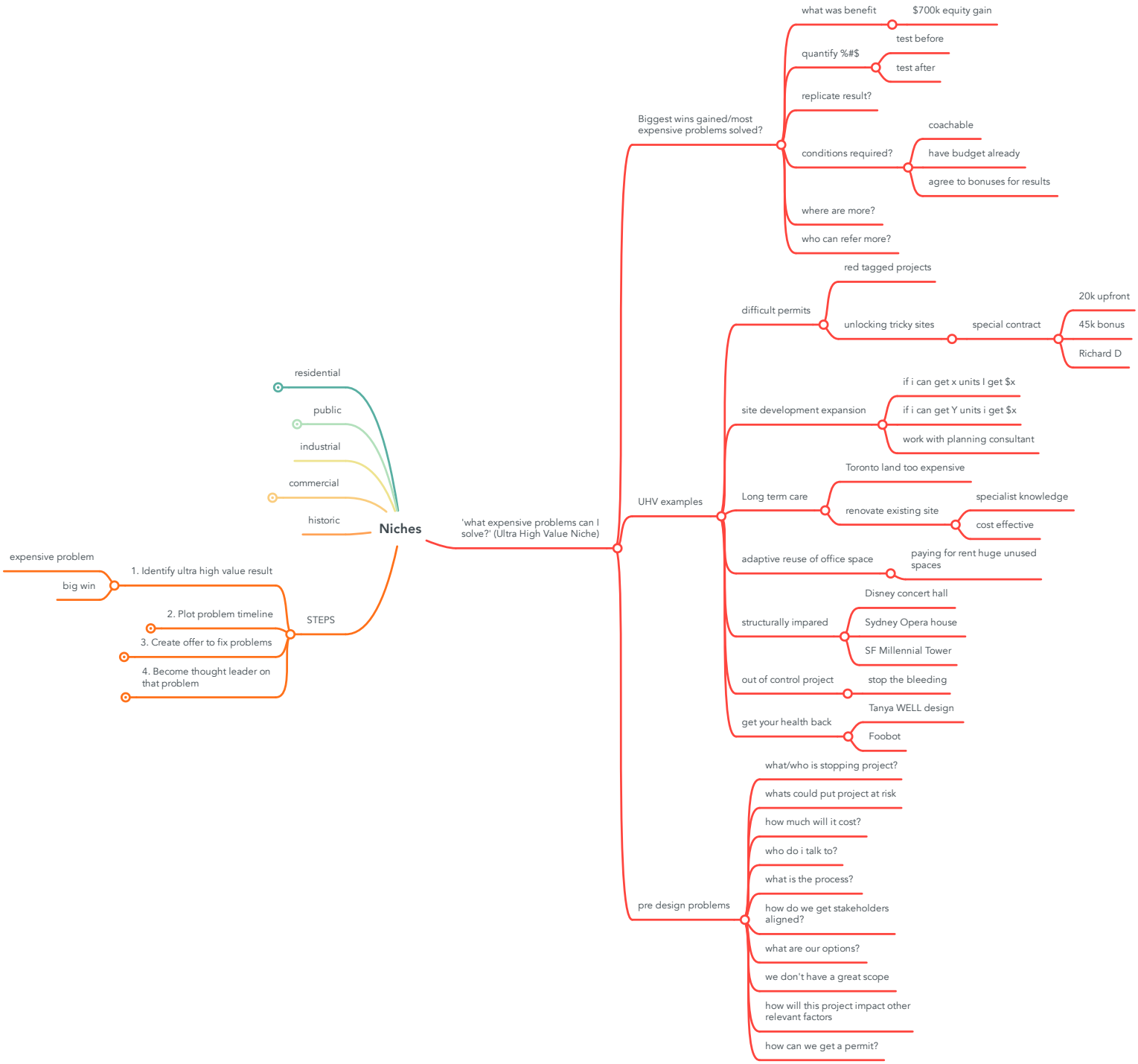
Niches
residential
public
industrial
commercial
historic
STEPS
1. Identify ultra high value result
expensive problem
big win
2. Plot problem timeline
3. Create offer to fix problems
4. Become thought leader on that problem
'what expensive problems can I solve?' (Ultra High Value Niche)
Biggest wins gained/most expensive problems solved?
what was benefit
$700k equity gain
quantify %#$
test before
test after
replicate result?
conditions required?
coachable
have budget already
agree to bonuses for results
where are more?
who can refer more?
UHV examples
difficult permits
red tagged projects
unlocking tricky sites
special contract
20k upfront
45k bonus
Richard D
site development expansion
if i can get x units I get $x
if i can get Y units i get $x
work with planning consultant
Long term care
Toronto land too expensive
renovate existing site
specialist knowledge
cost effective
adaptive reuse of office space
paying for rent huge unused spaces
structurally impared
Disney concert hall
Sydney Opera house
SF Millennial Tower
out of control project
stop the bleeding
get your health back
Tanya WELL design
Foobot
pre design problems
what/who is stopping project?
whats could put project at risk
how much will it cost?
who do i talk to?
what is the process?
how do we get stakeholders aligned?
what are our options?
we don't have a great scope
how will this project impact other relevant factors
how can we get a permit?

