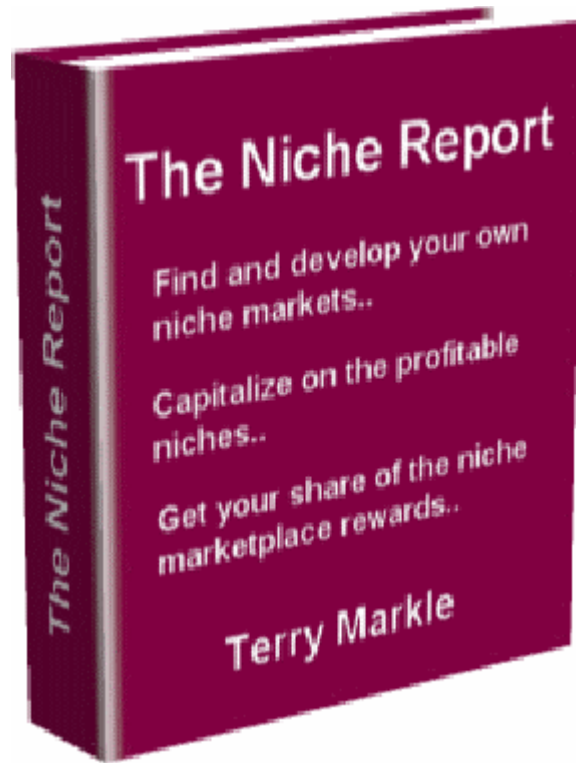


# The Niche Report



**By F. Terrence Markle**

**Presented to you by:**

**Charlie Meyer**

**<http://www.adsenseforbeginners.com/>**

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# The Niche Report

By Terry Markle

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## Introduction

Dear Valued Subscriber,

Thank you for downloading this report on niche marketing.

Internet marketing is not the only game in town. Don't get caught up in the rush to sell marketing products to Internet marketers. The high-powered marketers of Internet marketing products are in business to sell their own stuff and not buy yours. So why fight it. You cannot hope to win in that arena. The scraps on the table are not worth it.

The Internet is full of profitable opportunities you can capitalize on. You will discover a whole new world once you become more familiar with the concept of special niches. A niche is a tightly defined group of potential customers with a specific "want or need."

These niches are waiting for products and services that will satisfy their wants and needs. Do the research and you will find one or more niches that will fit you to the tee. Develop a product or service to satisfy the niche's customer requirements and you're on your way.

The trick is to find a niche you can capitalize on and has the potential customer base where you can make money. Don't rush blindly into anything. Spend the time and energy to research, evaluate and test your findings before you venture out and build a web site to service a potential niche market.

Don't make the classical mistake of developing your product first. There's a high probability you will wind up with a product but no customers. Let the niche market dictate the wants and needs of their group.

I believe you will find the information in this report packed with valuable information that you can use to start your journey into niche marketing.

Niche profits are waiting for you,

*Terry Markle*

See the required Legal declaration at:  
<http://www.QuikSystems.com/Legal.htm>

# **The Niche Factor**

**By Terry Markle**

What's all the talk about niche marketing? It's all about marketing to a special area of demand for a product or service! There are plenty of opportunities available if you haven't got into niches yet. As everyone knows... the Internet market is huge. Niches are everywhere and they are here to stay. Do the research and you can find one or more profitable niches that will make you smile all the way to the bank.

Should you pursue Internet marketing products or niche marketing?

There are a lot of newcomers and more experienced marketers wanting to sell Internet marketing products. Unfortunately, it is the absolute worst choice unless you are an experienced and successful marketer! The arena is saturated with marketers that have a strong foothold and are not about to relinquish their firm grip. They are only interested in pushing their products. Can you blame them?

Forget it when the gurus say.. "I want to see you succeed and I will show you how." What they really mean is... "I want you on my prospect or customer list so I can promote my products and sell to you forever." It's a simple matter of protecting your turf.

Get smart and get the heck out of trying to sell Internet marketing products online. You are most likely setting yourself up for failure if you try to compete with the established marketers. Instead... go after niche marketing with a passion. It's a very dynamic and wide open marketing opportunity.

What is niche marketing anyway?

Niche marketing has been around a long time. However, it is getting a lot more attention in Internet marketing and will continue to grow. A niche is a tightly defined group of potential customers with a specific "want or need".

Large businesses are not interested in small niche markets. They want to sell to the large masses. The niche marketer, however, can make a very comfortable living marketing the right product or service to a niche market. It's what I call the "Niche Factor".

The trick is to find a niche you can capitalize on and has a potential customer base with unsatisfied wants or needs. Develop a product or service to satisfy that customer base and you are on your way. Don't make the

classical mistake of developing your product first and then trying to find a market for it. Fight the temptation and do it the right and profitable way.

Niche marketing is all about satisfying the wants or needs of a specific group of people. As an example, assume that an individual wanted information on Louisville Slugger baseball bats. The market segment could be baseball, the niche could be baseball equipment, the sub-niche could be baseball bats and the sub-sub-niche could be Louisville Slugger baseball bats. This classification could go down to even deeper levels depending on the market category.

A focused or tightly defined niche will enable you to assess the worthiness of the potential market. You need to be unique and highly specialized in order to define a niche where you can compete on a level playing field.

The Internet has tons of information on just about any topic you can possibly imagine. People are always searching for products and services on the Internet. Most individuals want free information. If necessary, however, they are willing to spend money for the right information.

There are more niche markets than you can shake a stick at. You can put just about any keyword or keyword phrase into a major search engine and get back search results that range in a huge number of sites to just a handful. No matter what your skill, hobby or special interest... you can rest assured other people are looking for information on that specific topic.

Find out what people are searching for and develop or acquire a product or service to sell to them that satisfies their wants or needs. Just make sure it's in a profitable niche.

How do you identify your niche market?

This is the most critical area of niche marketing. You need to research and analyze the supply and demand of potential niches before you rush out and build your website. The niche has to have enough potential customers willing and able to spend their hard-earned money on a product or service they want or need.

You need to carefully look at your skills, interests, hobbies and any other factors that could influence your decision in selecting a niche market. Make a list of all the possible things you could market to a specific niche market. You need to brainstorm and let your imagination run wild. You will be surprised at the number of items you wind up putting on your list.

You can develop your own product or service after you identify a niche but it's not absolutely necessary. You do not need to be an expert in your selected niche. The ability to research your niche, analyze the profit potential and select a product or service are the key requirements.

If you are unable to develop your own product, you can always find an expert to provide you with valuable content or someone to develop a product for you at a negotiated price. Look at your likes and dislikes very carefully before deciding on a niche market to service. It will be a tough road to walk down if you hate doing whatever is required to satisfy your niche market.

### Summary and Conclusion

First, select a niche based on the items previously discussed. Second, determine if a demand exists in your chosen niche by using the available research tools like Overture, Wordtracker, etc. Third, perform whatever tests are necessary to determine if there is potential for profit in your selected niche. Fourth, analyze the information you acquired and determine whether to proceed in servicing the niche. Fifth, develop or acquire a product or service to satisfy the wants or needs of your niche.

Unless you already sell a profitable Internet marketing product or service, do not waste your time trying to sell Internet marketing information to all the other marketers. It's a dead-end situation and only a very small number of newcomers or semi-experienced marketers will be successful at breaking through the barriers. The odds for success are stacked against you. The established and profitable marketers selling Internet marketing information only want to sell you their products.

Why fight it? Capitalize on the "niche factor" and look for a profitable niche market where you can satisfy the wants and needs of the potential customers in that niche. Do not try to be everything to everybody. Be unique and specialize in your niche or niches.

Sell a product or service tailored to meet the requirements of your niche market and you will earn a respectable if not a significant income. If you are really motivated, develop multiple sources of income by catering to multiple profitable niches.

Do yourself a gigantic favor and pursue niche marketing and not the marketing of Internet marketing products. Pursue niches where you can make money and not be just another starving and dissatisfied marketer!

## About The Author

Copyright (C) 2005 – Terry Markle is the owner of QuikSystems – A website dedicated to strategies and methods to increase high-quality and targeted visitor website traffic. He has written and published many articles on this topic.

Get his latest FREE documents with 100% master resale rights:

"The AdSense Report" at:  
<http://www.QuikSystems.com/report/adsense.htm>

"The Niche Report" at:  
<http://www.QuikSystems.com/report/niche.htm>

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Online Gold Finder will help you find hidden profitable online niches in seconds for  
your AdSense content or your Niche products.  
<http://charliehi.lightsped.hop.clickbank.net/>  
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# Niche And Grow Rich

**By: André Anthony**

Unless you've been living under an Internet rock, you've probably heard the buzz about Niche Marketing. Right now it's the hottest marketing topic online.

Is it a new concept?

Well on the Internet maybe, but if like me, you've been involved in direct response marketing in the 'Bricks and Mortar' world then it isn't - that's the way we've done things since time immemorial.

So what's this Niche Marketing thing all about?

If you have ever taken Marketing 101 then you'll have heard of the old marketing adage: "Find a need and fill it" - that's what "Niche Marketing" is all about. Finding a "focused" group of people, with a specialized interest, eager to buy (The Niche) and promoting a suitable product or service to all those interested in buying it (Marketing).

Let me give you a few examples of these Niches:

- Recipes
- Golf
- Fishing
- Health and Fitness
- Travel
- Collectibles
- Dating
- Dog Training
- Satellite TV
- Beauty Tips
- Astrology
- Cats
- Bartending
- Alternative Health
- Hand-poured Candles
- Gourmet Foods
- Gambling
- Mortgages
- Credit Cards
- Music
- Jewellery

... the list just goes on and on and these are just the main headings, there are niches within each of these niches ... Think of a subject and there's likely a niche market for it...

But the name of the game is to find a "tightly focused" niche. The reason for this is that if you target a general market the competition is fierce and it's hard, if not impossible, for the little guy to get a foothold.

When you narrow down the size of the market you eradicate most of the heavy hitters with bottomless advertising budgets, because these guys aren't interested in making a few thousand bucks a year from these tiny specialized markets, they're after millions from mass markets...

... And let's face it if you're a little guy you simply can't be everything to everybody, so you must pick a specific focus (Niche) for your business. For example don't target "Fishing", instead target "Fishing Baits" or "Fishing Lures" both of which have a much more specific focus...

...Get the idea?

Once you narrow down the size of the market you have an automatic advantage over larger companies. Here's why:

- You can quickly become an expert in your niche (if you're not already)
- It's easier to keep current with a narrowly focussed market niche
- You can respond faster to changes in the market
- You can build close relationships with key customers that will be hard to compete with

This is something I learned from experience - if you're interested you can read my story here [andre-anthony-value-of-niche-marketing.htm](http://andre-anthony-value-of-niche-marketing.htm).

By now you're probably wondering about the mechanics of this niche marketing stuff.

In a nutshell here's how it works:

- Find and research profitable niche markets
- Locate or develop suitable products/services to market
- Set up a web site to market the products/services
- Establish a marketing system that works for you
- Repeat the process over and over again with a different niche each time.

Imagine having a niche site producing one sale a day at say \$20. That's \$7300 a year - how many sites could you set up and run 10, 20 ....?

But before you get too excited, I have a word of caution for you:

Niche marketing is not a magic bullet. It isn't a matter of putting up a web site and then sitting back and waiting for the money to roll in - "build it and they will come" may have worked for Kevin Costner in Field of Dreams, but it doesn't work that way on the Internet - if you do that you'll be waiting a long time.

