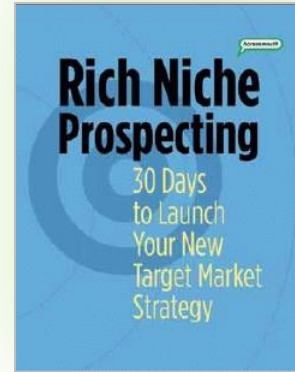


39 Steps to **DOMINATING** a Wealthy Niche Market

Wendi Webb, Director of A/C
Doug Pierce, Producer

May 2015



A \$240M Niche



NEW YORK—Financial adviser Stan Richelson hasn't met at least 40 of his clients--more than half of all he has.

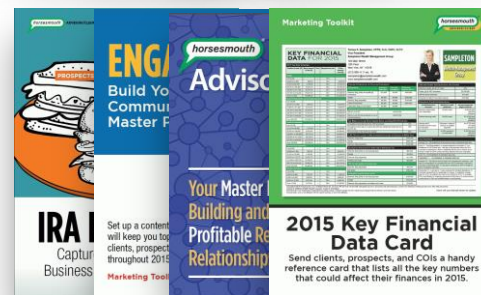
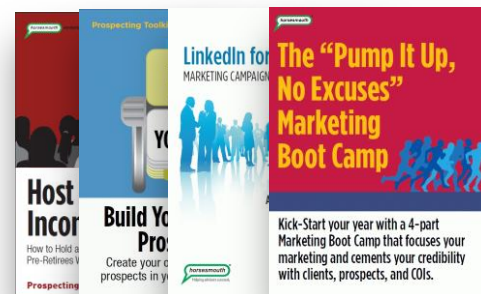
Based in Blue Bell, Pa., Richelson runs a roughly \$240 million bond-only investment business with his wife, Hildy. Lots of their clients started the relationship by phoning or emailing him after reading books and articles the couple has published. Of those, many "haven't expressed an interest in meeting us," he says.

Source: WSJ, April 2013

Advisor/Client Marketing Program

Today's Agenda:

- The **Power** of Niching
- What's a **Niche**?
- Where **O' Where** Is My Niche? (Steps 1-8)
- What's Your **Strength**? (Steps 9-12)
- Creative **Niche Selection** (Steps 13-14)
- Become the Niche **Expert** (Steps 15-22)
- **Dominating** Your Niche (Steps 23-28)
- Getting the **Message** Out (Steps 29-39)
- You're **Niched!!**



50+ Campaigns

Recession Proofs Your Business



- You become **THE** expert
- Envelops you in a community of warm prospects
- Delivers new clients in all markets
- Insulates revenues
- Gives you an “in” with prospects

Higher Production

Niche advisors reach the higher production levels more frequently than their generalist counterparts

Production Level	% of Niche Advisors Reaching This Level	% of Generalist Advisors Reaching This Level	%Difference Niche vs. Generalist
\$1 million plus	10.7	6.6	+62%
\$800K-\$1million	4.5	3.2	+41%
\$500K-\$800K	14.7	9.9	+48%
\$300-\$500	15.8	17.2	+ -8%
\$100K-300K	31.4	33.1	-5%
Less than \$100K	22.9	30	-24%

Source: Horseshmouth Prospecting Survey, 2006

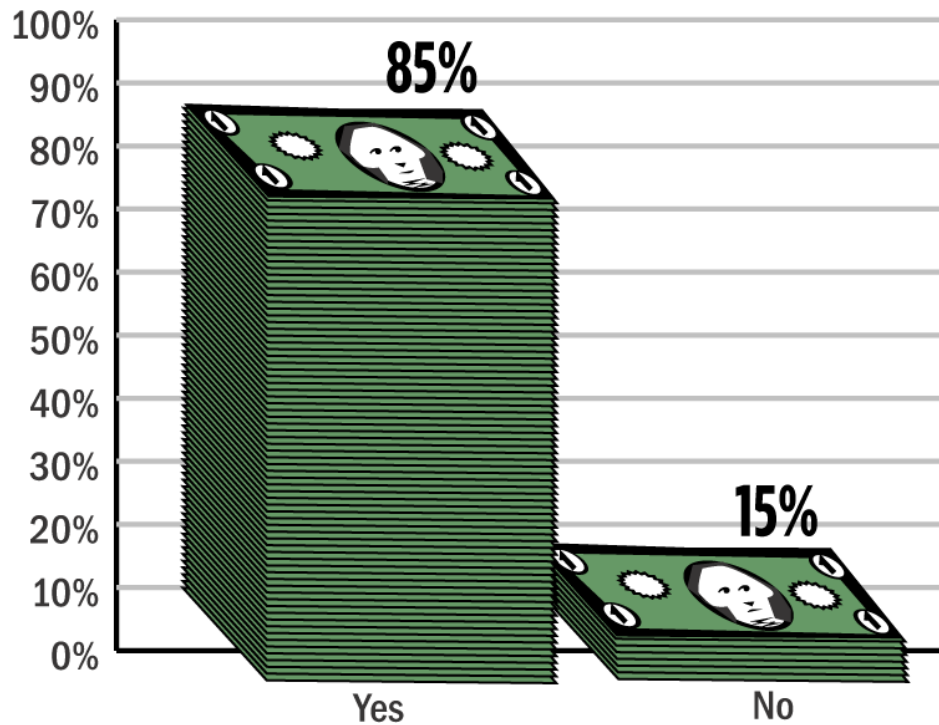
More AUM

At the higher levels, Niche advisors more frequently reach higher AUM levels than their Generalist counterparts

Assets Under Management	% of Niche Advisors Reaching This Level	% of Generalist Advisors Reaching This Level	%Difference Niche vs. Generalist
\$150 million or more	13.1	8.8	+49%
\$100-\$149 million	9.3	8.2	+13%
\$50-\$99 million	17.9	16..	+10%
\$25-\$49 million	21.3	21	+1%
Less than \$25 million	38.5	45.7	-16%

