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Niche Marketing Expert: First Girl Power! Generation Set to Define New Consumer Niches and to Become Women Entrepreneurs

Woman entrepreneurs should seize looming opportunities to grow in women-dominated consumer niches, said the niche marketing expert who created her own niche as The Trade Show Coach.

/24-7PressRelease/ - LAKE PLACID, NY, June 20, 2008 - Many girls who were ages 9 to 13 when the U.S. Department of Health and Human Services launched its Girl Power! campaign nearly 12 years to target them are now well into adulthood. This scenario has set the stage for new, powerful consumer niches to take shape and for woman Nichepreneurs (TM) to seize these as opportunities to grow in targeted markets, said Susan Friedmann, CSP, the niche marketing expert who created her own niche as The Trade Show Coach. Author of "Riches in Niches: How to Make it BIG in a small Market," Friedmann has made it her mission to help entrepreneurs find success in niches.

"We're approaching the dawn of a new era of consumer spending tied directly to the earning might of girls who have grown up in an era that empowered them in ways previous eras did not," said Friedmann, CSP (Certified Speaking Professional). "Entrepreneurs who study this demographic carefully will succeed, and women entrepreneurs, who best relate to other women, are perhaps in the best position to use these niches to grow their businesses."

Author of "Meeting and Event Planning for Dummies," Friedmann, now The Nichepreneur (TM) Coach, has turned her expertise to niche marketing for entrepreneurs. In her new book, "Riches in Niches: How to Make it BIG in a small Market," Friedmann shares the concepts that have enabled her to become a tradeshow marketing expert, a sought-after maven in her own niche who presents workshops at some of the most recognizable Fortune 500 corporations.

Many of the girls first touched by the Girl Power! campaign, created to foster self-esteem among girls of preadolescent age, have now entered adulthood. Entire proprietary research reports have since devoted their pages to the data surrounding female buying behaviors:

<http://www.researchandmarkets.com/reports/c80682>

An article titled "Six Reasons Why Women Are the Most Important Audience for Changing the World," published on AlterNet.org on June 2, shared data indicating that women make 83 percent of all consumer purchases and 80 percent of all health care-related decisions for their households. Other news has revealed that businesses are marketing to women accordingly. For instance, on June 3, Raleigh, N.C.'s "WRAL-TV5" reported on lines of energy drinks marketed specifically to girls.

"Women are driving the consumer marketplace, and an entrepreneur can make riches in niches by targeting female demographics," said Friedmann. "Women nichepreneurs are in a unique position to do so. Many of them know how to market to women in ways that intuitively tap women consumers' purchasing power."

Friedmann advised women entrepreneurs who wish to start businesses targeting the markets where women are buying to follow her GEL Formula, a process for success described in "Riches in Niches: How to Make it BIG in a SMALL Market." Those who follow the GEL Formula (Growing-Experience-Love) first look for markets that are "Growing." They then focus on their existing "Experience." After matching that existing experience with the growing markets calling for it, they finally make a decision on what to pursue by considering what they "Love."

About Susan Friedmann, CSP, The Nichepreneur (TM) Coach

Susan Friedmann, certified speaking professional and author of "Meeting and Event Planning for Dummies," helps entrepreneurs harness a marketplace filled with "nichepreneurial" opportunities. Her latest book, "Riches in Niches: How to Make it BIG in a small Market," imparts the wisdom she acquired as a veteran business and trade show marketing expert who carved her own niche by helping some of the most recognizable brands in the world -- including Siemens, Kimberly-

Clark, IBM, American Express, and many others -- get the most out of attending industry events. Friedmann's proven techniques show entrepreneurs how to find the professional niche that at once makes the best use of their skills and yields them the maximum profit. "Riches in Niches: How to Make it BIG in a small Market" has been mentioned in Adweek, various cities' Business Journals, The Boston Herald, The Salt Lake Tribune, and elsewhere. Friedmann herself has been quoted in The New York Times, BusinessWeek, and other national and international print publications.

Visit her website (<http://www.richesinniches.com/>) and blog (<http://www.richesinniches.com/blog/>) to learn how niches can bring entrepreneurs to their desired riches. The following link will take readers to the Amazon page for "Riches in Niches: How to Make it BIG in a small Market":

<http://www.amazon.com/gp/product/1564149307?ie=UTF8&tag=thenichcoac-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=1564149307>

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