Niches

1. 'what expensive problems can I solve?' (Ultra High Value Niche)

- 1.1. Biggest wins gained/most expensive problems solved?
  - 1.1.1. what was benefit
    - 1.1.1.1. $700k equity gain
  - 1.1.2. quantify %#$
    - 1.1.2.1. test before
    - 1.1.2.2. test after
  - 1.1.3. replicate result?
  - 1.1.4. conditions required?
    - 1.1.4.1. coachable
    - 1.1.4.2. have budget already
    - 1.1.4.3. agree to bonuses for results
  - 1.1.5. where are more?
  - 1.1.6. who can refer more?
- 1.2. UHV examples
  - 1.2.1. difficult permits
    - 1.2.1.1. red tagged projects
    - 1.2.1.2. unlocking tricky sites
      - 1.2.1.2.1. special contract
        - 1.2.1.2.1.1. 20k upfront
        - 1.2.1.2.1.2. 45k bonus
        - 1.2.1.2.1.3. Richard D
  - 1.2.2. site development expansion
    - 1.2.2.1. if i can get x units I get $x
    - 1.2.2.2. if i can get Y units i get $x
    - 1.2.2.3. work with planning consultant
  - 1.2.3. Long term care
    - 1.2.3.1. Toronto land too expensive
    - 1.2.3.2. renovate existing site

1.2.3.2.1. specialist knowledge

1.2.3.2.2. cost effective

1.2.4. adaptive reuse of office space

1.2.4.1. paying for rent huge unused spaces

1.2.5. structurally impared

1.2.5.1. Disney concert hall

1.2.5.2. Sydney Opera house

1.2.5.3. SF Millennial Tower

1.2.6. out of control project

1.2.6.1. stop the bleeding

1.2.7. get your health back

1.2.7.1. Tanya WELL design

1.2.7.2. Foobot

1.3. pre design problems

1.3.1. what/who is stopping project?

1.3.2. whats could put project at risk

1.3.3. how much will it cost?

1.3.4. who do i talk to?

1.3.5. what is the process?

1.3.6. how do we get stakeholders aligned?

1.3.7. what are our options?

1.3.8. we don't have a great scope

1.3.9. how will this project impact other relevant factors

1.3.10. how can we get a permit?

