



Riches in Niches: How to Make It Big in a Small Market

Susan Friedmann

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Why do some financial advisors wind up making millions on TV giving investment advice while others labor in obscurity? How do some attorneys land regular columns in prestigious trade publications? Where do those speakers who give the annual address at industry conventions come from? What is the secret reason that a select few service professionals enjoy high-profile, high-prestige, and high-paying status as "experts" in their fields?

More importantly, can the rest of us do it? Susan Friedmann answers a resounding "Yes!" In **Riches in Niches: How to Make It BIG in a Small Market**, Friedmann explores the multiple factors that separate the "experts" from the service professionals who may have identical--if not better--skills, but whom no one has ever heard of.

You will learn:

- * Why positioning yourself as an Expert in a Niche--a sweet spot known as a nichepreneur--is the most surefire route to success any service professional could want.
- * The GEL Formula: Friedmann's proven technique that shows service professionals how to find the professional niche that makes the best use of their skills while yielding maximum profit.
- * The Seven Secrets nichepreneurs need to know to create, claim, and benefit from their Expert Identity.
- * Creative ways to create secondary, even tertiary, income streams capitalizing on the benefits of "Being the Expert."

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