Source: Horseshmouth Prospecting Survey, 2006

Higher Profitability

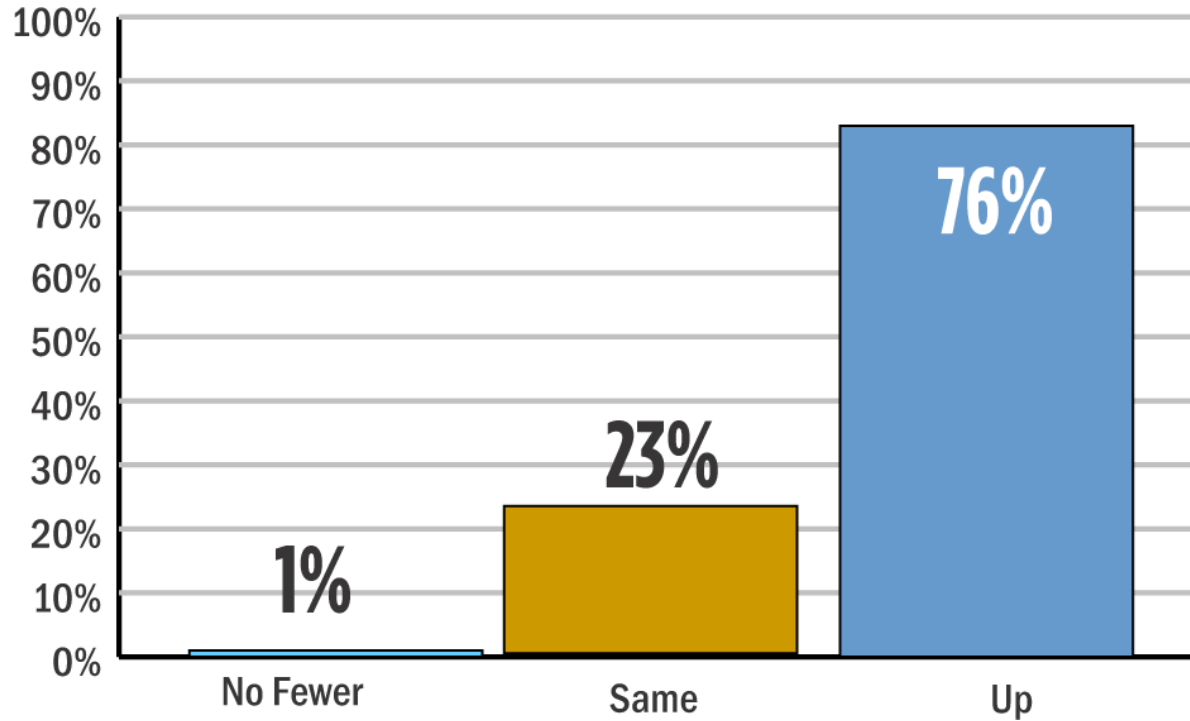


“Prospecting Is Easier.” (74%)

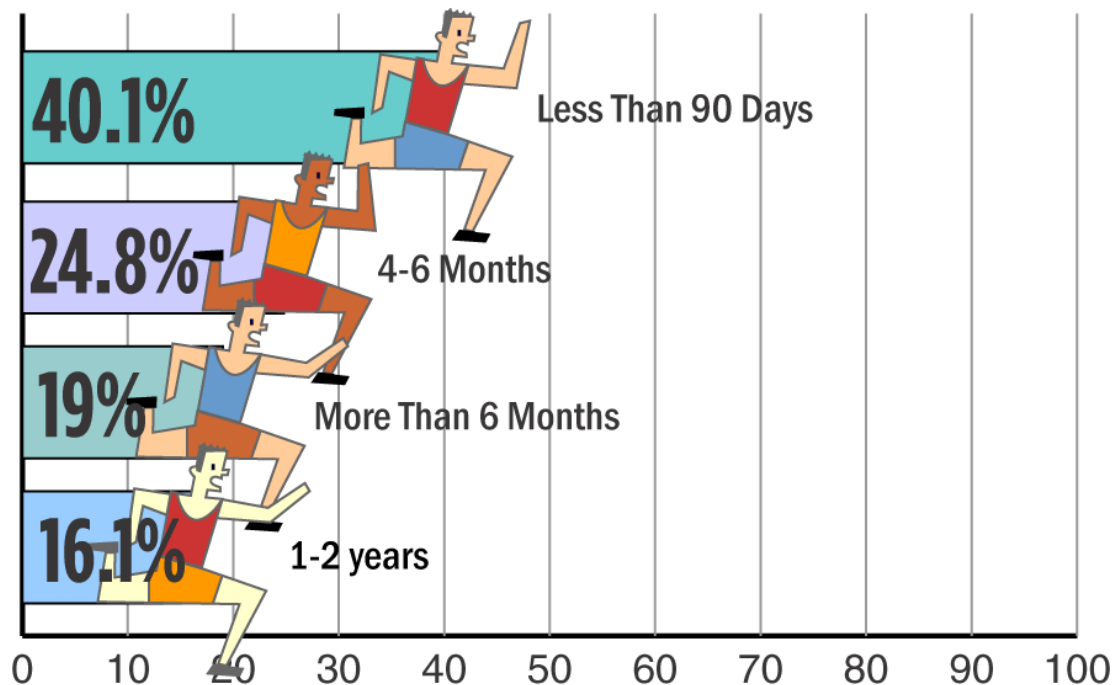


“Pipeline is always filled.” (23%)





Referrals Flow



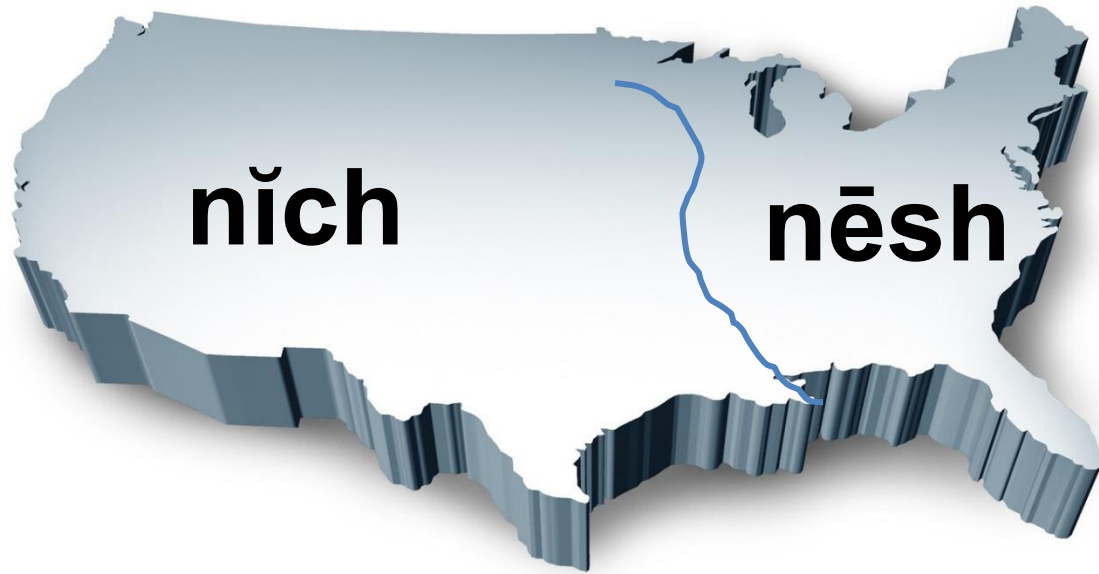
How Long Before You Get a Client?