If you want a successful niche business, you have to work at it just like any other business - if you're prepared to put in the effort though the rewards can be significant.

### **About The Author**

Copyright © 2005, André Anthony Niche Market Know-How  
André Anthony owns and operates Niche Market Know-How a resource for beginning Niche Marketers. Visit <http://www.nichemarketknowhow.com> today to find strategies, tips, tools, products and resources for effective niche product creation and marketing. Get his Niche Market Know-how Mini Course here: <http://www.nichemarketknowhow.com/course.htm>

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Discover what Google never told you about making money with AdSense. This ebook hands you the secret keys to multiplying your AdSense income.  
<http://charliehi.jcomm.hop.clickbank.net/>  
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# Identifying your Niche

**By: Vishal P. Rao**

The Internet has become a valuable source of information and purchasing tool for today's consumer. With the click of a mouse you can find almost anything from products to services on the web, and you can shop for the best prices and values all hours of the day from the convenience of your own home. For some of these same reasons, mail order businesses are also on the rise with consumers finding better values from companies that don't have the overhead associated with a storefront.

With everything at the consumers' fingertips, the home business owner can also benefit from today's market culture. Just as consumers can shop from their living rooms and kitchens, business owners can conduct business in the convenience of their own homes. If you are looking to set your own hours, have less commuting time, and enjoy the general freedoms of working for yourself, starting a home business may be right for you.

One important business plan to attend to when you first start developing a home business is to invest time in finding your niche.

So what does this mean, finding your niche? Identifying a niche is about finding a distinct segment of consumer interest, then capitalizing on it. It means finding that particular spot in the business world where you can stand out amongst others. For example there may be hundreds of booksellers out there, but how many specialize in books on a particular interest of yours? If your home business focuses on selling books, you may be competing with the hundreds of other sellers. But if your home business focuses on selling books about outdoor sports, you may find yourself in direct competition with fewer businesses.

Now that you know what a niche is, how do you go about identifying yours? You can start by asking your self a few important questions:  
What am I good at?

Take an inventory of your skills. Are you a good mechanic? Are you a wiz with home decorating? Do your friends all come to you when they have computer problems to fix? Do you know almost everything there is to know about a particular topic? Find the things you already have some skill in, and start a list. You may be surprised where your talents lie.

What do I enjoy doing?

What things do you love to do so much that you would probably do them whether there was a profit involved or not? The best place to start with this question is to look at your hobbies. These are often the things you pay a fairly significant amount of money to be involved in. Why not check it out to see if you can make a profit at these very same things? Starting a home business can take a lot of time and effort, and having a passion for the focus of your business can be a great source of the stamina necessary to make it through the difficulties in the beginning.

What is there a need for?

After you jot down what you are good at and what you love to do, it's time to assess the market for these things. Are you always looking for supplies for your hobby, but can't ever seem to find what you need? It's very likely others are having the same difficulty, and a home business that supplies this need would be very well received by this segment of the market. Or maybe you love to decorate your kids' birthday cakes, and your neighbors would rather pick theirs up at the local grocery store but can't stand the small selection. This is a market for which you already have the skills and interest to meet the needs.

-----Side Bar-----

If you are planning to do your business entirely on the Internet, one great tool you can use to check whether there is market for your idea is the Overture Search Term Suggestion Tool: <http://inventory.overture.com/d/searchinventory/suggestion/> You simply enter the keyword that people might use to search for your product and it'll return the number of times that term was searched on last month. Amazing isn't it?

-----Side Bar-----

But don't be afraid of markets where you may have some skill, but have a lot to learn. As long as you have the willingness to put time and effort into becoming an expert in your niche, you will be able to develop the specialization you need to be a leader in the market.

Once you answer these questions and find the distinct area that will set your business apart from others, you have identified your niche and are ready to develop your home business.

### **About The Author**

Vishal P. Rao is the editor of Home Based Business Opportunities - A website dedicated to opportunities, ideas and resources for starting a home based business. Visit him at: <http://www.home-based-business-opportunities.com>

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The things you need to put into place in order to maximize your AdSense earnings are: a great ad format and proper placement on your web page; targeted keywords that are valuable; tons of targeted content and statistical reporting on your activity that exceeds what is available from Google. Learn how to triple your click through rate (CTR), improve your earnings per click (EPC) and track the clicks.

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# 15 Commandments Of Creating A Wealth Pulling Niche

**By: Roy Primm**

Niches are like bathrooms; you never notice them until you need one."  
Primm (From [NicheBrain.com](http://NicheBrain.com))

Fact: The person who finds or creates a special niche gets the cream of our societies financial rewards. Whether you're Bill Gates or Joe Average. The niche, and the person who creates them, is the main factor that separates one product from 12 others.

To out-niche your competitors you must focus on these "15 commandments" of niche creation at all times. Observe the ones you can apply to your business, product, or service - and watch your profits soar.

15 Principles of Creating A Niche (In alphabetical order)

1. The Principle of "Adaptation" - The easiest way to create a new idea is to do what others in another business or industry is doing. Next, see if you can adapt it to your own business, product, or service.
2. The Principle of "Addition" - Can you add something extra to your product or service that your competition doesn't have or isn't doing?
3. The Principle of "Combination" - "What positive elements can you combine from another product or service to make yours better?" A candy bar did it with simple peanut butter and chocolate, and made a successful new product. So can you!
4. The Principle of "Customization" - Can you find little ways to personalize a part of your product or service for your customers? People love the personal touch - that means so much. Can you make your product or service more personal and less cookie-cutter?
5. The Principle of "Easier" - Can you find more ways to make your product or service easier to buy, use, own, recommend to others, or attract repeat customers?
6. The Principle of "Elimination" - What negative or inconvenience can you eliminate for your customer with your product or service? Today people not only pay extra for more, they'll pay extra for less. Less irritations, less waiting, less inconveniences, less risk, less pain, etc.
7. The Principle of "Enlargement" - Do people like your service or product? Then it's a sure-fire bet there is a segment of your market that would like even more of it. Can you super-size something?
8. The Principle of "Entertainment" - From cradle to grave, we all have this inner urge to be entertained, amused, or fascinated - especially before we spend our

money. A relaxed customer spends more. Find little ways to amuse your customers before, while, and after they buy your product or service.

9. The Principle of "Longevity" - It's making some feature of your product or service last longer. It can also include making a positive experience or feeling last longer.

10. The Principle of "Portability" - People hate to be tied down. Can people use your product or service in more than one place? Or Can you find a way to take your product or service to your customer instead of them having to come to you?

11. The Principle of "Reduction" - If you sell a product or service, is there any way to reduce a certain feature to make it more convenient? More portable? Easier to store or carry? Or easier to use? Can you reduce it and make it more affordable?

12. The Principle of "Reversal" - Look at what features or services your competition is offering or not offering and reverse them. If they close on weekends, can you be open? If they cater to seniors, target more young people. Or if they cater to high-end customers, target more low-end volume customers, etc.

13. The Principle of "Safety" - Show others how your product or service can add safety or reduce risk. People hate to experience loss, feel insecure, or waste money. Try to think of little ways you can help people avoid the above with your product or service.

14. The Principle of "Speed" - Today more than ever people hate to wait. You should always be thinking, "What could I do faster than my competitors-without-losing quality?" Can you fill your orders faster? Can you give faster service? Can your product get faster results? Can you resolve customer issues faster? Can you ship your orders faster? Think speed!

15. The Principle of "Yucky" - A billionaire once said the secret to success is to be willing to do what most people don't like to do. So find out what people don't like to do, find irritating or disgusting, and charge them to do it. If you have a business, find out what your competition doesn't like to do for their customers and you start doing it. You could literally steal customers from your competition overnight.

Try it.

By following the above suggestions, you'll be able to create powerful money-making niches. And leave your competition in the dust.

### **About The Author**

Roy Primm (The NicheMan) has written hundreds of articles on how to create a money-making niche. Get the edge on your competition this year read his free report "14 Ways To Create a Niche and Grow Rich" go to [NicheBrain.com](http://NicheBrain.com)

# How To Discover The Hidden Resources To Profit From Hundreds Of Online Niches

**By: Werner Boersch**

How often do you tell yourself:

"I wish someone would really show me how to find profitable niche markets instead of giving advices without real indications"

Sure, it's not easy to find and market a niche since someone else already offers most products on Internet. But that doesn't mean there are no more niches to find where you can market in. You even need not to be an expert on the niches you want market- the big gurus are not experts on every niche they market.

You have to make some research to find an idea and a product to market, and even more research to value the worthiness of a Product. Anyway, with the right indications, you can in 10 days or less put together a value product - marketable to a niche. But if you don't know how and where to start, it becomes nearly impossible to develop your own niche market product.

Where to start?

1. Find a niche with low competition.
2. Qualify the niche for it's profit potential through testing.
3. Analyse the results.
4. Create winning special products by packaging hundreds of readily available resources on the World Wide Web in a manner that would make the products an instant hit in their target markets.

Well, you should start researching on the Internet what products may fulfil a possible niche market with low competition. This you find out through searching on different more or less known web sites on the Net.

Check for example "How to" sites out, these websites comes with hundreds of ready-make how to ideas, each of can be a special info product you can create. Go to classroom - sites, check what they're teaching there. The classes usually are divided in sub categories like alternative medicines, home garden, test preparation etc. Each of them would give you a bundle of ideas to come up as your own niche product ideas. Video - learning sites are a good idea-source for a niche market product, you'll find for example themes like Gardening, Self - Defence, Photography, Fishing etc. Visit also theme based Forums to pick some idea for a future Product up.

After you've find an idea for you product, digger deeper to verify and qualify your niche idea like smart marketers does, pass it through two qualification indicators.

First - there must be enough people searching for the information you're going to market.

Second - there should be at least already one or two products in the market niche.

The following niche-qualification tools helps to verify the above qualification points.

With 'Overtures keyword suggestion tool

<http://inventory.overture.com/d/searchinventory/suggestion/> you control how many requests are made in the last month for a certain product by typing in relevant keywords to your product, there should be at least 25000 searches for your base niche. Refine your keywords - with help of Word trackers thesaurus tool <http://www.wordtracker.com> you'll find more keyword variations there then you will ever need. Overtures bidding tools

<http://uv.bidtool.overture.com/d/search/tools/bidtool> gives you an impression of how much the competition is paying for your keyword. More they're paying for a search term, much more will it be a valuable product to market.

Another place to verify the top search terms could be Lycos 50 <http://50.lycos.com/>

Verify also if there is already a market in your niche, Amazon

<http://www.amazon.com/exec/obidos/subst/home/home.html/102-6359319-8544909> Turns out to be a useful site for your research. Amazon gives you many advantages: You can verify what are the top sellers from your chosen niche. You can get ideas of what is selling; try to find where is the gap that you may chip in. Amazon's future "look inside the book" shows you the topic what authors are dealing on. And finally, you can get feedback from the users of these books. Then, eventually you could consider a different packaging for your product.

