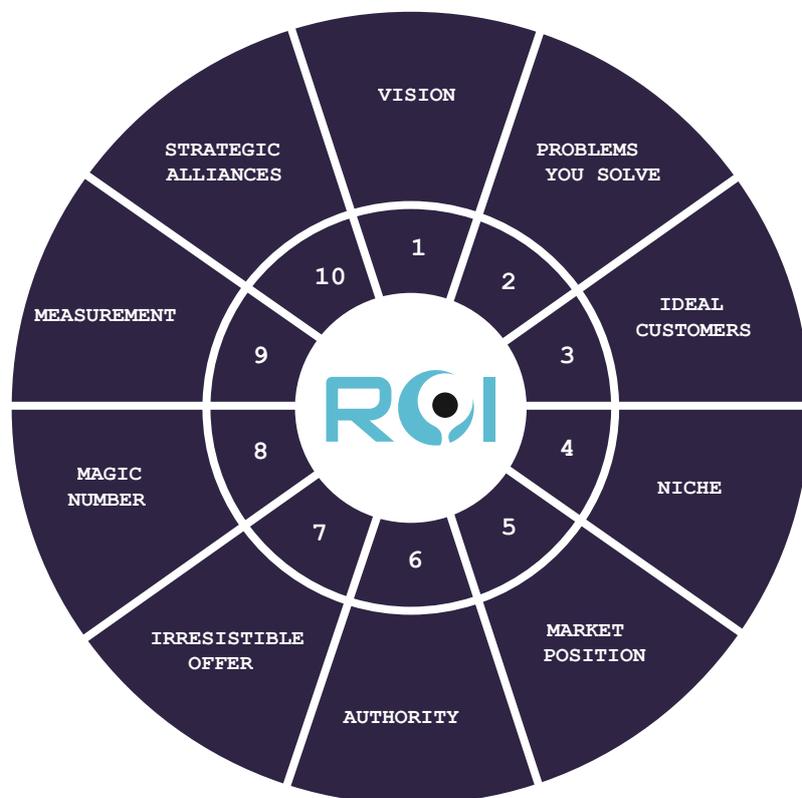


# 10 STEP NICHE DOMINATION

## STRATEGY FOR IMPACT, LEGACY

### AND PROFIT

Because, as Will Rogers said, "even if you are on the right track, you'll get run over if you just sit there".



**A large number of experts never achieve the revenue and recognition they deserve. All making the same mistake; having mastered a valuable skill set, they get stuck delivering this expertise in just one mode. Trainers train, accountant's crunch numbers, coaches' coach. You get the picture. Focusing all their energy on the wrong metric. Obsessed with getting more clients into their business at just one price point. But what if I told you that it does not have**

to be this way? And what if I told you that **there is a better option**, right in front of you. The secret to more revenue AND authority is to **package up your intellectual property into several different delivery methods and price points for scaling.**

While a typical business has a 20% profit margin, an information delivery system operates closer to 70%. That's a 250% improvement. After what it has cost you to create your expertise, reputation, and a portfolio of clients, **don't you think you can aim higher? First you need to stop trading time for money.**

As a niche expert you already know more than enough. You have thousands of hours with clients under your belt. Yet, you are still missing something. Something that is difficult to articulate but exists because you know that others have solved it and are achieving more impact and a greater ROI (Return On Intellect™). **The missing piece of the equation is finding the most valuable part of your expertise and packaging that up into a process** that you can offer: a short-cut, or playbook, for others to follow.

We can show you how to identify **the missing pieces of the puzzle.** The part that will take YOU **from overworked and undervalued, to becoming a recognised industry expert.**

A new business asset is something you build once and sell repeatedly. Essentially, **you have two choices:**

- Continue to offer the same product, to the same audience at the same price point, and risk going backwards.

**OR**

- Develop a new, higher priced, more valuable service using your existing expertise to get paid more AND position yourself as an industry expert: IMPACT, LEGACY AND PROFIT.