More Fun!

	Satisfied	Not Satisfied
Niche	77% 	23% 
Generalist	57% 	43% 

How Do You Say "Niche?"



What IS a Rich Niche?



1. Narrowly Defined



2. Shares a Culture



3. Communicates With Each Other



4. Affordable



5. Opportunity rich



6. Shared affinity



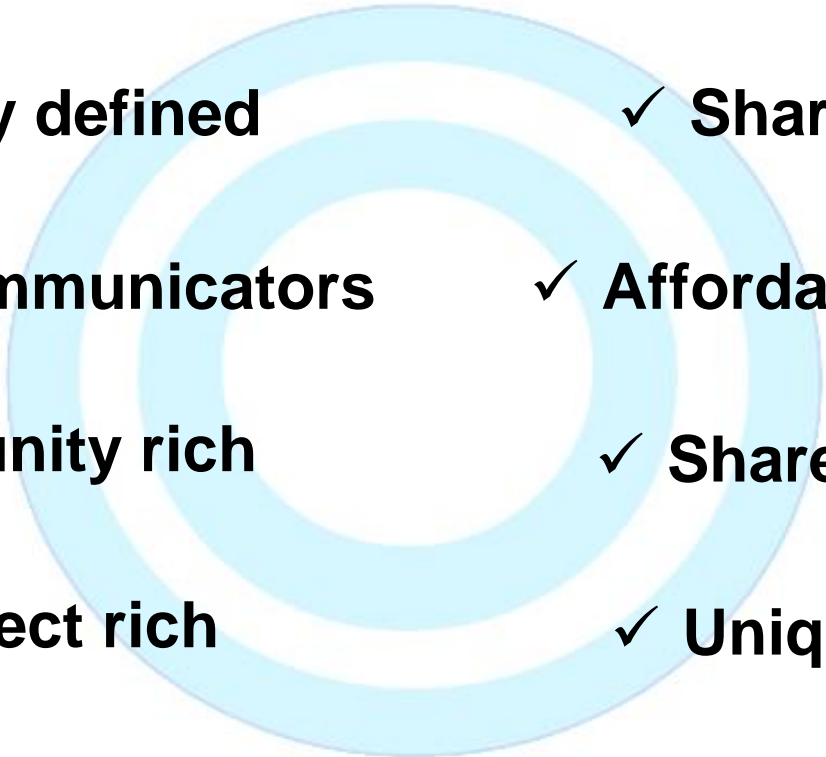
7. Prospect rich



8. Uniquely yours



8 Attributes of a Rich Niche

- 
- ✓ **Narrowly defined**
 - ✓ **Active communicators**
 - ✓ **Opportunity rich**
 - ✓ **Prospect rich**
 - ✓ **Shared culture**
 - ✓ **Affordably accessible**
 - ✓ **Shared affinity**
 - ✓ **Uniquely yours**



Look for a Big Idea

- Economic issues & trends
- Demographic trends
- Technology trends
- Political & legal trends
- Social & cultural trends
- Identify wealth creators



Become a Local Expert

- Be a local news hound (Topix.com, usnpl.com)
- Read area blogs (Google)
- Review Yahoo/Google/Bing Local
- Search LinkedIn for local groups
- Check out Yelp for reviews
- Read local business journals (bibliomaven.com/businessjournals.html)
- Get on the newsletter list of local agencies, Chamber, city govt, etc.





Identify the Wealth Creators

- Companies
- Sectors
- Industries
- People





Mine Your Client List

Rank clients according to:

- + Investable assets/net worth
- + Referral potential
- + Future liquidity events
- + Social connections
- + Personality

= Your best 25-50 clients





Profile Top Clients

Investable Assets	% of Assets Under Mgmt	Occupation	Source of Account	Products	Type of Investor
\$7,000,000	100%	VP Strategic plan - Staples	IRA/Taxable	managed mutual funds	Aggressive
\$4,000,000	100%	Pres. Of Electrical Contrat	IRA's and taxable	Transactional Equit/FI	moderate
\$2,000,000	15%	Family owned Insurance	business cash	money markets	moderate
\$7,000,000	10%	private equity investor	Taxable savings	Bonds transactional	conservative

“First, I thought it was a waste of time looking at my book of business because I was sure I would know if I had a built-in niche. I was so wrong. I am embarrassed to say over 80% of my clients are government employees (federal and state mostly) which is the market I wanted to target. I was in shock.” – Tammy P.

Look for Common Themes

Investable Assets	% of Assets Under Mgmt	Age	Lifestage	Occupation	Industry	Primary Hobby/Interest	Source of Account
400,000	100%	52	pr	Tax Accountant	Tax/The Arts	Cycling/squash	F/F Intro
300,000	100%	51	pr	Tax Accountant	Tax		F/F intro
200,000	100%	53	pr	Symphony musician	Arts	Travel/real estate	Referral
800,000	90%	48	pr	Sales	Aerospace	Woodworking	Referral
400,000	100%	50	pr	Psychiatrist	Mental Health	squash	F/F intro
500,000	20%	59	pr	Psychiatrist	Mental Health	Cycling	Referral
650,000	100%	87	r	Professor -Engineer	University	Philosophy/write	F/F intro
500,000	100%	80	r	Professor -Economi	University	Travel/writing/lec	F/F intro
4,000,000	75%	49	pr	IT Executive	Fnl Svs	Cars	Referral
3,000,000	30%	56	pr	Insurance Exec	Insurance	Gardening	F/F intro
700,000	100%	83	r	Heart Doctor	Health Care	Collect Art	F/F intro
250,000	100%	44	pr	Graphic Design	Media	Running	F/F intro
700,000	100%	54	pr	Fnl Analyst	Energy	Skiing/sailing	Walk-in
300,000	90%	57	pr	Fnl Analyst	Public Transit	Travel	Walk-in
650,000	100%	53	pr	Engineer	Energy Mgmt	Home reno	Referral
500,000	100%	57	pr	Engineer	Project Manag	Hunting	F/F intro
330,000	100%	47	pr	Engineer	Software	Skiing/Hockey	F/F intro
300,000	100%	46	pr	Engineer	Manufacturing		F/F intro
200,000	100%	61	pr	Consultant -Govt S	Government	Home reno	Referral
300,000	100%	53	pr	A/V Technician	University		Referral

