

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