

Get Niche or Die Trying

3 Formats

Chris Abazis



Keynote [Get Niche or Die Trying: The Essential Guide to Thriving](#)

Description In the fiercely competitive real estate market, being a generalist is no longer enough. Join Coach Chris for a thought-provoking and provocative keynote that will challenge you to rethink your approach and embrace the power of niching down. Discover why finding and owning your niche is not just a strategy but a necessity for survival and success. Learn a step-by-step process to identify your unique strengths, conduct market analysis, define your ideal client, and create a niche-specific brand. Emphasize authenticity and personal branding as key components of this transformation. Leave inspired and equipped with actionable steps to begin your journey towards becoming a specialist who stands out in the

crowded marketplace.

Traditional Presentation [Get Niche or Die Trying: Mastering the Art of Specialization](#)

Description Dive deep into the art of specialization with Coach Chris in this comprehensive session designed for realtors who are ready to transform their careers. This traditional presentation will guide you through a clear, actionable process to find your niche, from self-assessment and market research to defining your ideal client and creating a targeted marketing strategy. Embrace the importance of authenticity and learn how to build a personal brand that resonates with your niche. With real-life examples, interactive elements, and practical tips, you'll leave with a concrete plan to carve out your unique space in the real estate market and thrive as a specialist.

Panel Discussion [Get Niche or Die Trying: Insights from the Experts on Finding Your Niche](#)

Description Join Coach Chris and a panel of seasoned real estate experts for an engaging and interactive session on the power of niching down. Hear firsthand accounts from panelists who have successfully identified and dominated their niches and learn about the challenges and triumphs they faced along the way. This dynamic discussion will cover the essentials of finding your niche, the role of authenticity, and the impact of a specialized approach on your real estate career. Following the panel, Coach Chris will summarize key insights and provide a concise step-by-step process for finding your niche. Engage with the panelists, ask questions, and gain valuable perspectives that will help you take the first steps towards becoming a niche expert in the real estate market.

Key Points for All Descriptions

- **Target Audience:** Realtors and real estate professionals seeking to differentiate themselves and achieve greater success.
- **Learning Outcomes:** Clear, actionable steps to find and embrace a niche; the importance of authenticity in personal branding; practical strategies for marketing to a niche audience.
- **Engagement:** Real-life examples, interactive elements, and opportunities for audience participation and Q&A.