Map Your Social Connections

- Current activities
- Organizations
- Background
- Family



Look for a Niche Champion

- Some who ❤️ s you
- Client or COI
- Member of a niche
- Well-connected
- Refers other people to you
- Willing to partner with you



Review Product/Services/Needs

MENU

- Income Analysis
- Social Security Claiming Strategies
- Pension evaluation
- 401(k) advice
- Rollover guidance
- Spending plan
- Portfolio testing

Financial Needs Analysis

Worksheet Instructions:

- 1 List the financial needs of your clients across the top of the worksheet.
You can change headings and use as many columns as you wish.
- 2 List your top 25 clients in the "Top clients" column (replacing Client 1, Client 2, etc.)
- 3 Note the product or service you use to meet the financial needs of each client.
- 4 Group the entries using the Sort command in Excel to find common themes.

Top clients	Need 1	Need 2	Need 3	Need 4	Need 5	Need 6	Need 7
Client 1							
Client 2							
Client 3							
Client 4							
Client 5							
Client 6							
Client 7							
Client 8							
Client 9							
Client 10							
Client 11							
Client 12							
Client 13							
Client 14							
Client 15							
Client 16							
Client 17							
Client 18							
Client 19							
Client 20							
Client 21							
Client 22							
Client 23							
Client 24							
Client 25							

Product or Service Line Analysis

Worksheet Instructions:

- 1 List your top 25 clients in the "Top clients" column (replacing Client 1, Client 2, etc.)
- 2 List all the financial products or services the client uses next to the client's name.
You can change headings and use as many columns as you wish.
- 3 Group the entries using the Sort command in Excel to find common themes.

Top clients	Product/ Service 1	Product/ Service 2	Product/ Service 3	Product/ Service 4	Product/ Service 5	Product/ Service 6	Product/ Service 7
Client 1							
Client 2							
Client 3							
Client 4							
Client 5							
Client 6							
Client 7							
Client 8							
Client 9							
Client 10							
Client 11							
Client 12							
Client 13							
Client 14							
Client 15							
Client 16							
Client 17							
Client 18							
Client 19							
Client 20							
Client 21							
Client 22							
Client 23							
Client 24							
Client 25							

Revenue Analysis

Worksheet instructions:

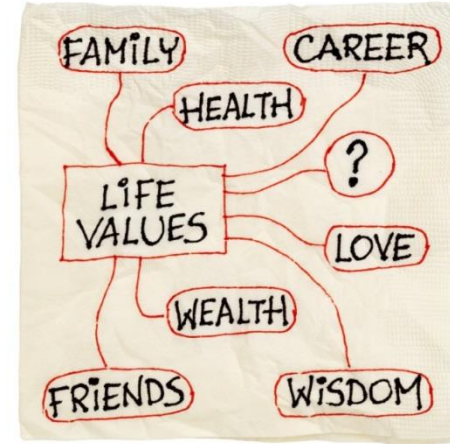
1. Retrieve your gross revenues for the last 12 months.
2. Col A: List each product or service you provided to clients during last 12 months.
3. Col B: Fill in the amount of revenues each product or service generated.
4. Col C: Calculate the percentage of gross revenues made by each product or service.
5. Col D & E: Estimate the sales cycle (in days, weeks, or months) for the product or service and staff hours needed to maintain it.
6. Col F: Forecast the next 12 month's product or service sales.
7. Col G: Note the percentage change of your estimate compared to the prior 12 month's realized revenues.
8. Sort the spreadsheet to find those products or services that contributed the most to your bottom line last year and those that may be profitable next year.

Gross product/service revenues for the period: \$ _____

[illegible]

Identify Your Values & Your Value

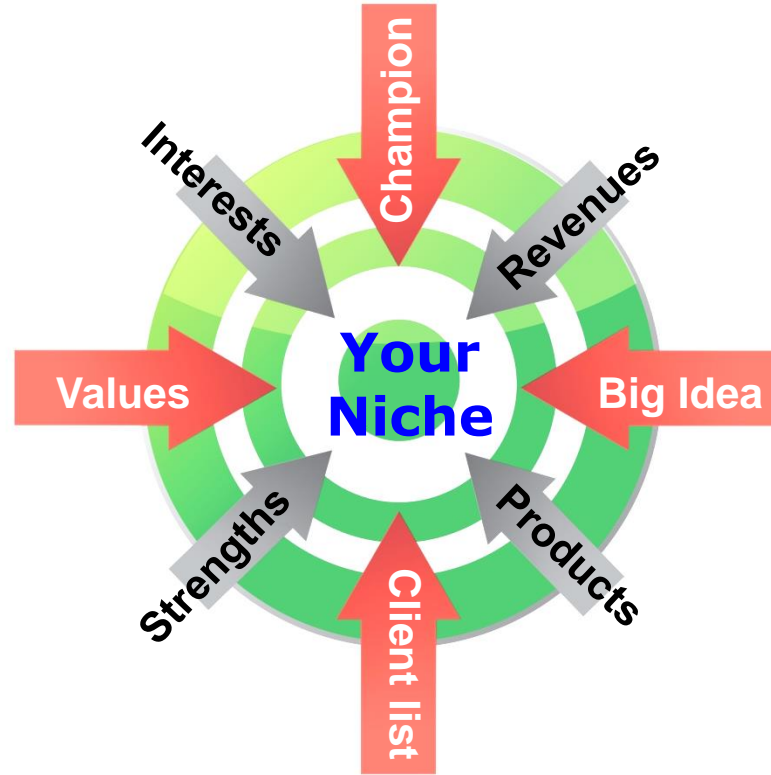
- Who are you?
- What do you offer?
- Why do you do what you do?
- How do you do what you do?
- Who do you do it for?
- What makes you different?
- Why should people do business with you?



