



# *Nifty Niches* THAT MAKE MONEY

WITH ROLAND KYM



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GROW  
HARVEST

[LAUNCHGROWHARVEST.CA](http://LAUNCHGROWHARVEST.CA)

## REVIEW AND REFLECT

**Where are you now in your Real Estate Business?**

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**What has been successful in the past 3-6 months for you in your business?**

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**What has been crappy for you in the past 3-6 months on your business?**

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**What makes you most happy/excited in your business in the past 3-6 months?**

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**What do you want more of in your business?**

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**What do you want less of in your business?**

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**Where do you want to be in 1 year in your business?**

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## WHAT IS YOUR UNIQUE ABILITY?

**Like Dan Sullivan says... your unique ability has four components:**

### **Superior Ability:**

What is something that you do better than other people, that people notice about you and brings value to others?

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### **Passion:**

What are you passionate about, what skill and ability do you like to share and bring to others?

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### **Energy:**

What Energizes you and the people around you when you do it?

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### **Keep Improving:**

The ability to keep improving and strengthening, never placing a limit on how much better you can get.

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## HOW TO PICK A NICHE?

**What is my unique ability?**

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**What value do I offer?**

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**What fills my bucket?**

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**What kind of clients do I want more of?**

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**What clients make me happy to work with?**

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**MY NICHE IS:**

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**Now build a SWOT on your selected niche**

**STRENGTHS**

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**WEAKNESSES**

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**OPPORTUNITIES**

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**THREATS**

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## IDENTIFY & RESEARCH

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## DEVELOP EXPERTISE

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## BUILD ONLINE PRESENCE

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## NETWORKING & PARTNERSHIPS

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## TARGETED MARKETING CAMPAIGNS

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## PROVIDE EXCEPTIONAL SERVICE

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## LEVERAGE TECHNOLOGY

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## MONITOR & ADAPT

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