



# Find Your Perfect Niche Now!

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Success*

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# Introduction

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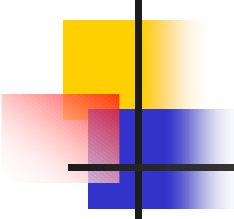
- In this session you'll learn :
  - How to define a niche
  - Why focusing on niche markets makes sense
  - Different niche market models
  - How to pick the best niche
  - How to position yourself in your niche



# What is a niche?

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



# Why have niche market expertise?

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- 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



# Demographic Niches

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Define by common characteristics

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



# Industry Niches

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- 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



# Program Niches

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



# Product Niches

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



# How to Select Your Niche

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- 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?



# Where to Start

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- 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. Counselor Magazine publishes this list every year.



# Have a Plan

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- 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 an ongoing keep in touch strategy:  
sales letters, lumpy mail, newsletter



# Niche Mistakes

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



# Become a Recognized Expert

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- 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
- Comment on blog posts
- Connect through social networking



# Focus

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- Understanding your niche market challenges and help to solve them
- Contact people in your most desired niche
- Put together a web site and sales strategy to hook your niche market
  - Develop a newsletter for your niche
  - Develop case histories
  - Create a special report or free gift



# To Sum Up

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- 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



# Two Free Gifts For You

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- FREE Special Report: “How to Attract Promotional Products Business In 30 Seconds or Less”
- FREE Best Biz Tips To Boost Promotional Sales E-Newsletter

Go to [www.promobizcoach.com](http://www.promobizcoach.com)

# About Rosalie Marcus



- Rosalie Marcus, The Promo Biz Coach, is the author of The FAST TRACK to Promotional Products Sales Success! To learn how to boost your promotional products sales and income FAST reach her at:

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