A good way for testing the possible request for a product is by offering on Ebay <http://www.ebay.com/> a report about your product for little Money say \$5,00, just to evaluate the market and attract visitors to your site to sell even more products. Don't know how to write reports? Let it do by someone else, or let control and correct them for as little as \$ 2,50 from experts <http://www.yourbestwork.com>

If you're still unsure to establish your niche, evaluate this "Niche Market Tool Kit" <http://www.trafficjam.cashplanet.biz/niche-report-toolkit.html> a step-by-step guide taking you by the hand through the whole process, it indicates the most important sites and addresses necessary to overcome any obstacle by creating your own niche market.

After you're done with all this steps and have evaluated the marketability of your new product, make a web page or a mini site <http://www.trafficjam.cashplanet.biz/profitable-minisites.html> and start promoting it on the Net. For effectively promoting your product use Google Ad Words <http://www.cashplanet.biz> it brings results within hours by very small investment.

Write reviews about your product and publish them in various places attracting even more visitors to your site. Optimise your web site to reach first rankings on search engines and you'll soon see that results are coming in. Use this reciprocal linking tool <http://www.trafficjam.cashplanet.biz/reciprocal-linking-tool.html> what certainly will boost your search engine ranking to the sky.

Wishing you good luck!

### **About The Author**

Werner Boersch is the webmaster of <http://www.cashplanet.biz>. Visit his site for free articles and tutorials focusing on Internet marketing and website development issues, includes also free ebooks, webmaster community forums and the latest news from the Internet world.

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# **Learn How To Identify Profitable Web Niches For Your Business!**

**By: Per Strandberg**

Most get it wrong when they start an e-business! They start building a business on the web by picking the wrong market.

Many start by giving advice on how to start a home business or by marketing Internet marketing information. This is the wrong way to do it!

Or even worse, become trapped by the many business opportunity programs that are out there. Many of them are nothing more than pyramid scams in disguise.

Why do so many try to market Internet marketing products online? One reason is that this is a subject that people get interested in and they soon see themselves as experts in this field.

You find another reason when you look and examine Internet marketing materials. What have most of the marketing of these products in common? The answer is that they are marketed by slick copywriters. The marketers want to promote their own products, so they naturally promote these products on their websites, newsletters and where ever they can.

Of course, they don't tell you the truth! The harsh truth is that if you are a beginner in web business and start by promoting web marketing products, you will fail.

To start with, you don't have the right experience and you don't have the traffic that you need.

You are much better off, if you focus on web markets that are not as saturated by competitors as in the internet marketing field. One secret to successful Internet business is by find niche markets where people are spending money and the markets are not saturated.

So how do you find suitable web markets that is right for you? That will depend on how you plan to market. Do you plan to build an information theme site, mini sites, work with Pay-Per-Click marketing or do you plan to make a product to sell on the Internet?

If you target information theme sites or mini sites, then you want to find web niches with little competition and you also want to identify web niches where the bid values on pay-per-click are relative high.

If you use Pay-Per-Click promotion you might want to find niches with low Pay-Per-Click bid values and a lot of traffic.

And if you want to try to a market product you have produced, you want to make sure that there is a market for the product. You also want to know if there is a need for the product and that people are spending money on products in this Internet market.

A final key point is to find niche markets that you have an interested in or at least have some knowledge in. It is much easier to work in a niche that you are interested in than in a niche that have no interest in at all.

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### **About The Author**

Per Strandberg is a web site maker and software designer!

Find new Web Niches with The Niche Market Database!

at ==> <http://www.niche-exploration.com>

He also has a site with information on data backup at

<http://www.data-backup-and-storage.com>

==> Visit his site with web traffic generating tips

at <http://www.catch-traffic.com>

# **Brainstorming! The Key To Wealth**

**By: Roy Primm**

Advertising executive Alex F. Osborne first coined the word "brainstorming" in the early 1940's. Since then literally millions of ideas, products, services and solutions have been created and improved on.

Every institution from Fortune 500 companies to Universities and Government agencies have used the principle of brainstorming. They've use it to create everything from new ad slogans, and medical breakthroughs, to how to get your child to eat more peas.

Fact: For every product in your home or office, chances are a person or group of people brainstormed about it. They brainstormed on how best to create, market, sell, manufacture, advertise, or distribute it. This is how powerful brainstorming is.

One of the best things about brainstorming is that it can be used by anyone. You don't have to be a C.E.O or army general. You can gain from brainstorming if you're a housewife, janitor, student or unemployed.

Yes, you can use the principles of brainstorming for the largest project or the smallest project. You can use it to plan a million dollar ad campaign, or use it to plan what you'll have for dinner tonight.

If you simply follow and practice the following steps you will soon be amazed at the ideas and solutions your fabulous brain will give you.

Before we go any further lets discuss the 7 steps for effective brainstorming sessions.

## **The 7 Magic Steps For Powerful Brainstorming Sessions!**

1. The brainstorming session can be done with one person or one hundred people. The rules are the same. The only requirement is the participants should know or know about the problem, business, product or subject of the brainstorming session.
2. Don't use critical thinking. Critical or judgmental thinking slows down or kills the creative process at this stage. Because as hard as you may try, you can only think one thought at a time. When your creating you can't judge and when you judge you can't create.
3. Keep the session light, loose and free spirited. Humor has been known to help oil the wheels of our creativity. A large portion of our creativity is released through our humor. Watch a comedy, or tell a few jokes before you proceed.
4. Make sure you have a pencil and paper to write down any and all ideas, or if you're in a group, designate someone to write down the ideas.

5. It's best to set a minimum length of time or amount of ideas you want to get out of each brainstorming session. Setting a goal helps everyone to focus; it also helps everyone avoid wandering minds.

6. Write down the problem, the goal, or the subject at the top of a piece of paper. For example, "Ways To Attract More Customers". Next number each idea you or the group comes up with. Write down every idea, the good, the bad, and even the ugly. Remember, the goal is to get as many ideas listed on paper as possible.

7. Next evaluate the most do-able ideas and take action.

That's the 7 tips for effective brainstorming sessions. Follow them and watch the ideas flow.

### **About The Author**

Roy Primm (The NicheMan) has written hundreds of articles on how to create a money-making niche. Get the edge on your competition this year read his free report "14 Ways To Create a Niche and Grow Rich" go to [NicheBrain.com](http://NicheBrain.com)

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# **How To Make Money With Your Own Home Based Business Niche**

**By: Dean Phillips**

Want to know how to make money with your own home based business niche? First of all, forget about what everybody else is doing. Forget about what everybody else is saying. Forget about what everybody else is selling. Who cares? From this moment on, none of that has anything to do with you. I'm going to show you how to make money with your own home based business, by sneaking in the back door. In other words, by creating your own home based business niche.

I want you to think about the one thing in life that you're truly passionate about. I mean, if you could do anything in the world that you wanted, what would you do?

Once you figure out what it is that you're truly passionate about, I'm going to show you how to turn that into a money making home based business niche for yourself.

What's a niche? A niche is a narrowly defined group of potential customers. Why should you bother to establish a niche market? Because of the great advantage and potential of having your niche all to yourself. Other small businesses may not be aware of your particular niche market, and large businesses probably won't want to bother with it.

The trick to capitalizing on a niche market is to find or develop a market niche that currently has enough potential customers to make it worth your while, and that is experiencing reasonably rapid growth. It's also important that your niche is not already being dominated by one established business.

Once you decide on your niche, go to the library and learn everything you can about it. For example, if your niche happens to be doing voiceovers for new car dealerships; then read every book you can find about the voiceover industry. The next step is reprogramming your mind for success. In that regard, there are two books I consider absolute MUST reads, if you are at all serious about making money with your own home based business.

The books are, "Think and Grow Rich" by Napoleon Hill and "The Magic of Thinking Big" by Dr. David Schwartz.

Your local library or bookstore should have both books, since they're all-time classics. If not, try Amazon.com. But whatever you do, get those books! By the way, when you get those books, don't just read them and forget about them. Keep them nearby and refer to them on a daily basis. This is critical, as far as keeping you focused and on the right track.

So, why is it so important to prepare yourself mentally for success? Because quite frankly, you're bound to experience some extremely difficult times with your home based business. We all do. That's just the way it is. Success rarely comes easy and

despite some of the so-called overnight success stories you occasionally hear about, out-of-the-box successes are actually few and far between.

Another thing, if you're married or living with someone, don't expect a whole lot of support or kisses and hugs, during those inevitable tough times.

Unfortunately, most people are conditioned to the "9 to 5, retire at 65," way of thinking. Many of them dream about starting their own business, but just can't seem to find the courage to do so.

Instead, they'll observe you with a critical eye, secretly hoping you fail, so that they can justify their own fears and insecurities about being entrepreneurs.

So, if you're expecting support and encouragement from your family and friends, you're probably going to be disappointed. I don't mean to be a wet blanket but, that's just the way it is. Most likely, you'll probably hear a bunch of negativity and comments about getting a real job.

That's the point when you're going to have to look deep inside yourself and stay strong and focused. Because chances are, you're going to be going through this alone. That's why the mind re-programming is so important. It'll help you stay focused and positive. And if by chance you do happen to have family and friends who do support you, so much the better!

You also need to learn how to write effective ads for your business. Powerful copywriting is critical. I highly recommend you read the following books: "Scientific Advertising," by Claude Hopkins and "How To Write A Good Advertisement," by Victor Schwab and "Advertising Secrets Of The Written Word," by Joseph Sugarman.

Here's some advice: The number one reason why most businesses fail is because they're undercapitalized. You can't conduct business online or offline without any money. Now, I'm not saying you need thousands of dollars. However, you need to at least have two or three hundred dollars in the bank to work with.

In closing, if you ever find yourself getting overwhelmed at any point in the process; don't be afraid to seek help. Consult with an expert, to help you sort things out and gain a new perspective on things. It's the smart thing to do, and it just might save your business!

### **About The Author**

Dean Phillips is an Internet marketing expert, writer, publisher and entrepreneur. Questions? Comments? Dean can be reached at <mailto:dean@lets-make-money.net>

Visit his website at: <http://www.lets-make-money.net>

# Find Your Niche & Follow It

**By: Rob Taylor**

Mark Twain once said: "Find out where the people are going and get there first". With the advent of the internet you can certainly find out what folks are wanting. Being the first at the front of the line to bill them might not be quite so easy. But there are ways to find out if there's an existing hungry crowd for your product idea, and more importantly a crowd with pockets bulging with cash to give you.

In this article I'm going to share some tips that will save you much heartache from chasing after the wrong market.

Firstly I believe that it is very important that what you sell interests you, otherwise you sign up for a life of struggle and worse... Boredom! Motivating yourself to sell something you have no interest or belief in is soul-destroying at the best of times, so don't do it.

Just because \*rubber cat suits\* is your thing doesn't mean the rest of the planet digs them at all. I mean that's a pretty small niche with less than 560 searches performed a month. Yes I did actually go and check out the stats for it. One of things I've found in this marketing-malarkey is that I am able to explore interests that I simply don't have the time or inclination to actively get involved in.

Take archery, I can twang a bow as well as the next man, and have done for the past couple of years. But the idea of traipsing off to all those shows every weekend, predominantly talking a load of rubbish just doesn't do it for me. BUT sell this bunch of Robin Hood wannabees an infoprod, and I'm game. Seriously though, I love archery, it's one of the few sports the British government hasn't actually tried to ban... yet!

And that brings me to my point... What do you have an interest in that also has a large number of people willing to do what I call \*the wallet flip\*. You need to be looking for markets where the folk won't even blink at spending \$100 a year on the products you will be selling.

