



# Advanced niching strategies

Carl Reader



# Rules of the game

## This is an interactive workshop!


- Please contribute both your own ideas and constructively help others
- This isn't a seminar, so please be prepared to roll up your sleeves and participate actively
- During my mini-sessions between activities, try to find your own examples (*for example, when I talk about what we did in franchising, allow your mind to wander off as you think about your own practice*)
- By the end of the session, aim to have a long list of actions to take away
- This will **only** work as a safe space for everyone – please respect confidentiality
- My pronunciation of “niche” is correct. This **cannot** be disputed 😊

# CPE Process

## In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **2 hours of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register



A photograph of a woman with blonde hair in a ponytail, wearing a dark jacket with a white fur collar, looking towards the right. In the foreground, the back of another person's head with blonde hair in a ponytail is visible. The background is a blurred crowd of people with green and blue bokeh lights.

Get to know  
your table...!

#QBConnect | WiFi: QBConnect



# Today's speaker



Carl Reader  
@CarlReader

Chairman, d&t  
[www.team-dt.com](http://www.team-dt.com)

# Workshop activity 1

## Focused research time on your target market

- Find out key stats (GDP contribution, total addressable market, etc)
- Identify the main suppliers to your potential clients, and the main contacts
- Identify any trade bodies or trade associations who may help you
- Identify any trade exhibitions or seminars that you can attend
- Find any online communities that you can join and contribute to

**REMEMBER:** If you've already done some of this, go deeper. Connect with key individuals on LinkedIn. Start creating a database of who to speak to. Use this as focused time, with no distractions, to work on your niche.

# Workshop activity 2

## Group brainstorm – each table member to

- Share their current USP with the table – why and how they are different from EVERY other firm, specific to their niche markets needs
- Allow feedback from the rest of the table, which can be:
  - Requires some soul-searching
  - How about tweaking it to ...
  - Great – no more work needed!

**REMEMBER: Your job today is to create an action plan for tomorrow!**

# Workshop activity 3

**This is where we bring it all together. Take turns to:**

- Share how you will reach your market with the table (bring in ideas from Workshop 1)
- Share how you will communicate your USP and set yourself apart
- Receive feedback from the group on:
  - how to improve your messaging
  - other areas that need some work

**REMEMBER: Your job today is to create an action plan for tomorrow!**



# Now what...?

## Thank you for your efforts!

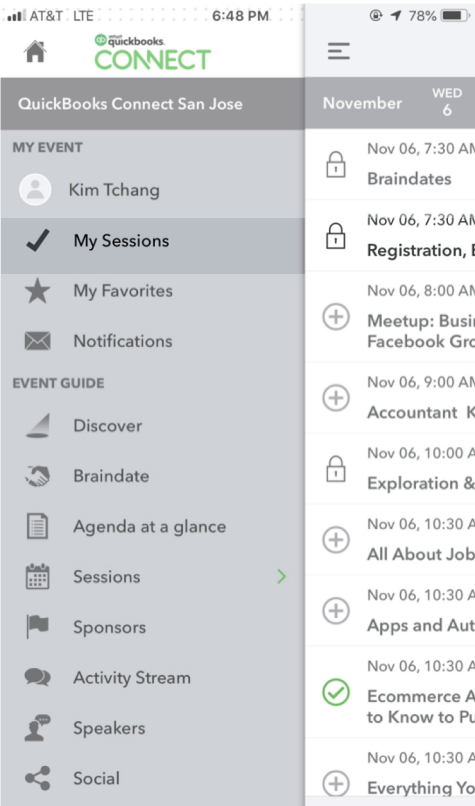
- Commit a date in your diary to refine and plan
- Stay in touch - @CarlReader
- I'm around for questions afterwards

