



Niche Branding Best Practices

Brought to you by Teddy Burris



#1 & Foremost - Be a Freak

Be Unusual, Unique & Unexpected



You do not want to look like, act like, talk like every other duck. Stand out from the crowd!



#2 - Be Publicly Present



Even if your business is global - get out of the office, home, basement, the garage.
Meet people in real life!



Be on & use the social media platforms your target audience is on. Consistently!

#3 - Connect with someone new every day of your life.

Connect with people who are way different than you.



#4 - Make the conversation all about the other person at first.

Dale Carnegie principle.



You become trusted, respected and even liked when you learn to actively listen and ask open ended questions.

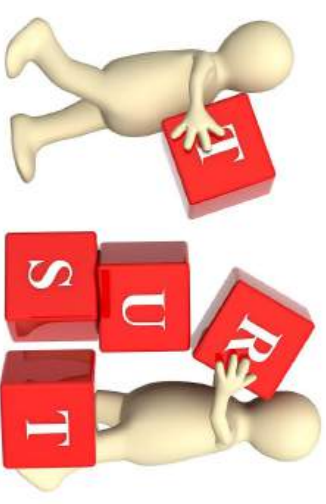
Trusted Authority - EXPERT / GURU

#5 - Lead with Give!

Leading with give, with no expectations, provides the best potential for someone to say to you, how can I help you?



#6 - Don't start selling until you have permission.



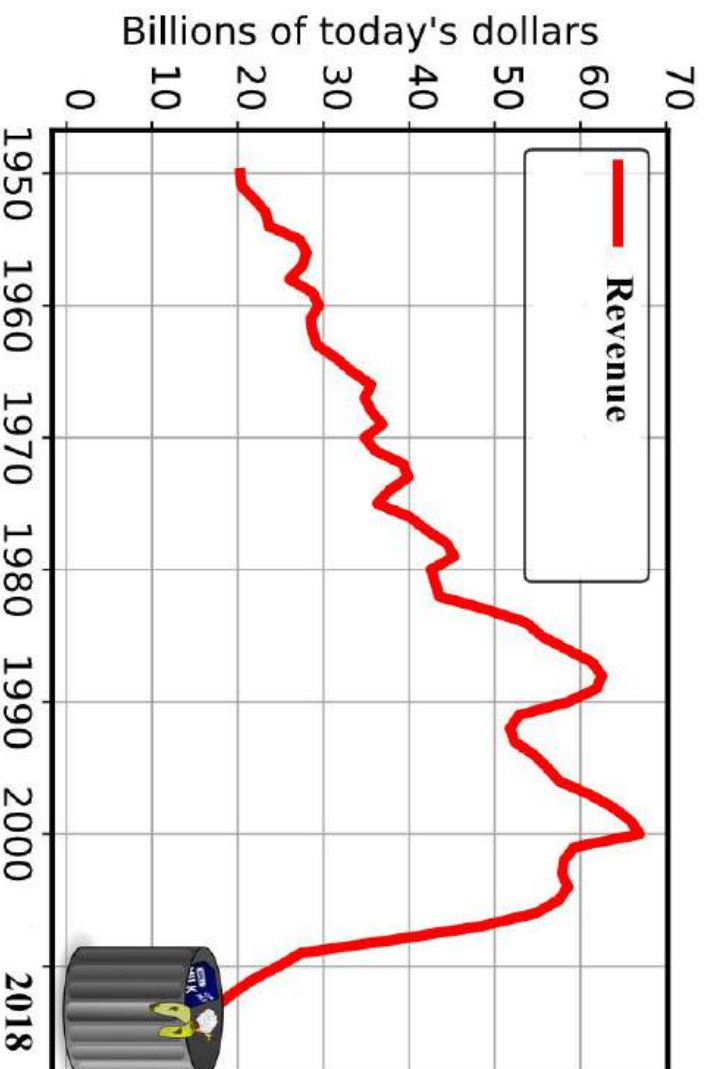
Open conversations, active listening, making the conversation all about the other person, leading with give, smiling, laughing, caring and many more human acts build trust, respect and even like.

Then, it's not selling. It's a conversation about helping the other person with your tools, widget, products, services.

RESPECT



#7 - Prospect with purpose & intention focused on your goals



Prospecting is not about sales.

Rather, it's about finding the right people, in the right organizations/roles to connect with, get into a conversation with, listen to and develop some level of relationship with.

The sales stuff comes later.

#8 - Love who you are and do what you love!

People want to do business with people who love doing
what they do. Smile out loud when working.





#9 - "Networking is finding,
developing and nurturing
relationships that mutually move
people forward through life."

By Teddy Burris



#10 - Don't go at it all alone

Seek out a mentor, a coach
maybe even a board of
advisors who care about
you and your business.





Success

A Niche Business is a Fabulous thing

Stay true to your
Niche - pivot, adjust,
realign, measure,
challenge, don't quit!



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it all starts with a conversation