



Define Your Market Niche

by [Pattie Baker](#)

Trying to be all things to all people? Give it up. You'll never differentiate your company from your competitors if you do that. By focusing your efforts on a particularly profitable type of customer for your service offering, or highlighting a service in which you are truly an expert, you can stand out from the pack and may even be able to charge more as a specialist as a result.

Take a look back at your best customers, or try to predict the type of customers most likely to benefit from your service. Do they live in the same part of town, or similar neighborhoods? Are they the same gender? Are they around the same age? Do they have similar work or family situations? What else do they have in common? How can you attract *more* people with these traits to your business? [Read more...](#)

Business Success Center

Tools For Your Small Business



That Thing You Do

Like our namesake, Kudzu is always growing. With growth comes change, both big and small. Big changes are likely to get noticed, but it's often less obvious when smaller changes take place on Kudzu.com. You might be surprised how often we are modifying and refining the site to better serve you. We want to make sure Kudzu provides the best search experience for users and the best results for you.

Two areas where small changes might go unnoticed are **Categories** and **Specialties**.

Your **category** classifies your business and separates the veterinarians from the plastic surgeons and the plumbers from the dry cleaners. We add new **categories** as needed to best represent our expanding database of business listings.

Your **specialty** (or specialties), on the other hand, are exactly that... what makes you special and sets you apart from the competition. By answering all of the **specialty** questions within your profile, your business will be linked to the most relevant keywords consumers use to find your listing. So, the more answers you complete, the greater the number of keywords that will put your profile in front of prospective customers.

For example, when users enter a keyword search for "auto", the automotive category, the results return a host of specialties. Are you a dealer or a detailer? Specialty categories save time by putting the right business together with the right customers.

To ensure you are taking advantage of the most relevant specialties for your business, consider scheduling a regular time to review your profile - such as once a quarter - to reassess your answers. This best practice will allow you to identify any new categories and specialties Kudzu may have added.

Get the most out of Kudzu - [update your profile today](#).



Just a reminder - Kudzu will be a sponsor at the [Southeast Building Conference](#), the largest regional building industry trade expo in the South.

Working off the theme "Knowledge Is Power", the 2008 show offers educational sessions and training courses in a variety of specialties. These sessions are included as part of the registration fee for attendees.

In addition, Kudzu host an event at the Convention Center immediately prior to the Charlie Daniels concert on July 31, so please be sure to join us.

**Visit Kudzu
at Booth #1589!**

AT THE 2008 SOUTHEAST BUILDING CONFERENCE
KNOWLEDGE IS POWER

Meet the challenges in today's housing and construction business through 48 timely seminars and 1,000 exhibits of building industry products and services at the South's largest regional building industry trade show.

FLORIDA CONTRACTORS
SEBC OFFERS ALL 14 HOURS OF YOUR CONTINUING EDUCATION REQUIREMENT

REMODELERS: DARE TO COMPARE!
Remodelers can gather a wealth of valuable education at SEBC through courses that lead to the Certified Graduate Remodeler (CGR) and Certified Aging in Place Specialist (CAPI) designations as well as two seminars led by popular Victoria Downing of Remodelers Advantage.
Downing will present "Dare to Compare with Your Remodeling Peers" on Friday, August 1 at 8 a.m. and moderate "Lessons from the Big Fish: How Large-Volume Remodelers Found Their Edge" at 1 p.m. on the same day.
Michael Strong of Strong Brothers, Inc., Houston, presents "Ten Steps to Green Remodeling" on Friday, August 1 at 3:30 p.m.

Charlie Daniels Band
IN CONCERT
THURSDAY EVENING
JULY 31

SEBC
SOUTHEAST BUILDING CONFERENCE
JULY 30 - AUGUST 2, 2008
ORANGE COUNTY CONVENTION CENTER • ORLANDO

DETAILS AND ONLINE REGISTRATION AT www.SEBCSHOW.com

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