OK time to take some action:

=> Draw up an initial list of 10 of your interests.

=> Scan your bookshelves to see what reference books you've bought in the past, and on what subjects or hobbies.

=> Pay attention when folk you meet start talking about their hobbies, their passions.

=> Pop down to your local magazine store and see what interests are being catered to.

=> Can't be bothered to pad down to your local store, then click over to [Magazines.com](http://Magazines.com) and do some searches.

Link: <http://www.megastep.com/dt/t.php?id=166>

=> Buy a stack of these magazines and go through the classified ads with a highlighter. Call up the ones you've circled and ask for their information packs. Make a note of which ones you've called and see how soon the information arrives. How are they selling? Good, bad, OK? Could you improve on the quality of what they are offering? Over five to six issues how many of the adverts are repeated? Make a note and watch that market like a hawk. If they weren't making money the ads wouldn't be running.

=> Hop over to eBay to research all the different sub-categories. Which ones are active? Which ones are commanding high prices?

Link: <http://www.megastep.com/dt/t.php?id=167>

=> Are there any discussion forums related to your potential market? Buzz over to Forum Find and do a search.

Link: <http://www.megastep.com/dt/t.php?id=168>

This is just the beginning. Start paying attention to what people are interested in. This can simply be as easy as listening to folk banter when they're in the checkout line.

Scan the news, open your eyes and mind to opportunities. You'll be amazed at how your brain kicks into "selective perception". Don't know what that is? Ever bought a car and then suddenly you notice the whole planet is driving the exact same model. It's like everyone decided to buy the car YOU just bought. Well that's "selective perception" at work. Same thing happens when you actively go hunting down niche markets... actually it can work great for an awful lot of other things... building keyword lists is another example, and another story.

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### **About The Author**

Rob Taylor has been marketing online since 1996. He's sold anything from books, debit cards, security products to art prints. Take advantage of his battle tested marketing strategies that could quietly make you five figure cash profits every single month. Free newsletter at <http://www.megastep.com>.

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# How To Find Profitable Niche Markets

**By: Rob Rawson**

There are thousands of potential areas that you can focus on when you are starting a new Internet business. Some are likely to be hugely profitable; others will probably not make you very much money. So how do you choose an area that is going to be profitable to you where there's hopefully not too much competition?

The skill of selecting the right market to focus on is one of the most important if not the most important skill of Internet marketing. Choose the wrong market and your chances of success have just gone down by ten times. So what should you look for?

Firstly you should research what people are looking for on the Internet – find out what keywords are they searching for. You need to know what people are interested in. For this type of research I use Wordtracker <http://www.profitpuppy.com/wordtracker>

Wordtracker will estimate how many keyword searches there would be on Google each day. Generally I would want to see more than 500 predicted searches per day on Google, but it really depends on the particular niche that you are looking at.

You can get really creative when searching for niches using Wordtracker. If you are looking at writing 'how to' videos you can type "how to" into Wordtracker and see what you come up with. Here are some of the ones I got when I entered "how to" (I left the sexual ones out!):

- how to build a workbench
- how to write a resume
- how to knit
- how to draw
- how to tell if he is lying
- how to draw anime
- how to build a chopper motorcycle
- how to crochet
- how to play poker
- how to become an actor
- how to play guitar

All of these are potential subjects for an information product. You can also try typing these phrases into Wordtracker and seeing what comes up: "buy online", "tips", "guide", "advice" etc.

If you are developing an affiliate site or an information product there are several other methods you can use to research and find a profitable area: One very effective method is to research how other people are already making money. The advantage of this is that you know that the area is profitable. The

disadvantage is that you also know there is some competition. Often the most profitable areas also have the most competition.

How do you find these areas?

One way is to search on Overture <http://www.profitpuppy.com/overture> for the keyword that you are interested and find out which of the sites that are advertising on Overture are affiliate sites. You can tell if they are affiliate sites by looking at the site and seeing if they are promoting various affiliate programs.

Another method for finding profitable niche areas is to sign up to several of the affiliate networks. Some of the networks will give you a ranking of how much people are earning from each of the affiliate programs. This is usually ranked by earnings per click. This means how much on average the affiliates are earning for each click. Preferably you want an affiliate program which is earning over \$1 per click ... this is hard to find but when you do find one which earns you this much you know there is great potential for profit. However, you can still make good money from programs which pay 20 cents per click or more.

What are some examples of profitable niche markets?

Mortgage leads – great for an affiliate site (an example is

<http://www.ratesguide.com>)

Satellite TV

Cellular phones

And there are many other possibilities also. Have a look at

<http://www.profitpuppy.com/top-affiliates.htm> for more ideas on niche markets.

The key is that you must spend time and effort researching. Don't treat it like a 5 minute task. You need to spend DAYS researching to look for the best areas to focus on, if not weeks. That way you will find profitable niches that other people have neglected.

<http://www.profitpuppy.com>

## **About The Author**

Rob Rawson

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# The Power Of Niche Marketing

**By: Terry Stewart**

Have you ever been over whelmed by all the competition on the internet. All the other companies going after the same customers that you are. Well panick not the world wide web is a MASSIVE market place and the best strategy is to create your own market.

Don't Compete Be Unique

1. The benifits of niche marketing
2. Don't dissappear in the crowd
3. The importance of a niche business
4. Ways of creating niches
5. Don't re-invent the wheel

1. Niche marketing is the best way for the smaller business person to level the playing field against the larger companies. Niche marketing is where you find a corner of your particular market which is exclusive to you. There are a few ways of finding your niche and this article is about some of the aspect concerning niche marketing

2. The great thing about having a niche business is the fact that you are not struggling to compete against established marketers. Therefore you will not be invisible and you wont disappear in the crowd.Recreating products and concepts is a vital business skill I would go as far as saying it will keep you ahead of the game. Most big companies hire developers to improve on their products and service. So it is no difernt for the small business person.

3. A way of developing a niche is to sell to people you are familiar with eg. You could be a ex chef selling Automatic self lighting ovens which cleaned itself every night.

Do you get it, if you are familiar with a certain business you can cater for it like no other company.

Also you can concerntrate on a smaller part of the market and become a specialist in that field. Like concentrating on helping diabetic people losing weight, instead of the whole weight loss market.

Just imagine for one moment that you were the only one selling automatic self cleaning cookers to the catering trade. You would corner the that market and make a fortune.

4. The japanese are great at taking other's ideas and improving on them and they are not doing to bad are they? Great inventors like Henry Ford and Edison have created great inventions and others have taken them to another level. The

Japanese have shown the importance of understanding the power niche business that is why they are one of the wealthier countries in the world today.

5. Creating niche business doesn't require you to invent the wheel, it only requires thinking of ways to improve it. That is where you will get more sales, and more referrals. So that in the end your business will grow without competing with the bigger companies.

In general you can see the benefits of niche marketing which is by cornering the market in your particular field, you differentiate your business. You avoid competing with the big boys. Therefore gaining your own exclusive market, which in turn will lead to more profits.

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### **About The Author**

Terry Stewart:

After years of doing different types of jobs I decided to go into the home based business field. I and I have not looked back since. I don't have all the answers but I do know what not to do, as I have learned from my many mistakes.

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# What's Your NICHE Market?

**By: Gillian Tarawhiti**

Knowing your NICHE MARKET and where to find your NICHE is more important than the product you sell.

Most Netpreneurs take a narrow view of NICHE MARKETING as a limitation on their business, when in fact it is the POWER that provides longevity to their business.

The biggest mistake most new netpreneurs make online is that they have no idea where, or what, there NICHE MARKET is and therefore, sell their product to everyone and anyone and in the end sell to no one.

A common misconception is that – if you build it they will come. The truth is you have to find your NICHE and get them to come to your site.

In talking to new netpreneurs the first question I ask is who are you selling to? The almost instantaneous reply and always the same answer is: 'everyone and anyone'.

The next successions of questions I then ask are:

- what type of product are you selling
- who would use your product
- What problem does your product solve
- Is your product distributed easily
- Who would benefit from using your product

Simple questions, but not so easy for many netpreneurs to answer. If you take some time and answer these very straight forward questions you will find that by defining your NICHE you will be better equip to go straight to the source, than taking a stab in the dark and hoping it will all work out.

You will also find that by defining your NICHE MARKET you will:

- Help define your Internet Marketing Strategy
- Develop products/services that appeal to your NICHE
- Set yourself up as an industry leader
- Optimise your site for search engines so your NICHE can find you easily
- Maximise your marketing budget where it counts.

Once again I ask you: WHAT'S YOUR INTERNET NICHE MARKET?

The truth can be found in your answers

Gillian Tarawhiti  
Community Training Centre

**About The Author**

Gillian Tarawhiti, is Founder and CEO of Community Training Centre, an Australian-based Internet Marketing firm that works with individuals and organisations.

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# Niche Marketing: Tactics to Use To Make Money With Niche Marketing

**By: Karl Augustine**

Niche marketing has always been a key any success in marketing but lately it has become quite a prominent force in the online marketing world. Many books, manuals, courses, and web sites have been developed that focus on niche marketing. It is easy to find solid resources on the Internet that can teach you how to make money with niche marketing.

Niche marketing online is a distinct segment of Internet marketing and is the quickest way to get maximum exposure if you know how to leverage the search engines to draw attention to your niche web site.

There's many things to learn to be successful and profit from niche marketing and your USP (Unique Selling Proposition) will dictate exactly how to plan your attack to successfully market to customers in your niche.

If you plan to use niche marketing to draw visitors to your web site, here's a few tactics that you can use to make money:

Niche Marketing Tactic #1, "Research"

Fully utilize all of the research mechanisms that you can find in order to make sure that you truly understand your niche and all of its nuances.

This requires understanding what tools are best to use so you can understand what your target niche market does day to day, where they spend their time online, and what makes them tick from a personal and business perspective.

Niche Market Research (<http://www.nichemarketresearch.com>) offers free reports and articles to help you make the most of your research time.

Niche Marketing Tactic #2, "Define your paying niche"

Clearly define who will make up your niche market and make sure that the people in that niche market are willing to pay for the solution that you provide to their problems.

A niche is a clear subset of a larger category.

An example of what a niche market is not: "People who want to learn how to shoot better scores in golf."

In this example, there are far too many people within the main category (golf) to make this a true niche. Virtually everyone who plays golf will want to play better

and shoot better scores so this wouldn't qualify as a niche, much less a category worth pursuing.

An example of a niche market: "Women who play golf who want to learn how to drive the ball longer and straighter."

This would be a niche because it clearly defines and segments who you'll cater to and why they would need your service.

After clearly defining your niche market, you should make sure that they are willing to pay for your services. The easiest way to determine this in the online world (other than using common sense) is to find web sites that may be close to, or even in your niche, and see if those web sites charge a fee for their services.

In addition, you should look to see if there is a reasonable level of competition between those web sites.

If you see more than a few sites listed on a SERP (Search Engine Result Page) that cater to female golfers for a fee, chances are the people who are your target customer will pay for your services for solving their problem - women who can't consistently hit long straight drives in golf.

Niche Marketing Strategy #3, "Choosing keywords and domain names"

Research and choose your keywords carefully so you can acquire the best domain name for your site. Niche marketing most often includes maximizing the way search engines work to make sure that your web site gets listed in the first page of the SERP's from your chosen keywords. Your domain name contributes to getting those first page results.

