

TAX TALKS

Australia's Tax News Podcast - The Podcast for Australian Tax Professionals

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257 | Find a Niche and They Will Come

To find a niche and grow a community in that niche might be all you need to exponentially grow your firm.

Find a Niche and They Will Come

One way to find clients is a well-designed lead funnel. But another way – and the two are neither exclusive nor the only options out there – is to find a niche and grow a community in that niche. If you are the only one offering what others need, they will come – lead funnel or not.

Aly Garrett of All In Advisory in Adelaide did just that. She created a niche around accounting, business advisory and cloud integration for the hospitality and tourism industry and grew a community around that. So we asked her how she did and does it.

Here is what we learned but please listen in as Aly explains all this much better than we ever could.

To listen while you drive, walk or work, just access the episode through a free podcast app on your mobile phone.

Find a Niche

To find a niche and then grow a community in that niche doesn't happen over night. It takes time. Aly spent years going to hospitality and tourism trade shows and talking to people in the industry. She joined advisory boards and tried to contribute.

Niche

To build a community you need to find a niche that is small enough to influence but large enough to matter. Aly found this in the hospitality and tourism industry in South Australia.

Why Bother

If you find a niche and grow a community in that niche, your website can be average and your lead funnel non-existent. And your community will still follow you.

Community

Any task that can be automated will. This automation increases our need to connect with others. Use this need to connect. Create a community. Contribute to it. Lead it.

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