pocket

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About Rosalie Marcus



- Rosalie Marcus, The Promo Biz Coach, provides the tools, tips, strategies and the support you need to quickly and easily grow your promotional products business.

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