**REMEMBER: Your job today is to create an action plan for tomorrow!**

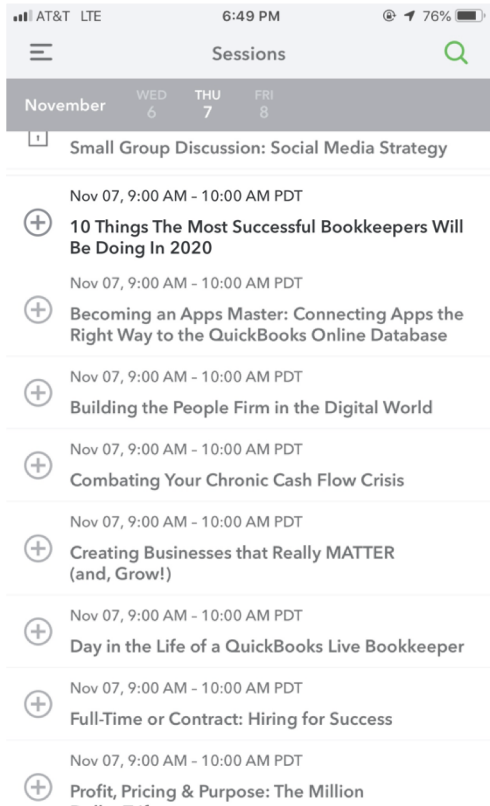
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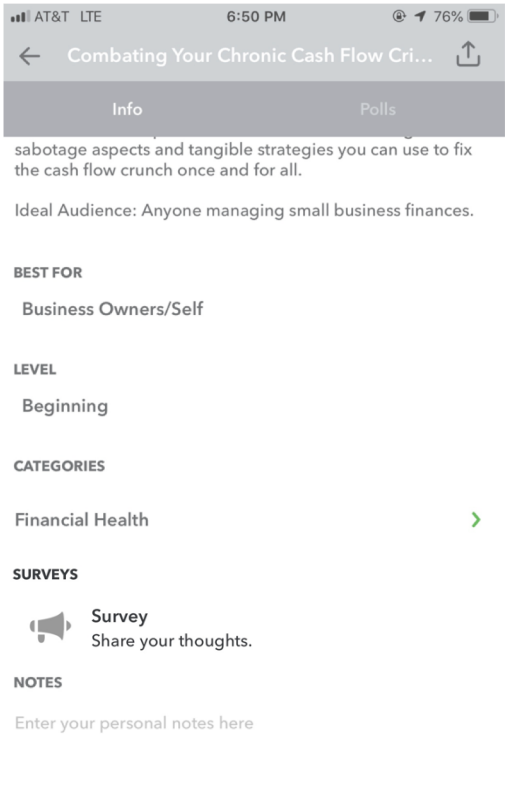
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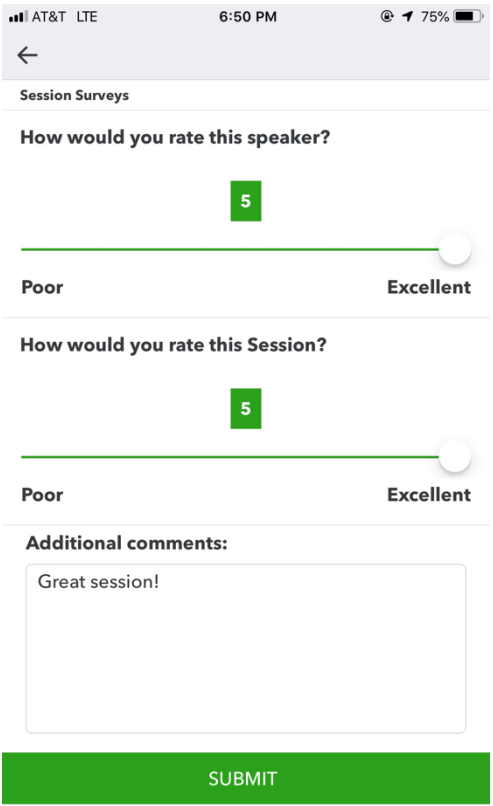
## 2. Select Session Title



## 3. Select Survey




## 4. Add Ratings



# Material Download

- 1. Find the session on the agenda
- 2. Select + for more information
- 3. Download PDF of slides and/or supplemental material

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Small Group Discussion: Build Your Dream Bookkeeping firm

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