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Riches in Niches: How to Make It Big in a Small Market

Susan A. Friedmann

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RICHES IN NICHES

How to Make it **BIG** in a Small Market



SUSAN FRIEDMANN, CSP

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Susan A. Friedmann : Riches in Niches: How to Make It Big in a Small Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised Riches in Niches: How to Make It Big in a Small Market:

9 of 9 people found the following review helpful. Don't Be a CommodityBy M. L LamendolaFriedmann has several good articles posted in the Mindconnection online library, so I was interested in reading her book. When I was quite young, I excitedly told a mentor about several new things I was doing. His advice to me was to pick one and do it well.

Since then, I have seen the wisdom of that advice proven time and time again. It is better to do one thing well than to do many things poorly. That philosophy is the underpinning of this book. But it's not a rah-rah book that spends a couple hundred pages making the same point over and over. You've probably read such books. Whenever I have finished such a book, I wonder if the author has ever really put the advice to use. There's no "how to get there from here." Riches In Niches lays out a 7-step plan anyone can follow, plus it provides a ton of useful references. Throughout the book, you'll find short case histories that each illustrate a point. The first chapter introduces us to the author. We learn why Friedmann chose the path she did, and we get to learn from her mistakes. The next chapter provides a detailed explanation of why it's better to pick a specialty than to try to be all things. Chapters Three and Four lay the foundation for understanding how niches work. The next seven chapters (Five through Eleven) provide Friedman's seven-step plan. Chapter Twelve ties it all together and provides some additional insights. In the back is an extensive "Recommended Resources" section that, in itself, justifies buying the book. Friedmann writes in a style that reminds me of a transcript of a public speech. This should not be surprising, as she is an accomplished public speaker and is, in fact, a National Board Director of the National Speakers Association. Grammarians will give her a few red marks here and there, but those little errors don't seem to slow the book down. I think they just serve to illustrate one of the points Friedmann made in her book. Don't let perfectionism stand in the way of excellence and accomplishment. For many entrepreneurs, this is a nearly insurmountable barrier. It's the number one reason small firms tend to stay small. You'll find other pearls of wisdom, plus practical advice on how to implement them, in this book. If you're already a niche player, that's great. You may find you can improve your game after reading this book. The same goes for someone who's an employee in a corporation. Don't be a commodity. Command an image of high value, instead, and reap the rewards.

2 of 2 people found the following review helpful. Timely and packed with content
By John Chancellor
In the academic world there is the saying, "Publish or perish". I would take the same concept and apply to the world of the entrepreneur - "Find your niche or find a job." If you cannot find a niche and dominate that niche, you better dust off your resume and find a job. Business is too competitive for the generalist to really make a mark anymore. If you truly want to reap the rewards that all entrepreneurs dream of, you need to find a niche and become an expert in that niche. Fortunately you don't need to go it alone. Susan Friedmann has given us a very readable, content rich, step by step manual to help us identify our strengths and select a niche that is right for us. She also gives us guidance in how to position ourselves, how to effectively market ourselves and use the media to build our business. Actually she covers everything you need to know to separate yourself from the crowd and build a business that will command premium compensation. The expert always gets paid more - even for the same advice. The book is well written and easy to read. At the end of each chapter is a "nugget of wisdom" and a "Susan's Speedy Summary" which allows the reader to refer back to the lessons contained in the chapter. The book is primarily written for the service professional, but the principles apply to any business. If you truly want to build a successful business, you would do well to read and apply the lessons contained in Riches in Niches.

0 of 0 people found the following review helpful. Entrepreneurial Gold
By wordophile
I found Niche to Rich and Niche to Rich: Zap Your Way to Success when I was surfing. I learned a lot of strategies about standing out in a crowded market and why it is essential for entrepreneurs to specialize in a product or service and let your audience know exactly what you do. I am putting some of these skills to work and I am seeing results. As a newbie to this scary new world of entrepreneurs I appreciate these step-by-step books.

Why do some financial advisors wind up making millions on TV giving investment advice while others labor in obscurity? How do some attorneys land regular columns in prestigious trade publications? Where do those speakers who give the annual address at industry conventions come from? What is the secret reason that a select few service professionals enjoy high-profile, high-prestige, and high-paying status as "experts" in their fields? More importantly, can the rest of us do it? Susan Friedmann answers a resounding "Yes!" In Riches in Niches: How to Make It BIG in a Small Market, Friedmann explores the multiple factors that separate the "experts" from the service professionals who may have identical--if not better--skills, but whom no one has ever heard of. You will learn:

- * Why positioning yourself as an Expert in a Niche--a sweet spot known as a nichepreneur--is the most surefire route to success any service professional could want.
- * The GEL Formula: Friedmann's proven technique that shows service professionals how to find the professional niche that makes the best use of their skills while yielding maximum profit.
- * The Seven Secrets nichepreneurs need to know to create, claim, and benefit from their Expert Identity.
- * Creative ways to create secondary, even tertiary, income streams capitalizing on the benefits of "Being the Expert."