2. STEPS

2.1. 1. Identify ultra high value result

2.1.1. expensive problem

2.1.2. big win

2.2. 2. Plot problem timeline

2.2.1. pre design

2.2.2. design phase

2.2.3. build phase

2.3. 3. Create offer to fix problems

2.3.1. dont know options

2.3.1.1. Feasibility review

2.3.1.2. Design diagnosis

2.3.1.3. Possibilities review

2.3.1.4. Needs and Options review

2.3.1.5. Design discovery

2.3.1.6. Discovery Consultation

2.3.2. dont know if site is right

2.3.2.1. Walk the site

2.3.2.2. IsMySiteRight review

2.3.3. 'dont know process

2.3.3.1. One page Action plan

2.3.3.2. Right Track Workshop

2.3.4. dont know if project is profitable

2.3.4.1. ROI Road Map

2.3.5. planning permission

2.3.5.1. NY Red Tape Review - Jill

2.3.5.2. NY permit road map

2.3.6. expert confusion

2.3.6.1. Directory of experts

2.3.7. scope confusion

2.3.7.1. Storyboard workshop

2.3.8. fighting stakeholders

2.3.8.1. stakeholder alignment workshop

2.4. 4. Become thought leader on that problem

2.4.1. content

2.4.1.1. tools

2.4.1.1.1. tools

2.4.1.1.2. resources

2.4.1.1.3. checklists

2.4.1.1.4. flowchart

2.4.1.1.5. cheatsheets

2.4.1.2. bait

2.4.1.2.1. myths

2.4.1.2.2. 7 costly mistakes

2.4.1.2.3. dangers/disaster examples

2.4.1.2.4. review/rate available solutions

2.4.1.3. fishing holes

2.4.1.3.1. dirty 30

2.4.1.3.2. website

2.4.1.3.3. social media

2.4.1.3.4. publications

2.4.1.3.5. paid ads

3. historic

4. commercial

4.1. Retreats

4.2. Wellness

4.3. Mobile design

4.4. Medical centres

4.4.1. oncology

4.4.1.1. special needs

4.4.1.2. own problems

4.4.1.3. more in demand

4.4.1.4. charge higher fees

4.4.1.5. best practice

4.4.1.6. famous - go to guy

4.4.1.7. referrals

4.5. Production studios

- 4.6. Sport and fitness
- 4.7. Community centres

5. industrial

6. public

- 6.1. Universities
- 6.2. government
- 6.3. public spaces
- 6.4. infrastructure

7. residential

- 7.1. Service level
  - 7.1.1. DesignBuild
  - 7.1.2. Design only
  - 7.1.3. Full end to end
- 7.2. Method
  - 7.2.1. Passive House
  - 7.2.2. Feng Shu
  - 7.2.3. Biophilic
  - 7.2.4. WELL design
  - 7.2.5. Your proprietary method
    - 7.2.5.1. Invisible design - Lisa Bixler
    - 7.2.5.2. Super homes - Bob Burnett
    - 7.2.5.3. Ultra high performance - Daniel
    - 7.2.5.4. Balance Method Jeff Krieger
    - 7.2.5.5. Mindfulness design
      - 7.2.5.5.1. Bio philic
      - 7.2.5.5.2. WELL design
      - 7.2.5.5.3. Eastern metaphysics
    - 7.2.5.6. SIX+MAPS
- 7.3. Budget
  - 7.3.1. Under $300k
  - 7.3.2. $300-1m
  - 7.3.3. $1-3m

- 7.3.4. $3-10m
- 7.3.5. $10m+m

7.4. Location

- 7.4.1. beachfront
  - 7.4.1.1. cape cod
- 7.4.2. inner city
  - 7.4.2.1. house
  - 7.4.2.2. apartment
  - 7.4.2.3. townhouse
  - 7.4.2.4. new build
  - 7.4.2.5. renovation
    - 7.4.2.5.1. people looking to sell
    - 7.4.2.5.2. who want to make ROI
- 7.4.3. suburb
- 7.4.4. other

7.5. Design style

- 7.5.1. Adobe
- 7.5.2. Mountainhouse
- 7.5.3. Modern
- 7.5.4. Simple
- 7.5.5. Detailed
- 7.5.6. Repurposing space
  - 7.5.6.1. delect buildings
  - 7.5.6.2. vacant lots
  - 7.5.6.3. >> multi fam res
- 7.5.7. Tiny
- 7.5.8. Artistic
  - 7.5.8.1. The Living Art Experience by Julia Miner (Masterpiece homes)
  - 7.5.8.2. qualification
    - 7.5.8.2.1. ground up
    - 7.5.8.2.2. super insulation

7.5.8.2.3. $1.5m+ budget

7.5.8.2.4. masterful use of materials

7.5.8.2.5. for art lovers

7.5.8.2.5.1. luxury living

7.5.8.2.5.2. gallery aspects

7.5.8.2.5.3. $1m+

7.5.8.2.5.4. for those who love art and want to live an artful life

7.5.8.2.5.5. ideal $5m

7.5.8.3. rules

7.5.8.3.1. NOT

7.5.8.3.1.1. ugly

7.5.8.3.1.2. cookie cutter

7.5.8.3.1.3. for all people

7.5.8.3.2. appreciate great design

7.5.8.3.3. appreciate my process

7.5.8.3.4. starts with storyboard

7.5.8.4. backstory

7.5.8.4.1. artist

7.5.8.4.2. architect

7.5.8.4.3. combination

7.5.8.5. composition

7.5.8.5.1. storytelling

7.5.8.5.1.1. people

7.5.8.5.1.2. place

7.5.8.5.1.3. history

7.5.8.5.2. harmonious

7.5.8.5.2.1. site

7.5.8.5.2.2. nature

7.5.8.5.2.3. people

- 7.5.8.5.3. rigorous
  - 7.5.8.5.3.1. details
  - 7.5.8.5.3.2. craft
- 7.5.8.5.4. beautiful
  - 7.5.8.5.4.1. timeless
  - 7.5.8.5.4.2. background
  - 7.5.8.5.4.3. simplicity
  - 7.5.8.5.4.4. quietness
  - 7.5.8.5.4.5. 3D work of art
- 7.5.9. Luxury
- 7.5.10. Historic
- 7.5.11. Magic doors
- 7.5.12. Other