We call it becoming the Niche "Rock Star!" Become the go-to person in your industry. Getting people to stop thinking of you as a simple doer and start seeing you as an Authority.

Here's how to do that in our 10 point step by step roadmap.

## 1. VISION: “Chase the vision, not the money; the money will end up following you.” – Tony Hsieh

It is crucial that you are **ambitious and create your vision**. Most people fail not because they aim too high and miss, but because they aim too low and hit.

The ideal future state of your business in 1, 3 and even 5 years must be something greater than what you currently offer or provide. This then becomes your “North Star”, the motivation you need to create that your high value offer. This keeps you going on the days when you might be frustrated with your progress and is the inspiration which prompts you to effect the change you want to see within your industry or niche. **Visions need to encompass both you and your customer’s needs** and establish a clear idea on how YOU will action that change.

## 2. PROBLEMS YOU SOLVE: “You Will Get All You Want in Life If You Help Enough Other People Get What They Want.” - Zig Ziglar

Most problems can be separated into time, professional and family. Do you fully understand your clients, talk directly to their needs and wants, and provide both actionable help and valuable resources? People pay to have their problems solved. **The bigger the problem, the more they will pay**. But careful: no one will buy a solution to a problem they don’t want to solve.

So it makes sense to really understand what problems your audience has. **What problems are not met by your existing services?** Once you know this, you can design your new offer to match what they need. Again, you need to discover what they want to learn, not what YOU want to teach. **And how can you do that? Ask the market.** Find one specific problem that is specially painful or costly for them and become the best at solving it. When we look to serve a certain market, it’s critical we understand our purpose in the process. **Our customers don’t really want our product. They want to solution/experience/transformation our product gives them.**



### 3. Your ideal CUSTOMER: “Do what you do so well that they will want to see it again and bring their friends.” — Walt Disney

**We have good and bad news.** Bad news: when you have a higher and targeted offer the client base you currently have might not always be your target market. You are thinking big now and this means that maybe you no longer sell your services to them.

Now the good news: It all comes down to the abundance mindset. You might lose some clients but you have to be confident on your new path. Here are two case studies: Jenny, a leading accountant, set up an off-shore team that’s been a huge cost advantage and in doing so, has experience (Intellect) in a unique skill. This is a skill other accountants want to learn, and more importantly, are willing to pay a premium for. Den was a video production expert for over a decade. Until he swapped filming and editing for teaching the process of running a video production company. When he made the shift from doer to creator he doubled his income and halved his working week (4x return) by creating a masterclass based on his expertise.

If you have done your niche research right, the pain your client is feeling will be strong enough and you can position yourself as the best solution. To be there at the right place and moment like a “deus ex machina” (see Game Of Thrones) that appears at the end of the movie to bring the tale to a happy conclusion.

### 4. NICHE: “It Is Not Your Customer’s Job to Remember You. It Is Your Obligation and Responsibility to Make Sure They Don’t Have the Chance to Forget You.” — Patricia Fripp

The most successful experts speak directly to a niche audience, solving problems using their expertise. Business is ultra-competitive, but **it’s much easier to dominate a smaller niche than to be a generalist who appeals to nobody.** The hard truth is that every single niche quickly gets crowded.

For example, let’s say you are a sports physiotherapist, we could segment sports, go a step further and identify martial arts as an interest, but this is still quite generic. If we niche-down further we could take the martial art of jiu-jitsu. We could go further still and focus on jiu-jitsu practitioners who compete regularly, that might have recurrent injuries you can solve. **Can you see now how the clearer you are on your targeting, the more impactful your efforts will be?**

## 5. MARKET POSITION: “No one will follow you if you don’t know where you are going.” – Jack Trout

Knowing what to offer and who to serve puts you ahead of many generalists because **now you know where you are going**. The next step is to ensure that you position yourself correctly. **You must position yourself around your expertise and be congruent with the market you are in**. If you have changed industries, sadly much of your expertise, although valuable, will be discounted by the market. However, if you have considerable industry experience then this is leverage you can use to position yourself near the top of the field. Doing so will help you create a gap between you and your competitors. Anything that becomes an additional point of difference can also be positioned as a competitive advantage that will reinforce your market position. Creating a self-fulfilling loop. The key is to start with just one thing that gives you more authority (see #6)