Go to Digitalpoint's keyword suggestion tool and type in keywords that you feel people would use to find the product or service that you offer within your niche. Look at the number of searches performed per day for those keywords and review the other keywords listed.

<http://www.digitalpoint.com/tools/suggestion/>

Type the keyword phrase that you think best suits your USP's target customer into Google and assess whether or not you can reasonably compete with the sites that are listed on page 1 of the SERPs.

Can you get a page 1 ranking knowing that you'll have to compete with the sites already listed?

Repeat the process until you have decided what your main keywords will be for your product or service within your niche.

Those keywords should be in your domain name and preferably, they should be your entire domain name.

Example: if you've concluded that 'blue widgets' best suits your USP and you feel that you can compete for page 1 listings on the SERPs with the sites that come up on page 1 for the keyword 'blue widgets', then a good domain name for your niche marketing site would be '[bluewidgets.com](http://bluewidgets.com)'.

Niche Marketing Tactic #4, "Posting keyword rich articles or reports throughout the web"

Niche marketing doesn't differ from any other online search engine marketing, posting relevant content is the best way (bar none) to get the right type of traffic to your niche site.

Writing keyword rich articles or reports and posting them to high traffic web sites is a great way to make sure that you get maximum exposure within your niche market. People will use your keywords to search for information about the topic that they have interest in, and they will come across your web site on the search engines results.

Niche marketing caters to a distinct and select group of people who need what you have to offer. If you define your niche properly and make sure that your ability to solve their problem is something that they will pay for, you will have established a "money maker".

Utilize the search engines to make it easy for your niche market to find your service or product. Niche marketing is the easiest way to be successful on the Internet if you do the proper research.

### **About The Author**

Karl Augustine -Publisher, "Starting Smart!"

\*Learn SEO - Top 10 listings

<http://www.9mistakes-online.com/nichemarketing.htm>

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# Niche Marketing Destroyed!

**By: Stuart Reid**

Why pay for the many Niche Marketing services, products and sites that are springing up everywhere when you can discover your own profitable niche for free?

A Niche market is something with a high demand and a low supply. Luckily, using keyword tracking tools and search engines we can find these relatively easy.

In fact, there is a site that does it for you. It's called Nichebot and can be found at <http://www.nichebot.com> and it doesn't cost a cent.

To discover your potential niche just type a search term into Nichebot. It can be anything, but if you're stuck for ideas just look in magazines, newspapers, websites etc for a two or three word term, preferably something that could potentially lead to someone spending money. For example, objects of any kind or services - e.g. "Carpet Cleaners" or "Engine Tuning" - it can literally be anything!

Now type the term(s) into Nichebot and look for the Ratio. The lower the better. The ratio is the number of searches for your term divided by the number of websites that serve that term.

We'll take one of our examples to illustrate. "Engine Tuning" provides a number of options with a ratio of less than 1. "model engine tuning" is searched for 264,000 times and has 4 webpages serving it!

So what do you do with this niche?

The quickest and easiest way is to target your niche keyword(s) with Google AdWords. You first need an affiliate link of some description, or failing that target an Amazon or Ebay link using the niche keyword.

Write your niche keyword into the title of your AdWords Ad (in our example "Model Engine Tuning") and it will show in bold. Write a short description ("Get the most from your Model Engine, tuning secrets revealed.") and link it to your affiliate link.

Read "Google Cash" for more information on using this method of targeting niches. <http://www.googlecash.info>

The second, more profitable, method is to build a website around your niche. Your first step is to register the domain. If "model-engine-tuning.com" doesn't exist then grab it. The dashes help with the search engine ranking by separating the keywords.

Then you need to put some content at your page. I'll leave the design up to you but it shouldn't be too hard to find pictures, articles and links relating to your subject.

Finally you'll want to make money with your site. The easiest ways are to use content-targeted systems since they'll provide paying content related to your site.

The top three are:

1. Google AdSense

Simple to install once you're approved. You have many formats to choose from and they are proven to pay well.

2. [Amazon.Com](#)

Will provide ads for books, videos, software etc related to your search term.

3. [Ebay.com](#)

Will provide listings of current eBay auctions related to your search term. You can also get eBay signups that you will make money from for life.

After you have (tastefully!) installed these you can search for other commissionable links with the likes of:

Commission Junction - <http://www.cj.com>

or Associate Programs - <http://www.associateprograms.com>

and countless other Affiliate Directories. Search Google for more opportunities.

If you can source a resellable ebook or software program of interest to your visitors that will net you even more profit. You can also sell products from Drop Shippers (something ebay sellers have done for years) which will get you good profits from little work.

If there is no ebook or report you can sell perhaps you'd like to create your own or even hire a writer to create one for you. Try Elance to find a "ghost writer".

<http://www.elance.com>

Another profitable area on a popular site will come from building a list, selling ad space, and running joint ventures. Capture your visitors address by offering a report. This list can prove very valuable once it grows. You should also utilise PopUnders and Banners which can either promote your own paying services or others. You can even use these banners and popunders from exchange services. These will generate hits for you that you can use on completely unrelated sites. Niche sites are very easy to find and design and you DON'T need "gurus" or expensive services to do it for you!

Happy Niche Hunting!

### **About The Author**

Stuart Reid publishes Netpreneur News and maintains [NetpreneurNow.com](#) and it's Members Site. To join at no cost and immediately gain access to a ton of valuable eBooks, Reports and Tools simply visit <http://www.netpreneurnow.com>

# Why You Must Have More Than One Niche Sites

**By: Patric Chan**

Have you heard of diversifying your investment portofilio?

No? Well, it's extremely famous in financial planning.

Those financial planners will tell you that in order for you to minimize risk of lost, you should have different types of investment to generate multiple income streams.

This is to lower your risk of putting all of your eggs in one basket.

Do you know that the same concept applies to your online business?

Let's say you have a niche website targeted for dog owners and you're making a good income each month from it.

Do you know how fragile an internet business can be?

Once someone find out how profitable your online business is, it doesn't take a rocket scientist to figure out how you've achieved it.

Don't believe me? Here are some food for thoughts for you.

If you are getting traffic from Jv partners, what's stopping your competitors from contacting them to offer a better compensation than yours?

Ooh. You think your Jv partners won't take the bait because they are your friends. Fine.

What happen if your competitors end up becoming their friends by end of the month? Heck, they might be sipping coffee together at StarBucks!

Oops. You've just lost 50% of your income when that happens.

Or maybe, you are getting traffic from the search engines. With today's easy-to-use software, it's just a matter of time before your competitors figure out how you get top ranking at [Google.com](http://Google.com). Is it fair for me to say that they'll want to copy you legitimately to get the same success as yours?

And here's the scariest part of all - As long as they are not copying apple for apple, they have the rights to copy you!

You can't stop them from contacting your Jv partners.

You can't stop them from writing the same book as yours but with a different angle.

You can't stop them from reading your salesletter and hiring a better copywriter to write for them.

The only way for you to 'save' yourself is to have more than one niche sites. So, if you have 4 niche sites and each of them is generating the same amount of income, you know that each site is giving 25% income to you.

If one of your niche sites is taken over by the competitors, you still have 75% income to support you financially.

And remember, we don't live in an ideal internet marketing world.

Your website hosting, email database and etc can give you unforeseen problems. And you can be wiped off overnight because of this.

Prevention is ALWAYS better than cure. If you already have a profitable niche market, don't just sit in front of your Tv hoping to cash out money from it each month. Build more online niches, then you can do whatever you want with ease of mind.

If you need to make sure you have a profitable online niche, you can use Niche CheckList to check it out. Go to: <http://www.nichechecklist.com>

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### **About The Author**

Patric Chan is a direct response expert, internet infopreneur, marketing strategist and author. At the age of 24, he had achieved many extraordinary results in the internet marketing world. He had joint-ventured with many famous internet marketing experts in product creations and selling online. Get the latest internet marketing tips at <http://www.InternetMarketing-Tactics.com>.

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Get a large keyword list that you can use to obtain profits from Google AdSense. Some keywords have a high earnings per click. Learn more:  
<http://charliehi.shopcourse.hop.clickbank.net/>  
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# Multiple Income Streams from Niche Markets

**By: Fred Farah**

Multiple income streams, do you find the term confusing? Don't, it's really quite simple.

In the world of Niche Markets in Internet Marketing, multiple income streams simply means having more than one source of income. This is achieved by making money from more than just one online business.

Each different web site would generally be a different business. They could relate to each other, but not necessarily. You could have businesses that have nothing to do with each other. Both methods are quite successful.

Let's look at different scenarios. How to market unrelated products? In the offline world, we are quite accustomed to seeing a little bit of just about everything sold in department stores, from razor blades to baby clothes to fashion dresses to living room furniture to washers and dryers, and so on.

Is this how it's done in the online world? Absolutely, but it is not the only method. Mega Internet stores have evolved in such a way that to compete, you must be huge, and have tons of money to finance the operation, including the cost of the ever-changing web site. The competition and horrendous costs leave no room for the little guy, so he has to find another way to do business.

Enter the newcomer, looking for a way to make a living on the Internet. Seeing he can't compete selling a large mix of hard goods and soft goods, he can decide on a "niche" product to market. A niche product simply means specializing in one key product, or just a few related products.

This concept applies to both hard goods (items that must be shipped), as well as to downloadable information products.

This opens up a whole new world of possibilities, and it means a whole different way of conducting business. Specialization is often achieved using mini-sites that sell only one product. The mini web site might have from one to five pages, but usually just a single page.

Your information product that you want to sell needs a web site, hosted by a web hosting provider that provides you their service at a reasonable cost. Let's assume you started selling your product, and after a few months it is bringing in some income. It might amount to \$1,000 up to \$3,000 per year.

That's not too bad, and is worth keeping, but certainly not enough to make a living with. This is where the concept of multiple income streams comes in. During the months that your business is building, you could be looking for other ideas. You find one that excites you, and more importantly you do the research and discover a good potential for attracting customers. So you go ahead with a second web site.

You have now achieved multiple income streams! Over time you have other great ideas. Actually, you are now up to four web sites with different ideas. Two of them are related information products, and the other two are hard goods.

All four are successful. Each one separately does not make enough to live on, but the combined four bring you in respectable dollars.

But how are we controlling our costs? This is important to do, seeing we have the cost of some advertising as well as the web site costs. We found it necessary to build a customer list for each different product, and periodical emails are sent to your list. All these costs can become quite extensive, almost prohibitive.

So, what do we do? How can we maintain our businesses, yet keep our overhead down to where it isn't cutting hugely into profits?

One critical aspect to look at is your hosting and to look for a web site hosting service that includes all or as many tools that you need in order to do some serious Internet business.

The tools aren't all you need to consider. Sure having a hosting service that gives you an autoresponder is certainly a huge help. But, we have four sites here to market and at the average rate of \$24.95 a business, that's close to \$100 a month, a pretty steep bill especially if you are just starting out.

Now we are looking for a host that will provide all the tools we need to run our businesses, plus we want one that will allow sub-domains in case we have closely related businesses. Can we get it all at one low and affordable price.

In addition to the tools we need and the overall hosting package we need for FOUR businesses, we are all about multiple income streams, so let's see if there is a way to benefit (PROFIT) from the hosting company as well.

Many hosting companies now offer an affiliate program where you can earn a commission by referring a business and gaining customers. That's pretty much a given, however the KEY is to ensure that the commission is recurring and not just a one time commission. Not sure what I mean about recurring income? Check the link out below for more information on recurring income streams.

