

# The Diamius Leadership Academy Presents:



## WHITEPAPER

Confidential Document



*"Quantum Results Through The Center Path"*

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Service-based businesses are no longer competing in a local market. Due to maturing markets and global competition, small business owners are finding themselves in dwindling markets with negative growth curves and diminished profits. Only those service-based entrepreneurs and professionals who have a “laser focus” and are the “only game in town” will survive and grow. Clearly identifying your most valuable niche is vital for all successful businesses. Here are the crucial niche factors to be considered:

<p><b>A Saturated Market</b></p>	<p>Have you noticed that the market is completely different than 3 years ago? Businesses that have not focused directly on their niche market are witnessing the negative impact. Entrepreneurs are caught in a vicious cycle of negative growth and plummeting profits. Due to increased competition and global presence, multiple professionals find themselves chasing the same clients.</p> <p><b><i>Having an optimized niche is essential to breaking this cycle.</i></b></p> <ul style="list-style-type: none"> <li>• Identify what are the most targeted niche markets and hyper focus on clarifying the solution your business delivers.</li> <li>• Engage effective marketing my focusing on where your most highly invested clients congregate.</li> <li>• Implement a system to have qualified lead generation for next six months.</li> <li>• Adopt and integrate “Ethical Sales” marketing material customized for your specific audience and market.</li> <li>• Avoid spending months or years in stagnant or negative growth by becoming less visible and less profitable in a maturing global market.</li> </ul>
<p><b>The Business Within the Business</b></p>	<p>Communicating differentiated value to clients is essential. Any successful niched business solves <i>a specific problem</i>. Discover your differentiated business value by uncovering the most valuable offering for your best clients.</p> <ul style="list-style-type: none"> <li>• Identify the urgent problem that leads clients to make to the buying decision.</li> <li>• Leverage your business to reach the largest number of pre-qualified clients.</li> <li>• Position your company to be viewed as <i>most valuable</i> by your market.</li> </ul> <p><b><u>RAPID GROWTH MARKETS:</u></b> Rather than wasting years marketing to people that can't afford your service identify rapid growth and high growth markets.</p> <ul style="list-style-type: none"> <li>• Discover which of the four high growth markets your business is best suited.</li> <li>• Leverage your authenticity and business acumen to attract your best clients.</li> <li>• Find which market you have a 'head start' in to position your company for rapid growth.</li> <li>• Integrate the authentic value you offer to the sector.</li> </ul>

<p>The Business Within the Business</p>	<p><u>PRE-QUALIFIED LEAD GENERATION:</u></p> <ul style="list-style-type: none"> <li>• Assess if your company is currently in an over-saturated market.</li> <li>• Integrate the “Blue Ocean Strategy” to find markets where you offer high value, have high visibility and low competition.</li> <li>• Engage effective marketing by focusing on where your most highly invested clients congregate.</li> <li>• Implement a system that has a track record of generating 6 months of qualified leads.</li> </ul> <p><u>UNDENIABLE MARKETING MESSAGING:</u></p> <ul style="list-style-type: none"> <li>• Access “Neuroscience Decision Triggers” that produce immediate positive impact on customer buying patterns.</li> <li>• Discover and utilize the unique values that differentiate your business.</li> <li>• Eliminate offering programs and services that repel your best clients.</li> <li>• Uncover your client’s unconscious buying patterns.</li> </ul> <p><u>MARKET TESTING:</u></p> <ul style="list-style-type: none"> <li>• Determine if your market niche has the budget to invest in your programs.</li> <li>• Eliminate wasting time in your marketing to those who have not made the decision to invest in your products, programs or services.</li> <li>• Utilize your market's history of investing in your industry to grow your business and your revenue streams.</li> </ul> <p><u>INCREASE SALES AND ELIMINATING SELLING:</u></p> <ul style="list-style-type: none"> <li>• Utilize neuroscience to create buying triggers through Ethical Sales.</li> <li>• Gain confidence with a proven system of how to find and acquire the right clients.</li> <li>• Leverage your custom tailored authentic answer to the question “<i>What do you do?</i>”</li> </ul>
<p>The “Genius” System</p>	<p>Integrate your “Genius System” to immediately convey your value and differentiate your business. Utilize this system for developing multiple offerings to anchor sustainable growth</p>

**Company Statement**

*Diamius Multinational* is a highly-respected leadership and business development firm based in Los Angeles, California. Our company is composed of a team of professionals who hold academic degrees in business management, organizational development, marketing and promotions, finances and legal. In addition to our academic achievements, our team possesses many years of real-time experience working in a wide range of industry genres, including technology, finance and banking, medical and science, legal, manufacturing, engineering and retail. Our leadership experts are award-winning designers and implementers who have worked with many Fortune 50 enterprise-level workforces totaling more than 60,000 executives, managers and contributors.

**Relevant Experience**

For program and services interventions to be maximally effective their designers and deliverers must have a thorough understanding of the competitive factors existing both inside and outside the client’s scope of engagement. They must have a grasp of the chain-of-command, channels of accountability dynamics existing between diverse divisions as well as the health of client-facing engagements. Here are some of the specific business areas we have designed and successfully implemented programs for over the past two decades.

- Start-Ups, New Business Ventures, Entrepreneurial Leaders
- Sales Channels, Consulting Groups, Marketing Divisions
- Field Organizations, National & International Enterprises
- Manufacturing, R & D, Technical Labs, Call Centers
- Administration, Finance, Quality Control, Order Fulfillment
- Executive Staff, Divisional & District Management Staff
- Individual Contributors, Account Reps and Sales Teams

**Client Referral List**

Here is a partial list of our Fortune 50 corporate clients. Referral contacts from these companies are available upon request.

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| <ul style="list-style-type: none"> <li>• Agilent Technologies</li> <li>• AT&amp;T Corporation</li> <li>• Frank Russell Company</li> <li>• Hewlett-Packard Company</li> <li>• Intel Corporation</li> <li>• Intuit, Inc.</li> <li>• Microsoft Corporation</li> <li>• Monarch Health Systems</li> </ul> | <ul style="list-style-type: none"> <li>• Pacific Telesis</li> <li>• Pacific Bell</li> <li>• Proctor and Gamble</li> <li>• Prudential Insurance</li> <li>• Sutter Health Systems</li> <li>• Tektronix, Inc.</li> <li>• Yahoo, Inc.</li> <li>• XTC, Extreme Tech Challenge</li> </ul> |
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