

Niche Marketing Innovation: *Flexible Specialization to Maximize Advantage*

Course Code: 553

3 Continuing Education Credits — 3 hours

"Simultaneously, focus on your chosen market niche and creatively expand relevant horizons for you and your clients—that's the challenge for innovators... and the thrill for those who've found the best fit." — PJ Wade

Which strategies did you employ to successfully established professional value with your chosen market niche? Will these approaches be enough to retain market share as long-term repercussions of the environmental awakening and the global meltdown become evident?

The financial upheaval, coupled with the ongoing demographic revolution, has already forced re-evaluation and redesign of many individual and organizational forecasts, goals and standards. To add to the complexity, new and emerging opportunities for business growth and personal achievement are interlinked with negative challenges and inflicted change. Are you well-prepared and organizationally-ready to contribute constructive forward thinking to the multi-faceted shifts ahead for you and your chosen client niche?

Futurist and Strategist PJ Wade guides this forward-thinking examination of innovation as it applies to designing a niche to build your future around. Whether you are well-established in your chosen niche, interested in expanding into new markets, or working through inaugural niche marketing campaigns, you'll discover room for improvement as PJ's constructive, thought-provoking insights hit home.

PJ introduces participants to **Flexible Specialization**, which nurtures resourcefulness and resilience—for professionals and their clients. This business-development approach concentrates on strategic communication and practical innovation to consistently achieve desired results and sustainability. Flexible Specialization incorporates key elements of niche development, target marketing and creative thinking to ensure that consistency and focus balance ongoing change.

For instance, members of a niche aren't usually the first to recognize the full impact of challenges and opportunities—that's where you come in. Your expertise represents key advantages for your clients, but how do you ensure they understand the true benefits of continuing to work with you?

To book PJ Wade: priority@TheCatalyst.com

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"Education is not what you were told or taught, but what you remember and act on to the benefit of clients, communities, yourself and those who believe in you."— PJ Wade

The stage is set for innovation when you select a niche that reflects your belief in the uniqueness and value of contributions you make to client prosperity. Flexible Specialization capitalizes on conscious effort, professional knowledge and ongoing observation to give rise to new vision, fresh ideas and continually-renewed enthusiasm for you and your target clients.

During this dynamic strategic session, participants will discover how to enhance their natural ability to integrate relevant trends and patterns into niche management and to trigger innovative thinking. PJ shares actionable suggestions, proactive attitudes, clear thinking and dead-on insights to help participants:

- Incorporate three frequently-overlooked key niche design factors
- Keep ahead of competitors and ensure target clients consider professionally-delivered solutions more valuable than do-it-yourself alternatives
- Seamlessly integrate sales and marketing without diluting the clarity and quality of your message
- Integrate four essentials that generate built-in adaptability and can attract target clients by presenting change as manageable and relevant
- Overcome social marketing flaws and correct misguided intentions to strengthen collaboration, online and off, with target prospects and clients
- Learn how to assess niche potential for expansion and diversification.

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About Facilitator & Catalyst PJ Wade

Futurist and Strategist PJ Wade earned her title "The Catalyst" by translating the dynamic impact of Boomers and their multi-generation families into relevant business, workplace and lifestyle trends. PJ's first career as an environmental scientist contributed to her age-free, borderless view of the future, which keeps PJ in demand as strategic coach, business strategist and provocative speaker. PJ's wide-ranging knowledge of emerging trends and cross-generation influences reinforces her talent for *Forward Thinking*—a stimulating ability she demonstrates regularly.

Popular author, columnist and media commentator, PJ has 8 books and more than 1800 published articles to her credit. PJ's latest business book is "What's Your Point?" (CatapultPublishing.com). Her firm, also known as The Catalyst, provides advanced education, strategic communication and cross-generation collaboration services to the financial, housing, hospitality, tourism, lifestyle and service sectors—and to the consumers they serve.

For more, visit www.TheCatalyst.com/continuingeducation.html