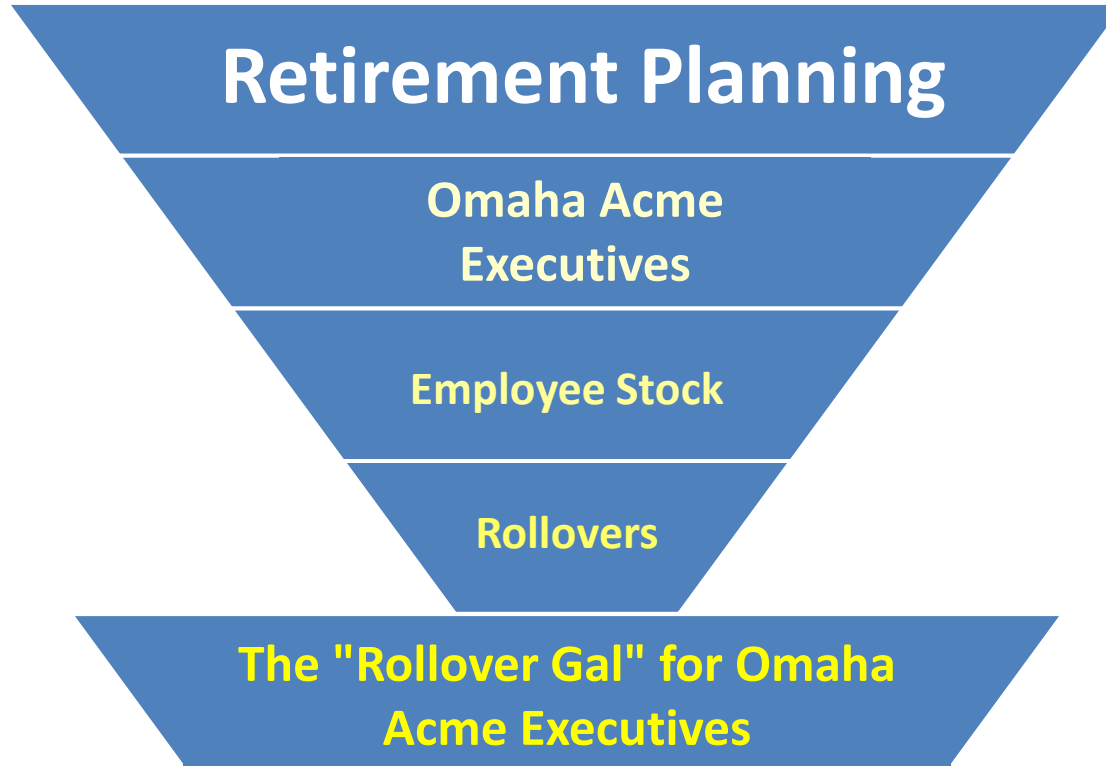
'SWOT' Your Market

Strengths (Internal) <ul style="list-style-type: none">Competitive advantagesUnique selling pointsSupporting resourcesReach/ Distribution/AwarenessPrice/Value/QualityDesignations/Education	Weaknesses (Internal) <ul style="list-style-type: none">Competitive disadvantagesLack of resourcesReputation/VulnerabilitiesFinancialsService issues
Opportunities (External) <ul style="list-style-type: none">Market developmentsCompetitor vulnerabilitiesDemographics/TrendsCOIs/ProspectsUsageProduct awarenessPrice	Threats (External) <ul style="list-style-type: none">Market developmentsRegulationsCompetition/Competitive productsUsageDemographics/TrendsPriceSales cycle

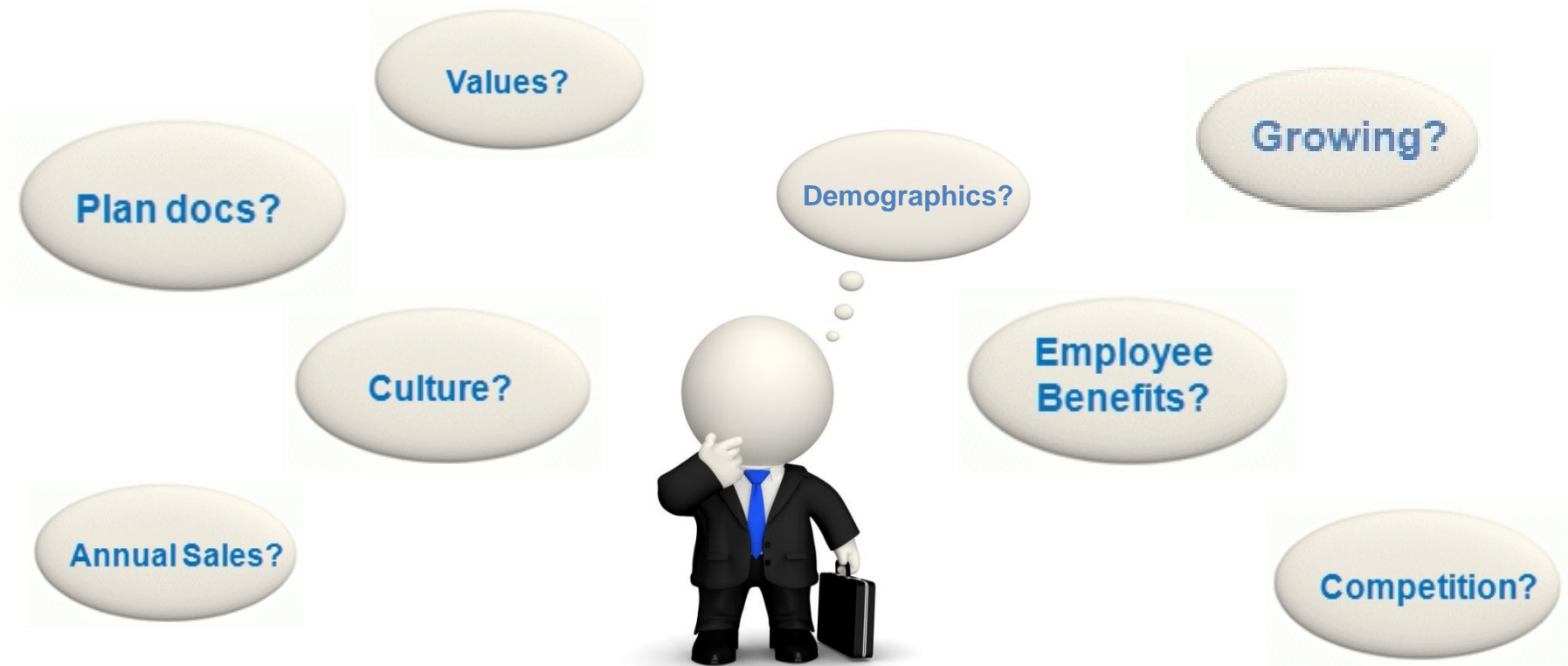
Zero In On a Niche



Drill Down to Your Niche



Immerse Yourself in Your Niche



Look for Trigger Events

- Layoffs
- Early retirement
- Life events
- Higher taxes
- Inheritance
- Benefit events
- Sale of business



Compile List of Entry Points



Read Niche Media



MA Society of CPAs
 @MASocietyofCPAs
 10,500 member professional association for CPAs and accounting professionals.
 Boston, MA <http://www.mscaonline.org>

Follow MA Society of CPAs

Full name

Email

Password

Have an account? [Sign in.](#)

Tweets

MA Society of CPAs @MASocietyofCPAs 21 Jun
 CEO of Putnam Investments Addresses Regulated Investments Group (6/28) [#constantcontact conta.cc/M16116](https://constantcontact.conta.cc/M16116)
 Expand

MA Society of CPAs @MASocietyofCPAs 19 Jun
 New photos added to our Day of Service album - check them out!

