

The Lakes Area Chamber of Commerce & Insight Business Coaching

Present:

Learn Why Niche Marketing Hits the Mark

*How to separate your business from the competition ...
and dominate your target market*

Sign Me Up!

Business Name:

Your Name:

Other Guests:

Phone Number:

Email:



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WHAT MAKES YOU UNIQUE?



NICHE MARKETING

Presented by Tom Powers of Insight Business Coaching

Tuesday, March 20, 2018

10:30 am – 12:00 pm

Lakes Area Chamber of Commerce

The workshop is complimentary for LACC members, but seating is limited so pre-registration is required.

What makes you unique?

Let's create added value for your customers by identifying your Brand Promise and Unique Selling Proposition. These two foundational concepts bring clarity and purpose to your business as you hone in on what you have (that your competitors don't) and how you improve your customers' lives.

- ♦ Who is your Target Market?
- ♦ Do you know your Niche Market?
- ♦ Who are your customers? Where do they live? What do they like?
- ♦ What is your Unique Selling Proposition?
- ♦ Why would someone buy from you?
- ♦ What makes you unique? What distinguishes you?

We'll teach you the difference between a tagline, USP, brand promise, target & niche market and why they are all important in differentiating you from your competition and effectively reaching your niche market.