

The Rainmaker Marketing Simplified Strategy Matrix

| | | Market Size | |
|-----------------------|------|--|---|
| | | Large | Small |
| Number of Competitors | Many | <p style="text-align: center;">Archer</p> <p>(Targets prospects or niches, specializes in or otherwise develops a narrow service focus.)</p> <p style="text-align: center;">(Porter's Generic Strategy) Focus >> Differentiation or Focus >> Low Cost Leadership</p> | <p style="text-align: center;">Brander</p> <p>(Build brand recognition for personal expertise or accomplishments, educate and guide your prospects and clients.)</p> <p style="text-align: center;">(Porter's Generic Strategy) Differentiation >> Branding</p> |
| | Few | <p style="text-align: center;">Clumper</p> <p>(Clump bundles of services together to increase "share of wallet" and client dependence. Possible method of disguising discounted pricing.)</p> <p style="text-align: center;">(Porter's Generic Strategy) Low Cost Leadership</p> | |