The HPAlumnipedia... from the HP Alumni Association

Welcome to the **HPAlumnipedia** - a wiki site developed by members of the HP Alumni Association. The HPAA is an independent non-profit volunteer association of more than 8,800 former Hewlett-Packard employees. The HPAA is not endorsed or supported by the Hewlett-Packard Company. More about the HPAA.

The HPAlumnipedia site captures the collected knowledge of HP Alumni Association members about transition, career and other issues - using pages written by teams of HPAA members and comments selected from the HPAA's online discussion forums. More about the HPAlumnipedia.

Many pages on the HPAlumnipedia site are public. Certain pages - with this indicator **(members only)** - are available only to HPAA members. Members work together to develop and edit the private pages. [Member login.](#)

If you are **leaving HP**: As soon as you know that you are leaving, read the famous "Collected Knowledge" section here - including the ASAP checklist of what to do before you lose access to HP internal systems. When you are three months from your last day, click here to join the HPAA.

If you are an **HPAA member**: The HPAlumnipedia site requires a different username and password than the HPAA forum sites on Yahoo! [log in](#) [get a username](#)
 Please read [How to Edit the HPAlumnipedia](#) **(members only)**

Entry points into the HPAlumnipedia site:

- **Leaving HP**: From Alan Silverstein's famous "Collected Knowledge" site.
- **Benefits**: HP benefits issues.
- **Career**: Using HPAA for networking, temporary and contract agencies, the companies involved in job hunting...
- **Finance**: Stock and options, product discounts, tax implications, EER issues, unemployment insurance...
- **Alumni News**: The HPAA's email newsletter - HP Alumni News - is normally published every two weeks.
- **HP Way**: Our pages on the HP Way, HP history, and HP acquisitions/divestitures.

Questions? editor@hpalumni.org

Family Business The Guide for Family Companies

Home Current Issue Blog Articles Subscribe Advertise Conferences etc

In This Issue

Mar/Apr 2015

Delivering a legacy from generation to generation
 At Pennsylvania trucking company A. Dine Pyle, the third-generation family members have been developing a governance system to help smooth the road to an eventual leadership transition.

Mitzi Perdue's view of her tough-yet-tender husband
 A conversation with the widow of Frank Perdue, whose new book presents her memories of the business leader who grew Perdue Farms into a powerful brand.

Women add value as independent directors
 If your family business is looking to add independent directors to your board, take note: The talent pool includes highly qualified women as well as men.

[Buy This Issue](#) \$19.75
[Add to Cart](#)

Conduct 10 Information Interviews

- Your best clients in the niche
- Niche experts
- Niche leaders
- Centers of influence
- Well-connected prospects



Develop Interview Questions

- Major niche trends?
- Significant niche challenges?
- Niche social networks?
- Other niche advisors?
- Niche competition?
- ***Who else would you recommend I talk to?***



Compile Pain Points

- **Dentists:** “Tied to the chair”
- **Doctors:** “Taking calls”
- **Retirees:** “Taxes; inflation”
- **CPAs (divorce):** “Opt-out spouse”
- **Business owners:** "Valuation"
- **Airline pilots:** “Mandatory retirement age”



Choose Your Solution

- How will you solve their problem?
- What are the benefits/costs of your solution?
- Competing solutions?
- Possible objections?



Develop Your Niche Marketing Plan

2015 FastStart Marketing Plan												
Marketing Objectives												
<i>List goals & budgets. (See Marketing Checkup.)</i>												
Marketing Objective: 15 new clients @ 500k												
Target Market: Equine pros @ 500k												
Time Budget: 10,000/18 hours a week												
Core Marketing Systems												
<i>Allocate to each marketing piece below:</i>												
	Activity	Timing	CMR	Programs	CMR							
Calls	Best clients	1 call per quarter	x									
	All other clients	1 call per year	x									
	Hot List	each month		x	x							
Communications	Monthly Leeches	bi-week	x	x	x							
	Special Occasions & Thank you notes	weekly	x	x	x							
	Key Deadlines Postcard	quarter	x	x	x							
Events	Third Thursday Leeches	bi-week	x	x	x							
	Business & Birthday Leeches	on occasion	x	x	x							
	Portfolio reviews	bi-week	x	x	x							
Referrals	COI Leeches	bi-week			x							
	Referral language on all marketing materials	Ongoing	x	x	x							
	Information interviews	bi-week	x	x	x							
Online	Videos	ongoing	x	x	x							
	LinkedIn monthly updates	bi-week	x	x	x							
Campaign Calendar												
<i>Schedule Prospecting Campaigns</i>												
Jan	February	March										
2015 Key Data	Portfolio reviews (cont)											
Portfolio reviews												
April	May	June										
TGO party		COI Roundtable										
July	August	September										
4th of July BBQ		RI Workshop										
October	November	December										
Lost Clients Checklist		Holiday Party										
Monthly Marketing Metrics												
<i>Choose metrics to monitor</i>												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
New People Met	2	10	1	13	5							
Prospect meetings	3	8	5	5	7							
Website hits	10	88	143	175	132							
Referrals received	0	2	3	3	5							
Revenues for month	45000	27000	112000	175000	162000							

Set Sales & Marketing Goals

Sales Goal

To get in front of at least 3 qualified prospects weekly; open new accounts for at least 4 niche clients within the next six months.

Marketing Goal

To generate at least 10 qualified referrals over the next six months from COIs; to develop a reputation as a niche expert; to prospect via one or more niche social networks.

