

# There are 'riches in niches'

## **SPECIFIC STYLE SPECIALIST**

Modern  
Traditional  
Simple design  
Detailed design (elaborate)  
Transformable space design  
Tiny Houses (mobile homes) (edited)  
Luxury design

## **SPECIFIC METHOD SPECIALIST**

Designed using your own unique design methods - hint, create new category  
Passiv Haus  
Feng Shui

## **PURPOSE DRIVEN DESIGN SPECIALIST**

Return on design (ROD)  
Allergy Free  
Invisible design - space that doesn't look like a hospital  
Green design  
Sustainable  
Ageing on place  
Affordable  
ADAAG Accessible Design  
Net-Zero design  
Socially Conscious design  
Biophilic design  
Wellness design

## **SPECIFIC CATEGORY SPECIALIST**

Industrial design  
Mobile design  
Retreats  
Wellness Centers  
Medical Centers  
University specialist  
Production studios  
Fitness & Sports  
Community Centres  
Town Houses

Multi-Family Housing  
Coastal residential

## **WHO YOU DESIGN FOR SPECIALIST**

Residential  
Developers  
Industrial

## **MATERIAL SPECIFIC SPECIALIST**

Pre-Fab housing  
Straw Bale Construction  
Concrete  
Container  
Wood

## **OTHER**

Trained by (famous architect)  
Difficult design (Red Adair)  
Projects over \$Xm  
Organic free style design

## **NOTE**

Marketing becomes easier when you choose a niche and specialise. The narrower your focus the more well known in that niche you can become.

You can choose any one of the above or to become even more unique by choosing a combination of them eg Mastermind member Eric Lam created his own category called MINDFULNESS DESIGN which is a combination of Wellness design + Biophilic + Eastern Metaphysics. Because he is the only specialist in this niche, he can easily claim to be the 'leading expert',



## Places to promote offers

1. Industry Associations
2. Industry Events
3. Joint Venture Lists
4. Strategic Partnerships
5. Flyer Drops
6. Email Drops
7. External Databases
8. Online Forum Posting
9. Email Signature
10. Holiday Cards
11. Website / SEO
12. Contest
13. Charity / Pro-Bono Work
14. Community Boards
15. Website Retargeting
16. Service Organizations
17. Your own Database
18. Google Maps
19. Your Dirty 30 Partners
20. On your stationery
21. Direct Mail
22. Cold Calling
23. Published in the Media
24. Construction-site Signs
25. Write a book
26. Advertising
27. Focused online chat groups
28. Endorsed Mailing
29. Cold Email
30. LinkedIn
31. Mini-Murdoch (produce a community newsletter)
32. Guest Posting / Blogs
33. Live Seminars
34. Speaking
35. Webinars
36. Press Releases to media
37. Trade shows
38. Past clients
39. YouTube / Online Video
40. Facebook
41. Instagram
43. Portfolio Websites  
(Behance, Architizer, ArchDaily, Houzz.com)
44. AIA Architect Finder
45. Monthly newsletter
46. 'Question of the week' email
47. School newsletter