This is all great but the question now "Is there really a hosting company out there that will give me all the tools, let me host multiple sites for one reasonable price AND on top of that let me build another income stream?"

The answer is yes and you can read my review of Recurring Income Streams and how a company called "ThirdSphere" is an excellent example. At the same time you can learn the difference between Multiple Income and Recurring Income Streams. Read about it here: <http://www.bestaffiliateproducts.com/thirdsphere.html>

Having Multiple Income Streams from Niche Marketing is mandatory in today's Internet Marketing world, if that is, you want to make any serious money. Internet Marketing today has become much too competitive, and the newcomer has very little chance of breaking in.

Niche Markets, each with their own web site and relevant content is THE best solution. Niche Marketing is the hottest topic on the Net today. Niche Marketing is featured on my web site at Best Affiliate Products, and you can learn much more about it at <http://www.bestaffiliateproducts.com/nichemarketing.html>

I'll catch up to you in my back yard in Niche Country.

Fred Farah  
Best Affiliate Products and Niche Market Strategies  
Subscribe to Niche Market Strategies Newsletter  
And Niche Madness 7-day email course  
<http://www.bestaffiliateproducts.com/>  
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### **About The Author**

Fred Farah  
Long time business man who is willing to share his expertise using his web site Best Affiliate Products. It's all about affiliate marketing to niche markets. Lots to learn from the Niche Madness 7-day eCourse, as well as the Niche Market Strategies newsletter.  
<http://www.bestaffiliateproducts.com/>

# How to Find An Affiliate Program For Any Niche in 2 Minutes

**By: Anik Singal**

There is a great trend lately of marketers finally moving to niche markets and not just focusing on selling to the -make money- industry. This is an excellent move and one that will prove to be very profitable for you. However, a problem that many affiliates are hitting is that they don't know how to find good niche affiliate programs.

If there isn't a program in Clickbank, most affiliates are lost! Also, since Clickbank doesn't allow us to search their database, it's too hard to find anything there.

Well, here is a quick and easy way to find any and all of the best and most profitable affiliate program for any niche you desire.

To find affiliate programs from now on you will use Google to help you. Google is a great tool to use because...

1. It's free
2. Any site that comes up on the top results is likely reputable and has been around
3. You get thousands of results you can search through
4. You can make your search very specific

Alright, let's discuss in steps, how to Google to find affiliate programs.

1. Go over to <http://www.Google.com>
2. Type your "Niche Title + affiliate" This is the step that a lot of people can get confused in so let's clear it right now. Example/ If I am searching for an affiliate program on dog health, I will type this phrase into Google = dog health + affiliate
3. Now the results that I get, all the pages that have the term "dog health" and the term "affiliate" will show up.
4. Next open a program like Excel or just take out a piece of paper.
5. Go through the results in Google and keep noting down the different programs that come up.
6. Once you have 10 programs listed, go back and research each of them to find the most profitable one.

Try this strategy on search engines like Yahoo as well. You will get different results and combined between Yahoo and Google, there is no way that you won't find a good affiliate program.

What if you don't find any affiliate programs this way?

Then most likely an affiliate program for your niche does not exist. A great way to make money now is to contact a few of these websites and introduce the concept to them! Perhaps help them set up an affiliate script and share in profits actually, if there is no affiliate program in that nice, you and that company can make BIG profits from it!

There, now you have NO excuses not to find profitable niches and build websites for them. You can now find a profitable affiliate program for them all.

Anik Singal  
Founder  
<http://www.AffiliateClassroom.com>  
[Support@AffiliateClassroom.com](mailto:Support@AffiliateClassroom.com)

### **About The Author**

This article is written by Anik Singal, founder of AffiliateClassroom.com. Anik Singal has developed his own affiliate system that helped him earn well over 10,000 in just 60 days. Now, he's looking for a few students to train one step at a time.  
<http://www.AffiliateClassroom.com>  
[Support@AffiliateClassroom.com](mailto:Support@AffiliateClassroom.com)

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Do you use Wordtracker to research and find keyword phrases to promote your web site. Learn to easily find niche phrases within the Wordtracker database. Discover the best related keywords and phrases in a short period of time.  
<http://charliehi.wtmagic.hop.clickbank.net/>

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# **Finding "Riches in Niches" by Streamlining Your Web Content**

**By: Jennifer Ryan**

When marketing online it's crucial to remember the old business adage, "There are riches in niches." Niche marketing is the process of filling a small, distinguishable segment of the marketplace in a way competitors are not. Your business must have an edge—online and off. An effective web site should state it's purpose immediately. Here's why:

1. **Web Usability**, Your web visitors are zooming by at the same rate as drivers viewing a billboard at 70 mph. This is no Sunday stroll. Your visitors want facts, not whimsy. They want to know if they've found what they're looking for. Give them what they want and tell them what your company is all about--quickly.
2. **Search Engine Optimization**. Your web site will not show up in search results unless your it has the words people use for searching. People look online specifically for what they want. Get into their heads. What keywords and phrases do people type in the search boxes when looking for businesses like yours? Use those words in your web content.
3. **It's Good Business**. Every day breeds its own crop of great online business ideas, but that doesn't mean we have to do them all. Trying to do too much could keep you from capitalizing on the economies of scale a focused business enjoys. Plus, a narrower focus helps keep your sanity.

Developing your web site should be an exercise in niche marketing. Every page should be specific, addressing one thing (if possible). Too many doodads vying for attention confuses visitors and waters-down the impact of your message. One idea communicated clearly and with personality will cause people to respond and register, download, call or buy. Best wishes finding the riches in your own niches.

## **About The Author**

Jennifer Ryan of The Marketing Shop is a web promotions and sales expert. Having earned numerous awards, recognition and financial success in sales, Jennifer now sells online for businesses worldwide. Using a variety of tools--web design, copywriting, SEO, pay-per-click and web site conversion enhancement--she creates Websites that Produce. Visit <http://www.the-marketing-shop.com> today to sign up for her monthly newsletter (generous with free tips and advice!). Email her at [Jennifer.Ryan@The-Marketing-Shop.com](mailto:Jennifer.Ryan@The-Marketing-Shop.com).

# A 4-Step System for Uncovering Hot Niche Markets

**By: James Allen**

Whether you are an affiliate marketer, a website designer or you make your living creating and marketing infoproducts such as ebooks, discovering profitable niche markets to exploit is probably at the top of your "to-do" list. The following is a four-step system you can apply anytime you need to find a new niche audience to target and profit from.

## 1. Initial Brainstorming

This first step is best approached with a very open mind and a notebook and pen handy. The idea is to seek topics that are outside your current realm of knowledge. One of the best ways to do this is by reading blogs.

Bloggers come from every walk of life, and you will find blogs with information on almost any niche topic imaginable. Best of all, bloggers provide fresh, timely information.

Start spending some time reading some random blogs. A good starting place would be at blog directories such as Blogdex - <http://www.blogdex.net> . As you are reading, you'll discover many different topics being discussed. Many of these you may have never heard of before. Start writing these down.

Example: You found yourself reading a blog post that described the blogger's recent experience at a demolition derby. Maybe you don't know much yourself about this niche, so you add "demolition derby" to your list.

## 2. Keyword Research

Once you have a list of several possible niches, the next step is to find out what keywords and keyword phrases people are using to search for this and related information via the major search engines. Good Keywords - <http://www.goodkeywords.com> for example, is a free Windows software you can download that will help you do just this. With this program, you can type-in a topic from your list and the software will begin to uncover many related keyword phrases being actively searched for.

It takes time to get the hang of this software, but once you master it you will be able to generate large and valuable keyword lists. After you uncover at least a few dozen related keyword phrases, save your list and move onto the next step. If you are not able to uncover many related keyword phrases, chances are there is not much potential here and you should start over with another topic from step one.

Example: Using Good Keywords or a similar tool, you enter the term "demolition derby". You soon have a large list of related keyword phrases people have been

using to search for information on this topic, such as "demolition derby video" and "demolition derby car for sale".

### 3. Secondary Idea Creation

Read through the keyword list you generated. Some of your keyword phrases are going to give you ideas for other target audiences you may want to explore in the future. Take some time now to write these new ideas down while they are still fresh in your mind. Save this information for later reference. You can never have enough fresh ideas to explore when trying to uncover under-exploited niche markets.

Example: One of the keyword phrases in your "demolition derby" list was "demolition derby game online" - you note that later you should explore what other types of online games people are searching for.

### 4. Niche Potential Analysis

If you used Good Keywords to mine for keyword phrases, you will have also been provided with an approximate number of times each of these terms was searched for during the past month. The next thing you need to do is compare this number, representing potential search engine traffic, with the number of websites already catering directly to these searches.

To do this, start by taking your keyword phrases and do an exact phrases search on each of them at Google, making certain to surround your keyword phrase in quotes. Write down the number of results Google brings back for your search. Next, compare the number of monthly searches for each phrase to the number of Google results.

If you are lucky, you will discover that some of your keyword phrases with good monthly traffic don't have many results in the search engines yet. If you find that you have uncovered a niche that has several keyword phrases with a high number of monthly searches and at least a few of them have a low number of results in Google, chances are you have found a very good niche to exploit with your next online project. If not, go back to the list you created in step one and repeat the process.

Example: You discover that the phrase "demolition derby car for sale" is searched for around 700 times monthly, but brings back only 486 results in Google and the term "demolition derby pic" receives several hundred searches a month but only returns 258 results in Google. You are very happy to have discovered a potentially hot niche with good under-exploited keyword phrases to target.

Although there are several costly and difficult to master programs available that can help you discover unique target markets, the system above has proven to be an effective free method for uncovering niches to profit from. Apply it today and be on your way to niche marketing success.

## About The Author

James Allen is a niche market researcher who provides his private high-end internet marketing clients with valuable information on untapped niche audiences. He has just released a brand new compilation of his latest niche market research that you can use to profit from right now at: <http://www.NichesExposed.com>.

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This software can help you find profitable keywords and products. It can also help you expand into profitable niche markets and build multiple streams of revenue. <http://charliehi.aequalizer.hop.clickbank.net/>

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# How to Build A Niche Web Site in 9 Simple Steps

**By: Donna Monday**

Maybe you've been wondering how to go about setting up a niche web site. Well, here's a quick little article that will show you how to create your very own affiliate web site. Please note: this is the cheat sheet version. There is a lot more information you should learn about this subject before you get started.

## Step 1. Pick a Niche Subject

This may be the hardest part of your web site project. There's literally tons of subjects to choose from. People are interested in a variety of things – from parrots to pilots. You don't have to necessarily pick something you're interested in, but it helps.

You're more likely to do a better job at building your site when you have some interest in the subject matter. It's like taking a high school or college class. Some subjects are more interesting than others. Make sure you choose something that a reasonable amount of people are actually searching for online and want to find out more information about.

Here's a free tool that will help you check the popularity of specific subjects: (<http://www.nichebot.com>)

## Step 2. Do Keyword Research

This is a part that many people skip. I've made that mistake myself and suffered the consequences – a failed web site. Even though it's nice to think that you can write anything you want and have total creative freedom, not using keyword rich content is a BIG mistake.