## 6. Authority: “The key to successful leadership today is influence, not authority.” - Ken Blanchard.

You have clarity on where you are heading, what will make you stand out? You’ll need a clear idea of what you want to be known for. **Do you fully understand (and communicate) the benefits and experience that you bring to your target customers?** Authority is about teaching. Every trusted authority has strong opinions, and educates within their space. Think about your existing knowledge and the intersection between this and your audience’s needs. **What steps have you taken (or need to take) to educate and become an authority in your niche?** The world has moved from a need for experts, and instead looks for trusted authority. Have you?

**So teach, where?** Podcasts, social media and a blog are the main components of a social authority power triangle. This is an important concept to understand if your goal is to quickly develop a thought-leadership or expert reputation within your industry. In fact, this power triangle is more powerful than compound interest because the combination makes it possible for you to be found, to be listened to, and to engage your targeted audience from a position of leadership.

## 7. THE IRRESISTIBLE OFFER: “Nobody likes to be sold to, but everyone likes to buy.” – Dr. Earl Taylor

Think about every challenge, roadblock and setback you’ve faced and overcome. Once you figured it out that’s something valuable. Imagine someone buying a mixture of your expertise, experience and intellect. How cool is that? It’s the ultimate offer to make to people that want to know what you know, learn from your experience and potentially follow in your footsteps whilst avoiding the costly mistakes. It’s why we call it the irresistible offer.

In order to serve your audience there needs to be a big payoff. Based on everything you now know about them, your offer will be designed to help them overcome a large problem. Something that is 10 or 20 times greater than your offer price. **How much will they make (or save) by learning what you already know and can teach?** This becomes your irresistible offer. **When you are solving a genuine problem, selling doesn't feel sleazy.** It's a service and work you love.

## 8. THE MAGIC NUMBER: “Cash rules everything around me. C.R.E.A.M. get the money— dollar dollar bill, yo.” Wu-Tang Clan

Business is all about numbers. According to a U.S. Bank study, 82 % of business failures are due to poor cash management. Take that smile off your face if you are amongst the 18%. Think of the two ROI measurements: The old fashioned Return On Investment and the **\$355M a day knowledge economy we call Return On Intellect™**. **Do they currently stack up?** If the answer is NO then it's time to find a new Magic Number.

What would just 20-30 clients paying you a premium for your expert advice look like? Confident in the results you provide and armed with your irresistible offer you can focus on your key



numbers. To make a difference how many, and at what price is your Magic Number? Keeping in mind the 70% margin.

**Because you don't need more customers** at your existing price point. Instead you need 32. You heard correctly - just 32. Just 8 people in a Mastermind 4 times a year paying you between \$2000- \$6000 each. That's just a tiny fraction of your niche audience.

So let's rephrase The Clan's quote now: "Cash rules almost everything around me. Get that Return— R. O. I. fast and quick, yo."

## 9. MEASUREMENT: "What gets measured gets managed" - Peter Drucker.

Peter Drucker was something of a visionary in his day. Collecting data and insights is how we know we're on the right track. Most likely the numbers you measure right now don't inspire you like they used to. But by working on an irresistible offer and using your new Magic Number you can now become laser focused on what success looks like for you (and others).

Your magic number is all about a new asset that may co-exist with your existing services. Effectively, you will be running two businesses. So it's important to manage your resources and ensure that you track and measure your existing numbers, as well as the development of the more lucrative new offer. Once up and running and monitored, they will integrate seamlessly as long as you keep measuring.