Identify Your Ideal Niche Client



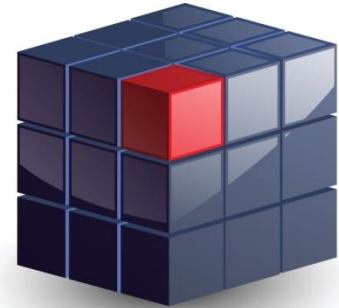


Create a Niche Positioning Statement

"We provide tailored solutions to one of the most vexing problems a small business owner faces: How to find the right buyer for his business, dictate the terms, keep control, keep the business in the family, pay no tax, and create lifetime income. "

Brand Your Niche With a Tagline

- “Merging Finances, Blending Dreams”
- “The Physician's Specialist!”
- “Smart Decisions for North Shore Family Wealth”
- “Personal Financial Coach”
- “We get your kids through college.”
- “Your Financial Engineer”



Business Name
your slogan here

Choose Your Marketing Metrics

	New People Met Weekly	COIs Met Weekly	Assn Meetings Attended	Private Events Held	Weekly Growth of Prospecting List	Referrals Received
Week 1	1	0	1	0	10	0
Week 2	3	1	2	0	12	1
Week 3	2	2	1	1	9	2
Week 4	5	1	1	0	15	0
Week 5	4	3	2	0	6	3
Week 6	7	1	1	1	14	2
Week 7	6	2	1	2	12	4

Build a 3-List Prospecting System



Compile a Niche Media List

	A	B	C	D	E	F	G
1	Media Contact List Example						
2							
3	Media	Address	Address 2	Contact	Phone	Email	Notes
4	AP	184 High Street	Boston, MA 02110-3001	Mike Bezdek	617-357-8100		
5	AP	184 High Street	Boston, MA 02110-3001	Carolyn Thompson (re)	617-357-8100		
6	Arlington Advocate	9 Meriam Street	Lexington, MA 02420		Ms. Les Masterson		
7	Bangor Daily News		Bangor, ME	Carol Astbury	207-262-4230	castbury@bangordailynews.net	
8	Bangor Daily News			Betty Turcotte		bturcotte@bangordailynews.net	
9	Banker & Tradesman			Aqila Pitkounis		apitkounis@thawarwengroup.com	
10	Banker & Tradesman	280 Summer Street	Boston, MA 02210	Terrance Egan	617-428-5100	edfora@thawarwengroup.com	
11	Bedford Bulletin	334 Route 101 West	Bedford, NH 03110		603-314-0447	Susan Clark	bmcmaison@yourneighborhoodnews.co
12	Bedford Journal	PO Box 180	Milford, NH 03055	Michael Cleveland	603-673-673-3100		Thursday
13	Beimont Citizen Journal	9 North Meriam Street	Lexington, MA 02173-5312		781-674-7723		
14	Billerica Minuteman					billerica@onc.com	
15	Blackstone Valley Tribune				508-234-5686		
16	Boston Business Journal	200 High Street	Boston, MA 02110	Sean McFadden (ann)	617-330-1000	gdonneily@bizjournals.com	don't call on thursdays
17	Boston Globe North Weekly	One Corporate Place	Danvers, MA 01923	Jennifer Peter		jpeter@globe.com	
18	Globe North West		Lexington, MA 02420	Dean Inouye	781-860-5502	dinouye@globe.com	nwmail@globe.com
19	Boston Globe			Jim McCabe		jmccable@globe.com	
20	Boston Globe			Carol Beggy	617-929-1576	cbeggy@globe.com	
21	Boston Globe South			Kim Tan	781-826-1071	tan@globe.com	Mark Pothier
22	Boston Globe			Chris Reidy	617-929-3079	creidy@globe.com	
23	Boston Globe West			Adam Sell		asell@globe.com	
24	Boston Globe	135 Morrissey Blvd.	Boston, MA 02125-3310	Matt Carroll	6170929-2913		
25	Boston Globe	135 Morrissey Blvd.	Boston, MA 02125-3310	Karen Curran	617-929-2913		
26	Boston Globe	135 Morrissey Blvd.	Boston, MA 02125-3310	Tina Cassidy	617-929-2913	cassidy@globe.com	
27	Boston Herald	1 Herald Square	Boston, MA 02118	Jerry Kronenberg	617-426-3000	617-619-6675	
28	Boston Homes	254 Second Avenue	Needham, MA 02494	Marilyn Jackson	617-262-0444		
29	Boston Magazine	300 Mass. Ave.	Boston, MA 02115	Craig Under	617-262-9700 or 275-2000		
30	Boston Sunday Globe City Weekly	P.O. Box 2378	Boston, MA 02107-2378	Wendy Fox			
31	Boston Sunday Globe NorthWest Weekly	442 Marrett Road	Lexington, MA 02173-5312	Christopher Brooks	781-860-5500		
32	Boston Sunday Globe South Weekly	1165 Washington Street	Hanover, MA 02339	Michael Naughton	781-826-1000		
33	Boston Sunday Globe South Weekly	1165 Washington Street	Hanover, MA 02339	Irene Driscoll	781-826-1000		
34	Boston Sunday Globe West Weekly	40 Speen Street	Frammingham, MA 01701	Elien Clegg	508-820-4200		
35	Bourne Enterprise	50 Depot Avenue	Falmouth, MA 02540		800-286-7744		
36	Brockton Enterprise	PO Box 1450	Brockton, MA 02303	Marilyn Hancock	800-462-5569	mhancock@enterpriseneews.com	
37	Builders Association of Greater Boston	700 Congress St.	Quincy, MA 02169	John Buckley	617-773-1300		
38							
39							
40							
41	Information provided here is for display purposes only and may not be accurate.						
42							

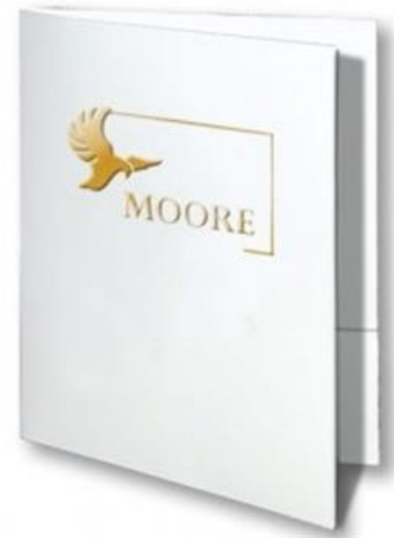
Create a Niche COI List

- Helps you break into your niche
- Raises your visibility
- Introduces you to niche members
- Gives you the inside scoop
- Refers new business to you
- Becomes a marketing partner



Develop a Niche Referral Guide

- Positioning statement
- Narrative explanation of services
- Bullet-point list of services
- Graphic overview/illustration of process
- Brief bio of you and your team
- Articles/announcements/ releases
- Conversation openers



Choose a Marketing Deliverable

- Educational workshops
- Resource directories
- White papers, e-books
- Media interviews
- Public speaking
- Teaching classes
- Writing blogs
- Tweets, Pins & Updates



