

Insightful Accountant®


# FUTURE FORWARD Virtual Event

Niches, Trends, & Predictions of 2024



# Strategies For Niching Success

Kellie Parks, CPB




They say the riches are  
in the niches, but are  
they?


ves.

Future Forward 2023

Insightful Accountant<sup>®</sup>



Today we are going to  
learn to embrace  
niching.



**Niching can be of tremendous value to your firm by allowing targeted marketing, scalable services, lifestyle business building, tight workflows and technology stacks.**

But it can also be intimidating considering letting go of non-niche clients, market fluctuations in industry verticals or limited market space.

# Agenda



- Benefits of niching
- What is your why
- Define the key elements of your niche
- Iterate your service offerings and niche



**I'm Kellie Parks, CPB**

Founder, Calmwaters Cloud  
Accounting

I want every accounting professional to love running a cloud based firm as much as I do, so I sell cloud accounting templates to take the pain out of creating processes and systems.

*Proud member of the Intuit International  
Trainer Writer Network and the  
LeaderBean of The Financial Cents  
Ambassador Programs.*

# What is your why?





# Why?



- Why are you in business?
  - That will be the guiding light for niching
- What gives you joy in your business?
- Why did you start?
- What are your most compelling reasons to keep going?

Why?

Lifestyle

To serve

Employment


Demographic

To scale

Money

To sell

Legacy



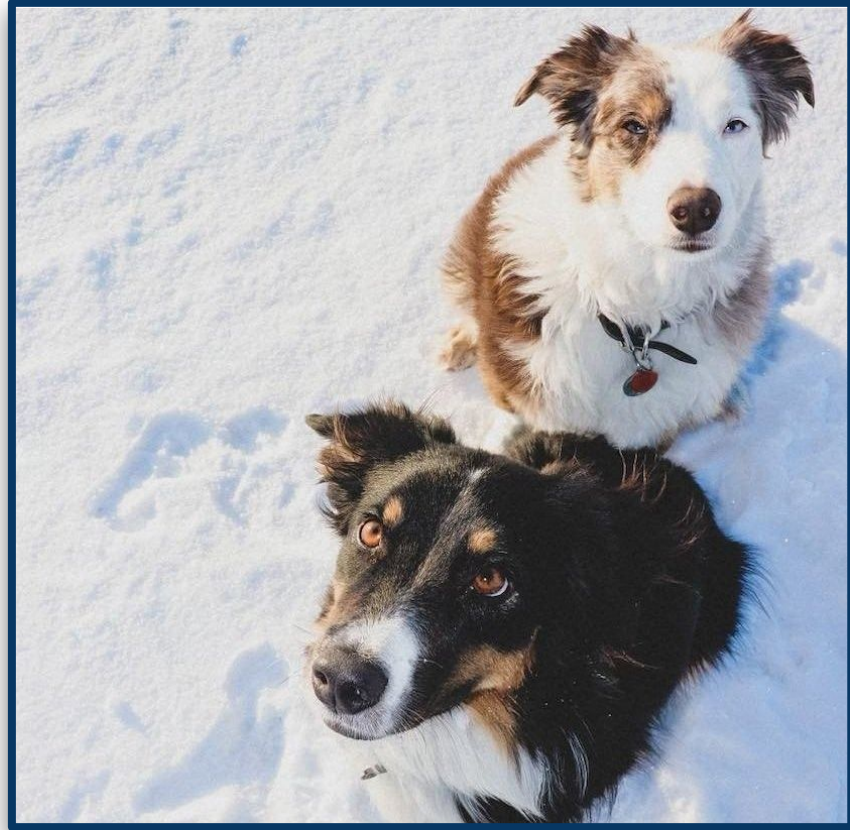
# Niching benefits?

# Benefits



- Targeted marketing
- Customer loyalty
- Higher fees
- Passive income
- Tight processes
- Defined tech stacks
- Engaged teams
- Tight community

# Gratuitous Dog Photo





# Key niche elements.

Niche elements



A niche is not always  
related to an industry.

Niche elements

Tech stack

Services offered

Services not  
offered

Demographic

Geographic

Industry

Size of business



## Upside Accounting

- Creative millennials - demographic and industry

## Financly

- E-Commerce - services

## Accounting For Accountants

- Firms' books - industry, demographic and services

## Full Send Finance

- Startups and growth companies - services, mindset



Always be  
iterating.



Don't think of niching as  
right now.



Or as burning the firm  
down.

# Iterate



- You will change
- Your business will change
- Your expertise will change
- Your team will change

**What gives you business joy will change.**

# Summary



- Your why is critical
- Key elements of your niche are wide
  - A niche is not limited to an industry
- Never stop iterating





Thank you for joining in :-}



# Contact Info

Kellie Parks, CPB

Calmwaters Cloud Accounting & [Cloud Accounting Resources](#)

kellie@calmwaters.ca