I'd rather lose some creative freedom and attract visitors to my site, than have a lot of flowery prose that zero people will see. You MUST include targeted keywords in your web site copy. Also, make sure you use your targeted keywords in the upper third portion of your web site pages. This is also called optimizing your web site for the search engines. Use the Overture Keyword Tool for research: <http://inventory.overture.com/d/searchinventory/suggestion>

Note: keywords must be relevant to the THEME (subject) of your site. Be careful not to over use them. Search engines don't like keyword SPAM.

## Step 3. Get A Domain Name

Having a unique domain name is important, although some don't agree. However, a unique domain name makes your site look more professional and trustworthy to visitors. I use BuyDomains (<http://www.buydomains.com>). They are not the cheapest, but I stick with them because I like their easy interface and good customer service. Nameboy (<http://www.nameboy.com>) is also good.

#### Step 4. Write Keyword Rich Content

This may be a hard step for those of you who don't consider yourselves writers. But, writing web site copy is not as hard as it seems. Just think of it as having a conversation with a friend about a product or service you're really enthusiastic about.

Don't think you can extol the benefits of your subject? Tune your TV into QVC or one of the other shopping networks to see how they can spend several minutes talking about the benefits of all kinds of mundane products. This is what you'll be doing for your web site.

Your copy should feature a good balance of friendliness and professionalism. Remember, you're passing along useful information to your visitor. Put yourself in their shoes. What would you want to know about xyz subject if you were them? Now, write that down. Don't forget to sprinkle targeted keywords throughout your copy. I print out a list of them to use for my sites.

If you simply can't put words onto the page and find yourself staring at a blank screen, then visit Internet marketing forums like Willie Crawford's (<http://www.williecrawford.com/cgi-bin/index.cgi>) for suggestions on finding writers. Or, visit Elance (<http://www.elance.com>).

#### Step 5. Build Your Web Site

Ok. You've created your copy. Now it's time to build the actual physical web site. I use Homestead (<http://www.homestead.com>), but there are many good point and click web site builders out there.

You have a lot of creative freedom on how you want your site to look (I prefer black copy on white backgrounds with photos), but remember that people are looking for attractive, easy-to-navigate sites with useful information.

#### Step 6. Sign Up for Matching Affiliate Programs

You've created a web site about xyz subject. Now look for affiliate vendors who perfectly match the theme of your site. Integrate your affiliates attractively into your web site copy. Don't confuse your visitors by giving them too many choices. If you want to list a lot of affiliates on the same page, you can create a helpful "resource guide" page.

#### Step 7. Include Google Adsense Ads

Google has a great program for web site owners who wish to make a little extra money for simply displaying Google ads on their web site. It's easy to sign up and free. Just visit Google (<http://www.google.com/ads>) and sign up for their Adsense program. They'll give you some html code to copy and paste on your site.

While Google decides which ads will actually appear on your site, you can decide how the Google ads will look – choose colors, borders, etc. and where to put them on your pages.

#### Step 8. Find Link Partners

I found out that exchanging links with other web site owners is a MUST if you want to improve your search engine rankings. Google especially will consider your site more relevant if your site has other sites linking to it. Also the ad copy from other sites, if relevant, can add more valuable keyword content to your own site.

I use Linkmarket (<http://www.linkmarket.net>) to find credible web sites to exchange links with. It's free to join.

#### Step 9. Write Articles to Promote Your Site

Oh oh. Here's that writing thing again. Well, you better get used to it, because writing articles like this one (normally your articles will be about the subject matter of your web site) will help give your affiliate web site much needed exposure. It doesn't matter if you write them yourself or hire others (ghostwriters) to write them for you.

You'll find that the best Internet marketers all write articles to promote themselves, their newsletters, and products and services. Remember, there's a reason the Internet is called the "information" super highway.

After writing your articles, you can post them to an article directory site like Article City (<http://www.articlecity.com>). People can easily find your articles to use as free content for their sites.

Now, I suggest that you print this article out and refer to it often as you go about creating the next great affiliate web site. Good luck!

#### **About The Author**

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Here's an example of a niche site I set up for job seekers:

<http://www.get-a-job-interview-quick-tips.com>

More on niche marketing here: <http://url123.com/mn6dk>

# Is Your Niche Site A Real Lemon?

**By: Donna Monday**

By now many of you have heard about the advantages of building niche web sites to promote the selling of products and services online. Indeed, building a targeted niche site is a very smart idea.

Because of the huge amount of competition from larger company sites and thousands of smaller competitors, building general mall type sites or "catch all" sites is a waste of time. It will be extremely difficult to get even one visitor to your site if you're trying to reach everybody.

Therefore, some smart Internet savvy marketers figured out that if they picked a niche area and focused only on that niche, then they have a much better chance of finding targeted visitors looking for very specific information on products and services.

But figuring out what a niche is and exactly how to go about promoting that niche is very puzzling to a lot of people looking to use the Internet to grow rich, or at least make a comfortable living. Yes, you can make serious money on the Internet with a niche site.

First, though, you've got to find a good niche.

Well, I've found the perfect example of a niche web site that is attractive, informational, and shows a real love for it's subject. Would you believe that a love of lemons could grow into a moneymaking niche site?

That's right. Someone has turned a common fruit into a wonderful site that is devoted only to the enjoyment of – lemons.

You can visit it here: <http://www.lemonflower.com>

Now if someone can make "lemonade" out of the vast wasteland of all those millions of loser (lemon) web sites, then this tells you that there must be something to all this talk about niche web sites.

Before you build one, however, you need to do your research and see if your subject is something that enough people are interested in. Then you need to write keyword rich web copy that will attract visitors. Finally, you'll need to learn all you can about strategic Internet marketing, and how to target your niche market.

Sometimes you may find that there's less competition if you pick a niche within a niche. Let's look at our lemon site again.

General Category = Fruit

Niche = Citrus Fruit

Niche within a Niche = Lemons

I hope this information makes your quest to find a niche for your web site a little bit clearer. Now I think I'll take a break and have a nice cold glass of lemonade.

**About The Author**

Copyright 2004 Donna Monday  
Here's an example of a niche site I set up for smoothie lovers:  
<http://www.1st-milkshake-n-smoothie-recipes.com>  
More on niche marketing here: <http://url123.com/mn6dk>

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There is plenty of opportunity to make money with Google AdWords. Learn to set up campaigns and how to succeed with AdWords.  
<http://charliehi.tnecc2.hop.clickbank.net/>  
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# In Depth Analysis of a Successful Niche Product

**By: Gary Huynh**

The product is about teaching your parrot how to talk. Now THAT is a niche!  
<http://www.yourparrotwilltalk.com>

There are a few niche information products targeting pet owners. Creating a product for pet owners is a very sound idea. People love their pets more than anything else they own.

Frank Kern created a product for parrot owners that is making him \$20,000 a year on autopilot. A search for "parrots" in the Overture inventory tool at <http://inventory.overture.com> returned 88,000 results. That means 88,000 people searched for that term in February 2004.

Let's see how Frank is making money on autopilot with his product. By typing "parrots" without the quotes into Google's search box, I see that on the right side of the results page, Frank's parrot site is listed in the number one position.

It's very likely that Frank pays only the minimum of five cents per click with his Adwords campaign because there are only three other ads on that page. Let's say that Frank gets two percent of people who search for "parrots" to click on his ad.

He probably gets more than that since it's a very good ad. The wording of the ad hasn't changed for weeks so it must work, I've checked.

At two percent click through rate (ctr) that means 1,760 people visit his parrot site. If just five percent of people order Frank's product at \$37.77, he's making \$2898.72 per month. That's really an exact figure and I'll show you how I came up with it.

Frank uses Clickbank as his payment processor. They charge \$1 + 7.5% for each transaction, that means out of \$37.77, Frank gets \$33.94.

Five percent of people ordered so that's 88 orders.  $88 \times \$33.94 = \$2986.72$   
Subtract the cost of pay per click advertising of \$88 and that leaves Frank \$2898.72 for the month. Multiply that by 12 months and Frank makes \$34,784.64 a year. That's a nice income from a one page website using one source of advertising don't you think? Frank could spend an hour a week to monitor his Google ads and that's all the work he has to do for his site.

Frank could probably double his income by making a few changes to his business. Since he doesn't run an affiliate program, he could switch his payment processor to one that takes a lower percentage of his earnings.

Frank could also raise his prices. If he studies his market of parrot owners he'll probably figure out how much they spend on their parrots. Parrots aren't cheap pets. Also, pet owners WILL spend a lot of money on their pets. People send their

dogs to obedience school, grooming services, and buy them all sorts of pricey things.

All Frank has to do is send his list of customers a survey asking them how much the information that they bought is worth to them. He could raise his price for the product or create a version 2 and sell more to his existing customers. He could also sell parrot supplies to his existing customers.

Another thing Frank could do is have a subscription box on his site to capture emails and then build credibility with visitors who don't buy on the first visit, and in the case study above, that's 95% of people!

Having listened to Frank talk on a bunch of Internet marketing teleseminars I know that his aim is not to fiddle around too much with any one site. His method is called the "Underachiever Method". His aim is to create 50 sites that generate money such as the parrot site. What a good idea. 50 streams of income that run on autopilot.

That got me to think. If he can create 50 sites like that, for me to create just one site is good enough. I started to research my own niches. I asked myself what other pets could people be interested in that would create that kind of income? I searched for the following terms and found how many people searched for those terms.

Rabbits - 139,995  
Humming Birds - 110,692  
Ferrets - 76,820  
Tropical Fish - 155,579  
Hunting Dog - 30,725

Wow! Excellent potential - bling bling. I searched on Google and didn't find anyone selling information products on rabbits or hunting dogs. I did find one on ferrets and tropical fish. That shouldn't stop me from creating a product on ferrets and tropical fish. There's always room for improvement or joint ventures.

I looked at "hunting dog" more closely and saw that some related keywords are: "rabbit hunting dog" "hog hunting dog" "squirrel hunting dog" "deer hunting dog" and a lot more.

There are so many niches yet untapped it's unbelievable. I think I'm going to create an information product for hunters and use all those little niches for the chapters. I don't mind revealing all this to you because I've got a bag full of niches that I've researched.

One method I use to find niches is to type in just a single keyword into the Overture tool and look at all the related keyword phrases. Those related keyword phrases are your niche markets.

If you're going to create a niche product, set up a Google campaign to survey the market to see the potential success. Once you're certain it's going to be successful,

go to a bookstore like Barnes and Noble and look up a book or magazine about your niche. If there isn't a book about your niche then you really should look for another niche.

Look through the book to see what kind of content it contains. Now go to a freelance site such at <http://www.elance.com> and hire freelancers to write your ebook for you.

Then set up a one page website, hook it up to a payment processor such as Clickbank and then send some traffic to the site. This should take you no more than a month working part-time or two weeks working full-time.

Good luck!

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Gary Huynh is an independent Internet marketing consultant.

He works full time researching and implementing new streams of profit for his existing business and for clients. View his Niche Marketing Power Zone at

<http://www.onesourcebiz.com/niche-marketing>

<http://www.real-internet-marketing-reviews.com>

### **About The Author**

Gary Huynh makes a living buying and reselling other people's information products for generous profits. His eBook "Resale Rights Secrets" which he co-authored with 19 other resell rights marketers, shows how to make money with resell rights.

# How to Build a Niche Site With a Blog

**By: Linda J Bruton**

Building niche sites is all the rage these days.