Segment COIs

Tier 1 COIs

- CPAs
- Attorneys
- Business brokers
- Local bankers
- Insurance agents
- HR directors
- Industry salesmen
- Vendors

Tier 2 COIs

- Realtors
- Executive recruiters
- Association directors
- Restaurateurs
- Local journalists
- Funeral directors
- Wedding planners
- Personal trainers



Build a COI Communication Schedule

CPA & Attorneys Communication Schedule			
Month	Communications	Reports	Tier
Jan	Investment Committee Meeting Email article with note	4Q & Year End Review	Tier 1 CPAs & Attnys Tier 1 & 2 All
Feb	Contact CPA for tax needs	Send client's financial summary	Tier 1 CPAs & Attnys
Mar	CPA lunch/gift basket		Tier 1 CPAs
Apr	"Thank God It's Over" open house	1Q Review	Tier 1 & 2 CPAs
May	COI Roundtable		Tier 1 & 2 All
Jun	Portfolio review meeting Email article with note		Tier 1 & 2 CPAs Tier 1 & 2 All
Jul	Invite to social event/lunch	2Q Review	Tier 1 & 2 All
Aug	Email article with note		Tier 1 & 2 All
Sep	Phone call/visit		Tier 1 CPAs & Attnys
Oct	Invite to educational workshop Email article with note	3Q Review	Tier 1 & 2 All
Nov	COI/Client Year End Meeting		Tier 1 CPAs & Attnys
Dec	Holiday Open House		Tier 1 & 2 All

Develop a COI Niche Network

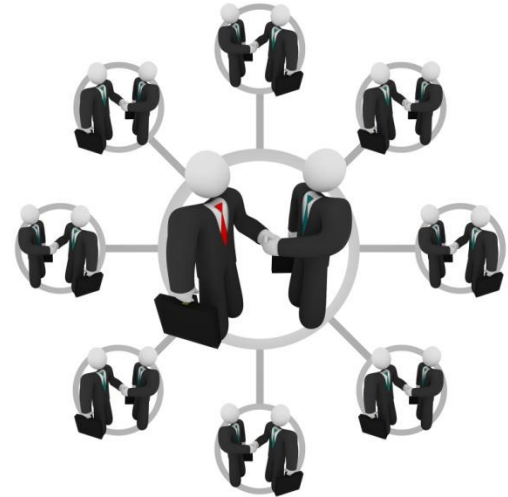


Develop Formal Social Networks

Pick 4 associations

- + Dedicate 1 evening/mo to each
- + Meet 6 people at each event
- + Actively communicate

= 144 prospects in 6 months



Develop Informal Social Networks

- Patronize local providers
- Support high school sports
- Join local golf club
- Go to area barber
- Find company watering holes
- Lunch at local diner
- Attend local charity events
- Host social events





Create Your First Marketing Campaign

- List of 50 niche prospects
- Isolate a pain point and solution
- Choose a marketing deliverable
- Develop marketing message & materials
- Create campaign schedule
- Involve 1-3 niche champions/COIs
- Follow up by phone & emails



The Niche Master



3-Week Niche Jumpstart Program

May 28:

Zero In On the
Perfect Niche

June 4:

Develop Your
Niche Expertise
& Marketing Plan

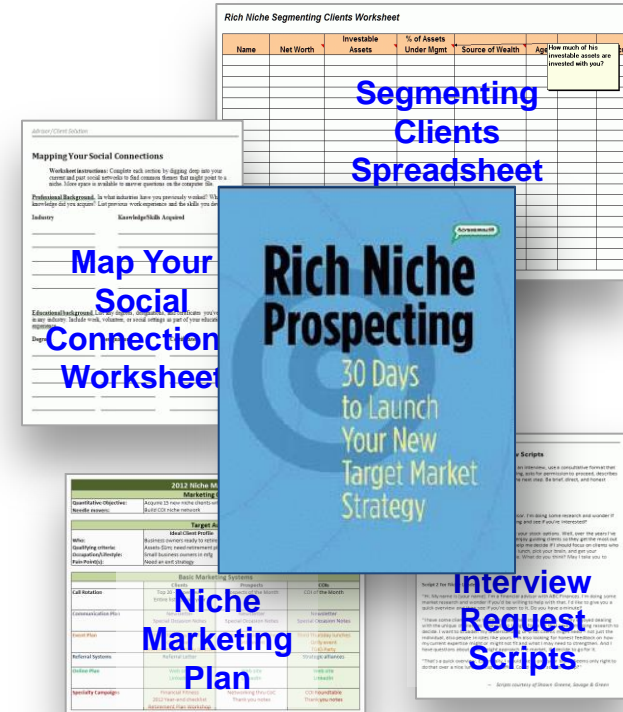
June 11:

Launch a Niche Resource Directory &
Market It on LinkedIn

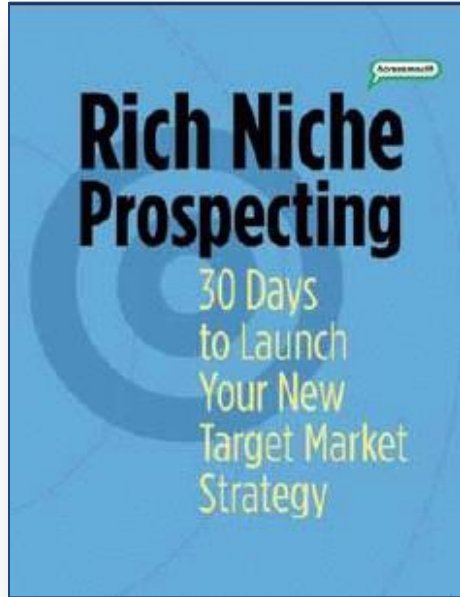


Rich Niche Prospecting Jumpstart Program

- 3 live webinars
- One-on-one coaching call
- 271-page Rich Niche Strategy Guide
- Rich Niche Prospecting Toolkit with 25+ worksheets & checklists
- The Niche Master Interviews
- Personalized feedback & coaching



Join Us!



1-Year Membership: \$597

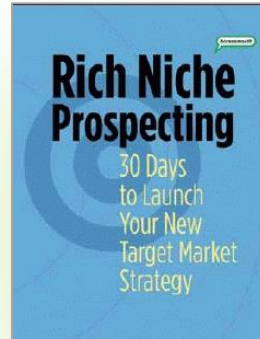
Introductory Discount: <\$100>

Your Price: \$497

(Must enroll by May 25th)

First Webinar: May 28th





Rich Niche Jumpstart Program

To learn more, visit:
www.horseshmouth.com/richniche