





# ACTION SHEET

## KEY POINTS

- 20% of clients will typically provide you with 80% of your sales
  - 20% of clients will typically produce 80% of your problems
  - 20% of the market you operate in will typically spend 80% of the money
1. Most clients have little impact on your overall results.
  2. A vital few could make you rich.
  3. Targeting the right buyers is probably THE most important marketing activity any business can do.

What are subgroups or niches within your market?

<i>List all the niches (buying sub groups) within your market</i>	
	1 Medical - MOB
	2 Medical - Long Term Care
	3 House - Sustainable
	4. House - Vacation
	5. House - New Construction - Custom Design
	6. House - New Const. - Builders
	7. House - Additions
	8. House - Remodel - Whole House

Take your highest value niches and evaluate

### Niche #1

1. Niche name	MOB
2. Specific <b>PROBLEM</b>	What is it? Need licensed professional - very price conscious
3. Motivated - urgent solution	1 2 3 4 5 6 7 (8) 9 10
4. Already <b>spending</b> to solve	1 2 3 4 5 6 7 8 (9) 10
5. Economically <b>reachable</b>	1 2 3 4 5 6 7 8 (9) 10
6. You have an <b>advantage</b>	What is it? Willing to work as principal while drafter
7. Lack of perceived options	1 2 3 4 5 6 7 8 (9) 10
8. Good to deal with	1 2 3 4 5 6 7 8 (9) 10

does majority of work

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### Niche #2

1. Niche name	Vacation Home
2. Specific <b>PROBLEM</b>	What is it? More complex dwgs. need someone to manage, custom
3. Motivated - urgent solution	1 2 3 4 5 6 7 (8) 9 10
4. Already <b>spending</b> to solve	1 2 3 4 5 6 7 (8) 9 10
5. Economically <b>reachable</b>	1 2 3 4 5 (6) 7 8 9 10
6. You have an <b>advantage</b>	What is it? As Realtor/Architect I may be able to
7. Lack of perceived options	1 2 3 4 5 (6) 7 8 9 10
8. Good to deal with	1 2 3 4 5 6 (7) 8 9 10

search out who owns previous property

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### Niche #3

1. Niche name	New Construction - Custom
2. Specific <b>PROBLEM</b>	What is it? Specific needs not met in typical floorplan/spec
3. Motivated - urgent solution	1 2 3 4 5 6 (7) 8 9 10
4. Already <b>spending</b> to solve	1 2 3 4 5 6 (7) 8 9 10
5. Economically <b>reachable</b>	1 2 3 4 5 6 (7) 8 9 10
6. You have an <b>advantage</b>	What is it? Realtor advantage
7. Lack of perceived options	1 2 3 4 5 6 7 (8) 9 10
8. Good to deal with	1 2 3 4 5 6 7 (8) 9 10

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### Niche #4

1. Niche name	House - New Const. - Builders
2. Specific <b>PROBLEM</b>	What is it? Want variety of floorplans
3. Motivated - urgent solution	1 2 3 4 5 (6) 7 8 9 10
4. Already <b>spending</b> to solve	1 2 3 4 5 6 7 8 (9) 10
5. Economically <b>reachable</b>	1 2 3 4 5 6 7 8 9 (10)
6. You have an <b>advantage</b>	What is it? Realtor Architect
7. Lack of perceived options	1 2 3 4 (5) 6 7 8 9 10
8. Good to deal with	1 2 3 4 5 6 7 (8) 9 10

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### Summary

What is the RIGHT niche(s) to target?

MOB's, New Const.

What is the wrong niche(s) to target?

Vacation Homes