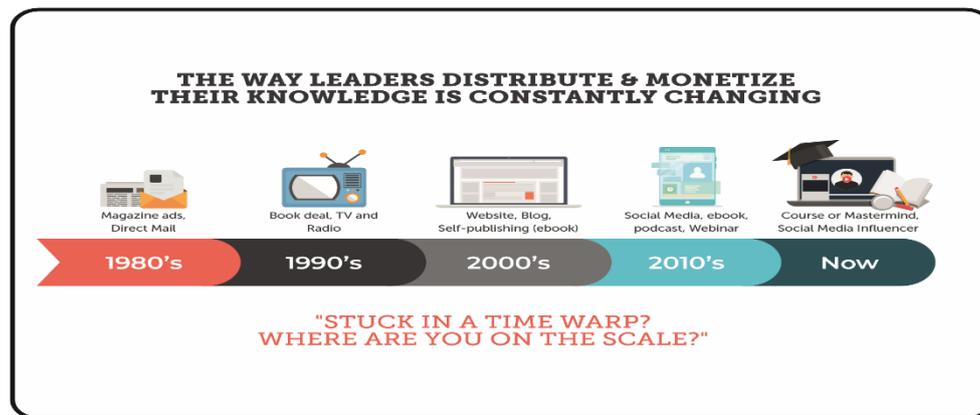
## 10. STRATEGIC ALLIANCES: "Alliances and partnerships produce stability when they reflect realities and interests". - Stephen Kinzer

Who better to help you reach your destination than people inside your niche? **Get them on board: share your vision, and involve them** in delivering your irresistible offer. In return they will provide valuable insights into your niche and the important problems that need to be solved. There may be other businesses and organizations that can help you get there. **Who has similar target customers that you can form partnerships with?** Like bookends, **who provides a service before or after you?** Identify others to collaborate with and who could become your advocates and referral partners. In terms of collaborations and what you can do,

it's going to be on a case-by-case basis. It's going to depend on what they're doing and how you might want to go about it. But be creative, come up with ideas, and see if it's something they'd be interested in. If it is the first time you talk to them is going to be a little more difficult versus having an opportunity to build a relationship with them beforehand.

## FROM MASTERY TO INNOVATION

Once you've reach mastery, the **next logical step is innovation**. The one thing that all niche



leaders have in common is their ability to amplify what they do. **To be able to reach a bigger audience or have a higher-priced offer that confirms their authority.** A playbook, system or process that others can follow and learn from. Here is the evolutionary process that proves that change is constant and what worked before won't work forever.

## WHAT NEXT?

These insights and strategies can only help when you find (make!) the time to implement them. There is no higher leverage (we know of) than **using your existing knowledge in a more savvy way, to dramatically increase your Return on Intellect™**. The key to this, like everything in life, is to implement and take action!

You have **two options from here**. The first involves getting in touch and having a quick chat over Zoom. I invite you to click on the link:

<https://calendly.com/eccountability/return-on-intellect-discovery-call>

And we can run over some options and more strategies that WILL help you on your way to become a niche rock star, and a true creator. We will cover amongst others:

- What kind of asset would be the most profitable for you
- Ideas on how best to package up your intellectual property.
- What kind of "Return On Intellect" your peers are making.

We'll show you **how creating a Mastermind offer will bring in 6 figures a year from just 32 clients**. The switch that makes the difference between flat lining or killing it. If it's a great fit, we can talk further about working together, and if not, no problem, we don't expect everyone to be ready to take things to the next level.

Your second option is to do nothing, which is also okay, and I'd still like to invite you to get in touch when you're ready. But you know deep down that this is something different, something you've been waiting for too long. Too many nights wondering, researching but not finding what you were looking for.

Either way it's up to you!

So once again, I invite you to get in touch by clicking the link to book your strategy call. Once you click the link you will be taken to my calendar where you can find a time that suits you. Really, **what can you lose?** Apart from 2 minutes booking the call, the rest of the time will be an investment in ideas and growth strategies.

If you have any questions before you book your call, feel free to email us and we can answer your questions.

With warm wishes for your success,

**Ronan**