



Region 7 Review

A monthly publication for the members of IPSSA, Inc. – Region 7

October 2007

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What About Average Joe and Jane?

~ by Marcia Yudkin

Many business coaches discourage marketers from targeting niches where the average individual or organization can't afford moderate to high fees.

For many service providers, this consideration is not relevant.

The reigning question should instead be: Are there enough potential clients who **ARE** willing to pay your fees?

You may need only a small number of clients per year to keep your schedule full and the niche contains thousands of ideal clients. Then forget about the others, and market to those you want to attract.

This logic (backed by research and observation) makes numerous seemingly ill-chosen niches quite viable.

For instance, according to conventional wisdom, aspiring painters and sculptors are "starving artists." Typically that may be true. So what? Many Baby Boomers who succeeded in another career now want to develop their artistic talents and are willing to invest in services that help them develop into a successful artist.

Likewise, while the typical nonprofit organization may be struggling, tens of thousands easily pay prevailing rates for everything.

Unless you're aiming to dominate your marketplace, don't give Average Joe and Jane too much power!

The Marketing Minute, Feb. 21, 2007 brought to you every Wed.

by **Marcia Yudkin**

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Managing Others

~ by Phil Laut

The people who start their own businesses tend to be those with a high value on independence and self-reliance. These character traits usually accompany ideas like, "I can do everything myself." Now, it is fine to think that you can do everything yourself; however, it is unwise to think that it is necessary to prove this. **If you think that you must do everything yourself, then you will have difficulty expanding your business beyond a one-person operation.**

This is an instance where the qualities that motivate you to take the risk of starting your own business are not necessarily the ones that enable you to succeed at it.

Clearly, at first you neither need nor can afford even one full-time employee. However, if you wait until you can afford a full-time employee before you get help, you will be so busy that is unlikely that you will get yourself to a position where you can afford one. If you generate \$25 per hour in your business and your accountant quotes \$25 per hour for his or her services, then you can actually easily afford the accountant in small amounts. This is because hiring the accountant means your accounting will be done better, in less time than you would have spent doing it (while giving up \$25 per hour income from your

business), and, assuming that you prefer your own business to accounting, you will enjoy yourself more.

As your business grows, develop the ability to identify the tasks that you could delegate to others and use part-time employees or hire sub-contractors at first. The ability to motivate, acknowledge, and manage others is essential in your own business.

From the book *Money Is My Friend* (1994 edition), Chapter XII, Your Own Business, Managing Others; Cincinnati, OH: Vivation Publishing Co.

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Phil Laut, MBA, teaches seminars on financial success throughout the world since 1976. *Money Is My Friend* has been published in ten languages.

<http://hop.clickbank.net/?APlusNancy/pillout>

Calendar of Events

- **World Aquatic Health Conference**, Tues., Oct. 2 – 4, Cincinnati Hilton Netherland Hotel, Cincinnati, OH. www.nspf.org.
- **R7 Board Meeting**, Tues., Oct. 9 (2nd Tues. of the month), 7:00 p.m., SCP Conference Room, 5648 Copley Drive, San Diego (858-467-9495).
- **B.O.R.D. Mtg.**, Sat., Nov. 3, Holiday Inn Capitol Plaza, Sacramento. Contact IPSSA executive office, ipssamail@aol.com or 888-360-9505.
- **Aqua Show 2007**, Mon., Nov. 12-16, Mandalay Bay Convention Center, Las Vegas, NV. www.aquashow.com.
- **International Pool & Spa Expo / Backyard Living Expo**, Tues., Nov. 27 – 30, Orange County Convention Center, Orlando, FL. www.PoolandSpaExpo.com.

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