The basic strategy is very simple. Find a niche market that isn't oversaturated. Develop a list of related keywords people are searching on. Then write an article optimized for each one of your keywords. Once you have your articles, upload them to your site. Monetize your site with affiliate links and AdSense.

For this kind of niche site to be effective and make money, it is imperative that you get free traffic, and a lot of it. And that's exactly where a blog can be your best friend.

At its very simplest, a blog is just a structure. It's the bones of a web site. A blog is a simple way to publish and display your content online. Most of us think of blogs as a chronicle of news events, or commentary on news and items of interest. Or personal diaries.

Few people stop to think that you can build any kind of website with a blog. In reality, a blog can be used very effectively to build a niche site. The fact of the matter is a blog is the easiest way to publish your niche site content. But the biggest reason to use a blog is that it can drive traffic to your site a lot faster than a statically-built site. A niche site built with a blog is a very powerful strategy.

First, choose your niche and research your keywords. Write your first article based on one of those keywords, just as you would when building a regular site. Then set up your blog and publish that article. Your niche site is now live.

To make your site structure the most effective, be sure to choose a blog that allows the use of Categories, such as Word Press or Moveable Type. Use your 10 most important keywords as the name of your Categories. Then file all your secondary keyword articles under those Categories.

Why is this so important? If you keep building your site with keyword-rich articles, eventually you could have hundreds of pages. Each of those pages will have a link to your 10 Categories. And each of those links will use the anchor text of your most important keywords. As a result of all those internal keyword-rich links, your site will end up ranking very well in the search engines for your Category names.

Now it's time to set up your traffic strategy. This is where a blog can really shine. There are many special RSS/blog directories that are hungry for feeds. By submitting your new blog to these directories, you can start getting traffic almost immediately. Quite often these feeds will result in a lot more traffic than all the major search engines combined. This is why it makes so much sense to build your niche site as a blog. You can have twice the traffic, and get it much faster than with a static site.

Here is a list of some of the top RSS/blog directories you should submit your site to:

<http://www.masternewmedia.org/rss/top55/>

Once you've submitted your site to the directories, you can get it indexed by Yahoo almost immediately by adding your RSS feed to your MyYahoo page. If you don't have a MyYahoo page, just go to <http://www.yahoo.com>. Now click on the MyYahoo link at the top and set up your free account. Once you have your account set up, click on Add Content, then add the URL of your blog RSS feed into the Find Content box.

When you go back to your MyYahoo page, your blog plus your first post should be shown. If you go look at your web stats for your site, you'll find that the Yahoo spider has already made a visit! Your new site should be indexed in Yahoo in just a couple of days. This is a strategy that some marketers were selling for \$50 just a few months ago. And it works like a charm.

Every time you add a post, you can alert the RSS/blog directories by "pinging" them. There is a wonderful site at <http://www.pingomatic.com> that makes this very easy. You just have to type in your blog URL and Pingomatic will send your ping to Yahoo and about 15 other large directories. That will bring the spiders back to your site almost immediately!

During the first month, I would suggest that you write and add a new article every day. Blogs that are frequently updated get the most traffic. And you'll find that the major search engines will spider your site every day. At the end of a month, you'll have a 30-article niche site that is already getting a lot of traffic. If you've monetized your site with AdSense and related affiliate programs, you should also be making money already.

Once you've started building your niche sites with a blog, you'll never go back to doing it the old way again!

### **About The Author**

For more tips and ideas on how to make money blogging, be sure to visit my "Why Marketers Should Blog" weblog at (what else)

<http://www.WhyMarketersShouldBlog.com>

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Learn how to profit online in your own niche market.

<http://charliehi.maxprof.hop.clickbank.net/>

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# Selling Niche Items on Ebay

**By: Stephan Miller**

A website is great to have for residual income, for presence, to have a place called home on the internet. I admit I love it. Instead of hunting for sites to host my pictures and software for free, I have a place and it is all mine. But nothing beats eBay for instant, in your face sales.

Its like having a mall with millions of visitors a day built just for you. I mean, you could sell used vacuum cleaner bags and walk away with a bag full of money a week later if only you knew how to list your auctions with the right title, right ad, and right type of features or even no features. For examples of what can and has been sold on eBay, check out these sites.

<http://www.disturbingauctions.com>

<http://groups.yahoo.com/group/ebayweirdnesscollectorclub>

No features? Yes, you can make a consistent weekly income by listing auctions with no features. I have done it. You just have to find a niche and your customers will hunt for you. No extras will be necessary.

What type of products would qualify as a niche item? Lets say your hobby is scrapbooking and you have just written the perfect ebook on the subject. You know it will sell, but how do you go about selling it. You could put up a website, spend weeks submitting it to search engines, and then, maybe months later watch sales start coming in. That's great for the long term. In fact its something you should do.

But, if you want to start getting sales sooner, list it on eBay. It takes some work to do it right though. You will need to figure out what search terms your customer will be using to find your auction. Then search both the current and completed auctions to find out what your competitors are doing to get their bids. Or download a tool to do it for you.

<http://www.profit-ware.com/hotbid/>

Okay, what if the search terms you entered comes up with few searches or none. Well, this is a sign that hell just froze over. But if it does happen, can you spell "jackpot." You will need to find closely related search terms that actually will come up and use them along with your rare terms. Think about what other items your ideal customers will also be buying and mention them in the body of your ad. Don't spam though. Write your ad like you are speaking face to face to your customers and you can't go wrong.

Check out your competitors features. Did they highlight? Did they choose Bold? Did they spend the extra money and category feature the auction? I did this once on a niche product that I was selling and actually made less money than when I didn't

choose to feature the item. But you will have to test your results. Why spend extra money that you don't have to?

Also, study the title of the auction and the ad itself. Remember that the default search on eBay is title only, so make sure you pack your title with keywords that you know people will be using. But don't go overboard. You can always tell when a seller is trying to spam the search engine instead of providing a descriptive title provides their customers with the information they need.

The days when you could put up a text ad and sell are over. Well, maybe not. But at least put in the extra effort and design an HTML ad. It lets your customer know that you are actually running a business and that the image your products present matter to you. Turbo Lister is great if you are just starting out. You can also find more free HTML editors on the resource page of my site.

<http://www.profit-ware.com>

Learn some ad writing techniques. If you are selling an info product or software, the mini-site model works great. It will provide your customer with all the information he or she needs to make a buying decision. Also learn hypnotic writing and NLP. I am not saying that you have to do all of this at once. Just pick up as you go along.

Just to get started, do your marketing research and list your ad and wait for sales. Yes, it will become addictive, especially after you get that first bid. You will set your homepage to your "My Ebay" page and check it every few minutes. I did.

### **About The Author**

Stephan Miller is a eBay seller, freelance programmer, writer, and webmaster at <http://www.profit-ware.com> Home of Hotbid Auction Market Analyzer  
[support@profit-ware.com](mailto:support@profit-ware.com)

# How to Build Massive Keyword Lists - Part 1

**By: Rob Taylor**

As keyword marketing becomes more and more expensive and competitive, it has become essential when building your lists to focus on the maximum number of phrases and their variations that a surfer might enter into the search engines.

Why?

Because according to Amit Singhal, principal scientist at Google, a guy who really should know what he's talking about, over 50% of the 200 million searches performed a day have never been searched before. He also said: "When performing a search most surfers give a 2-4 word query".

So here are my top 18 recommended ways to build massive keyword lists:

1. Visit your competitor's web pages and look in the title and meta tags.
2. Search for brand names in Google's Sandbox. This will return additional keywords that searchers entered when using the brand name. You can also enter regular keyword phrases and get related keyword phrases that have been searched on Google.  
Link: <https://adwords.google.com/select/main?cmd=KeywordSandbox>
3. Look over your past customer testimonials, and see if there are any keywords you can use. This strategy lets you get inside your customer's mind to produce more market centric keywords.
4. Consider synonyms. A synonym is a word having the same or nearly the same meaning as another word or other words in the language. Enter your keywords into Roget's Thesaurus for a list of related synonyms. Also visit LexFN.  
Links:  
<http://thesaurus.reference.com>  
<http://www.lexfn.com>
5. Think of singular and plurals keywords.
6. What about verbs? Example: Ride, rode, ridden, ridding, rides.
7. Use hyphenation and variations. Example: off-shore, offshore, off shore.
8. Consider domain names. Many people enter domain names into the search engines rather than their browser address bar. Example: [cnn.com](http://cnn.com). In June 2005 [cnn.com](http://cnn.com) was searched 843,256 times on [Overture.com](http://Overture.com).
9. Get books on your subject and use the terms in the index and glossaries to grow your keyword lists.

10. Download a free copy of Weblog Expert Lite. Then ask your web host how to download your raw stats files. Run them through the software and you will then discover every possible keyword combination that surfers have used to find your website.

Link: <http://www.megastep.com/wle>

11. Use Wordtracker. What does Wordtracker do? "... helps you find all keyword combinations that bear any relation to your business or service - many of which you might never have considered." Wordtracker is an essential tool to use.

Link: <http://www.keywordlistbuilder.co.uk>

12. Then go to the Overture Keyword Suggestion Tool. Enter in a keyword and Overture returns all the prior month's searches that include your phrase. The problem with the Overture tool is that it doesn't give you the exact way that the search was entered. This is why it is essential to use a tool like Keyword Tumbler (see # 18) to generate the maximum possible number of keyword combinations that a user might enter a search phrase into the engines.

Link: <http://inventory.overture.com>

13. Use abbreviations and misspellings. A good misspelling tool is Search Spell. Search Spell uses actual misspellings entered into the search engines. Misspelled Keywords is another software tool that will literally create thousands of misspellings for any given keyword phrase you enter into it.

Link: <http://www.searchspell.com/typo> &  
<http://www.misspelledkeywords.co.uk>

14. Use acronyms. An acronym is a word formed from the initial letters of a name. Example: due diligence becomes DD. A good acronym generator is Acronym Finder.

Link: <http://www.acronymfinder.com>

15. Combine your keyword phrase into one word.  
Example: strawbale houses => strawbalehouses.

16. Use "space" and "+" with keywords.

Example: strawbale+houses strawbale +houses

17. Visit Crossword Compiler and download their demo software. Plug in your keywords and discover a multitude of additional words.

Link: <http://www.crossword-compiler.com>

18. Once you have your list compiled visit Keyword Tumbler and download the free software. Put your keywords into a text file and then let Keyword Tumbler generate multiple variations of each keyword phrase you have... instantly!

Link: <http://www.keywordtumbler.com>

It does this simply by mixing the words in each phrase around. Example: "horses for sale" generates a list like this...

horses for sale  
horses sale for  
for horses sale  
for sale horses  
sale horses for  
sale for horses

As Perry Marshall, author of the Definitive Guide to Google AdWords said at a recent seminar: "Every combination of keywords that somebody could conceivably type in on Google is a market."

Link: <http://www.megastep.com/pm>

I hope you have found this advice useful? It's the exact same procedure I use everyday when fighting the pay-per-click wars.

### **About The Author**

Rob Taylor has been marketing online since 1996. Take advantage of his battle tested marketing strategies that could quietly make you five figure cash profits every month. Subscribe free to his high content newsletter at <http://www.megastep.com>.

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Method to magnify the earning power of Google's AdSense program. You can start earning quickly after applying the technique!  
<http://charliehi.googlelearn.hop.clickbank.net/>  
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