7.6. Purpose

- 7.6.1. Aging in place
  - 7.6.1.1. Invisible design
  - 7.6.1.2. ADAAG Accessible
- 7.6.2. Environment
  - 7.6.2.1. Sustainable
  - 7.6.2.2. Net Zero
  - 7.6.2.3. Green
- 7.6.3. Socially conscious
  - 7.6.3.1. affordable
  - 7.6.3.2. Habitat for humanity
- 7.6.4. ROD
  - 7.6.4.1. Investors already
  - 7.6.4.2. watch videos
  - 7.6.4.3. worth $5m+
  - 7.6.4.4. into growing networth
    - 7.6.4.4.1. Fear over capitalising

- 7.6.4.4.2. want to borrow against increased equity
- 7.6.4.5. The investors architect
- 7.6.4.5.1. your house
- 7.6.4.5.2. your projects
- 7.6.4.5.3. you make money when you buy/build
- 7.6.5. Health
- 7.6.5.1. WELL design
- 7.6.5.2. Allergy free

7.7. Material centric

- 7.7.1. pre fab
- 7.7.2. straw bale construction
- 7.7.3. concrete
- 7.7.4. container
- 7.7.5. wood
- 7.7.6. glass
- 7.7.7. other

7.8. Client type

- 7.8.1. Profession based
- 7.8.1.1. doctors
- 7.8.1.2. lawyers
- 7.8.1.3. accountants
- 7.8.2. Client type
- 7.8.2.1. Gender based
- 7.8.2.1.1. females
- 7.8.2.1.2. LBGT+
- 7.8.2.2. Profession
- 7.8.2.3. Investors
- 7.8.2.3.1. groups PP
- 7.8.2.3.2. property investors architect
- 7.8.2.3.3. Return on design

7.8.2.3.4. LCC

7.8.2.3.4.1. site selection for maximum profit

7.8.2.3.4.2. unit capacity for max profit

7.8.2.3.4.3. $$$ feasiblity

7.8.2.3.4.3.1. realtor

7.8.2.3.4.3.2. builder

7.8.2.3.4.3.3. other examples

7.8.2.3.4.4. permit gameplan

7.8.2.3.4.5. number crunching

7.8.2.3.4.5.1. 3 best options

7.8.2.4. art lovers

7.8.2.5. Peter's: Discerning design

7.8.2.5.1. Avatar

7.8.2.5.1.1. $1m+ budget

7.8.2.5.1.2. selective

7.8.2.5.1.3. drive Audi

7.8.2.5.1.4. appreciate art/great design

7.8.2.5.1.4.1. Buy art

7.8.2.5.1.4.2. devoted to design of home

7.8.2.5.1.4.3. travel/museums/art galleries

7.8.2.5.1.5. Value Peter's talent

7.8.2.5.1.5.1. Referred

7.8.2.5.1.6. Referred

7.8.2.5.1.6.1. Indoctrinated towards Peter

7.8.2.5.1.6.2. Rapport

7.8.2.5.1.6.3. Value Peter's talent

7.8.2.5.1.7. Rapport

7.8.2.5.1.8. Devoted to design of home

7.8.2.5.1.8.1. Responsive Questions - digging into dream

7.8.2.5.1.9. Portfolio worthy project

7.8.2.5.1.10. Understand they are impacted by living environment

7.8.2.5.1.11. One is artsy/other is accountant

7.8.2.5.1.11.1. Virtual reality appeals to both

7.8.2.6. Developers

7.9. Other

7.9.1. trained by famous architect

7.9.2. Difficult design

7.9.3. Organic free style design

7.10. Fixer

7.10.1. permits

7.10.1.1. difficult permits

7.10.1.2. red tagged projects

7.10.2. out of control project

7.10.2.1. stop the bleeding

7.10.3. structurally impared

7.10.3.1. Disney concert hall

7.10.3.2. Sydney Opera house

7.10.3.3. SF Millennial Tower