

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>	<p style="text-align: center;">Developer</p> <p>(Develops involvement in the local community to build a strong referral network with community leaders.)</p> <p style="text-align: center;">(Porter's Generic Strategy) Differentiation >> Positioning</p>

Copyright © 2010 Kirk Ward

Ellijay, GA 30540