

Instant Niche Profits



By Calvin Woon & Jonathan Teng



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About The Authors

Calvin Woon

Calvin Woon has been marketing actively online since 2006 and has tasted sweet success in the niches he's targeted.



He is highly dedicated to help new marketers begin and profit from their own online business. And he has been providing new marketers with his easy to understand and step-by-step.

Check out Calvin's personal blog at www.CalvinWoon.com

Jonathan Teng

Jonathan Teng has been marketing full time online since 2005 and has been enjoying huge success online.



Despite staying in a country (Mauritius) where internet marketing is rarely heard of, he has defied all odds and carved out a name for himself in this highly competitive industry.

He owns more than 50 websites online in a huge range of niches and each site generates a decent income for him.

He recently launched his best-selling product Content Infinity which is a Clickbank best seller and has received sterling reviews from other marketers. Check out Content Infinity here >>

<http://www.contentinfinity.com/>

For more information about the IM Buzz Creators' latest products & services as well as to grab a ton of free resources to help you get started making money online, check out:

www.IMBuzzCreators.com

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Introduction

I want to welcome you to the Niche Virus eManual.

I absolutely know that this is going to prove to be one of the best (if not the best) investments that you've ever made when it comes to starting your own online business.

This course is much different from any of the other "niche courses" that you've seen out in that everything taught is brought to you from a purely results standpoint.

This means that everything you are going to learn is stuff that's come from testing, tweaking and actual successes in niche markets.

That's what you hope to achieve right? Success in the niche market that you choose?

This book is going to show you not only how to find a niche that falls in line with your passion or something that extremely interests you but also how to research it.

I'm not just talking about using Google either! You are going to learn how to use some tools that I've used with great success to determine the feasibility of a potential market quickly and easily. Best of all, these sources are free and fast to use.

While most courses do nothing more than hype you up about wanting to get a niche business going, very few (if any) ever actually show you

how to research and analyze your business ideas so that you can make an accurate determination on it's potential success. This manual is different in that respect big time.

While we do focus on how to find niches, we also focus substantially on how to dive deep into the markets that you are considering entering to make sure that money can be made there.

You don't want to put in tons of time and effort into a project only to find out later that it was an idea that never had a chance of making money now do you?

If you answered NO!, then good for you. You have taken action on getting this book and now have the tools to make sure that doesn't happen to you!

While most books stop at hyping you up and sharing a few fairly obvious web links with you, this book is much different.

Not only are we going to show you how to find a niche and determine accurately if you can make substantial money in it, we are also going to show you how to get traffic.

And no, this isn't your average search engine optimization or pay per click advertising campaigns that everyone and their dog is trying to teach you. Those methods are extremely hard to master.

Search engine optimization requires THOUSANDS of hours of your time to properly get your site ranked and keep it that way.

Pay per click advertising requires that you spend THOUSANDS of dollars to start getting traffic to your website.

I'm sure that you'll agree that none of those prospects sound very appealing.

This is where the final piece of our system comes into place to save the day, your time and your pocket book.

You are going to learn how to using viral marketing technology to create floods of lifetime and ever-growing traffic to your website without paying a cent for it!

Best of all, viral marketing is down right easy to do when you are familiar with the basic principles of it.

We take you into full understanding of viral marketing and give you ideas; tools and other cool resources for making a flood of traffic start hitting your site in no time. No investment required, no crazy time requirements.

Does that sound good to you?

Please remember that this book IS sequential. Make sure that you go through it from beginning to end because we are going to be doing very important things regarding your potential niche and setting up your business.

These things need to be done in order to be effective.

I'm not just saying this to make you go through the motions either. Going through the course in order is vital to your understanding this system.

Remember, there has never been a niche system so detailed that ALSO includes the best (and least taught) way of generating targeted, free traffic to your website.

Once you master the concepts in this book, you will have a profound knowledge of not only how to find and analyze a niche but also how to generate instant traffic to it without going out of pocket or spending all of your time messing with the search engines.

If you can simply follow through with the manual, by the time you get finished you will be a nice locating machine and a traffic generation expert. I probably don't need to tell you the sub-benefits and additional income opportunities that open up to you with those two titles.

Another thing you should consider is that this book is not like some of the fluffed up, garbage filled courses that come with so much filler that you'll never hope to understand it all. This book is the exact opposite.

You can digest this whole book in a short afternoon read and be implementing a few minutes after that which is all the more reason to follow through the book as I've stated.

I know that once you go through the book you are going to be feverously up searching and analyzing niches late at night looking for your gold mine and let me tell you, when you have the skills to do that, nothing could be more fun!

So without further a due, let's get started creating your online niche marketing empire!...

How To Become A Niche Locator

This chapter is going to show you in detail how you can become an all out, niche locator so that you can start finding hot niches that you can exploit for profits!

To start out, we'd better lay down some quick ground rules for winning the niche game. Think of them as little mantras. Maybe write them down and tape them up somewhere where you'll look at them every day:

- I. Marketing is psychology.
- II. It's not what you sell, but how you sell.
- III. Your best friend is authenticity.
- IV. Your worst nightmare is to come off as a "phony" or a "poser".

A wise saying I once heard goes "If your work is work, you're in the wrong line of work." Or, to put it in terms of a teacher who was a powerful mentor to me at a young age: "Do what you love, and the money will follow."

This especially applies to niche marketing. Working in niche markets applies the psychology of human nature on both the seller and buyer side. You're harnessing passion. Any old fool can go along with the mainstream and do what anybody else does, because that's, um, what everybody else is doing. But people occupying a niche experience something a little more special. To the buyer, the seller becomes more than a face-less entity behind a cash register; the seller becomes a

part of "we". "We", the True Believers. We, the cult of fandom. We, the group that knows what's *really* going down!

For the seller, the daily grind of earning money suddenly vanishes and becomes instead a kind of quest. Frequently, the most successful sellers in a niche are part of the niche themselves. If you're participating in a market, which also includes you, you get to feel very special. You're doing something you believe in. You get to be more confident, because you have the advantage of special knowledge in your market.

Let's expand on those rules a bit - they're worth nailing down!

Marketing Mind

Tour the local restaurants in your area that specialize in an ethnic category of cuisine, and you'll see an ingrained trend: each restaurant is decorated in a style to look like part of the country it represents! Think how strange it would be to show up for a Chinese buffet and find the building is adobe with a red, white, and green color scheme, has pinatas hanging from the ceiling, and the staff is wearing panchos and sombreros. Turn it around and go to a Mexican restaurant; now, they don't have the building styled like a pagoda, Buddha statues and Foo dogs in the front, and the waitresses are geisha girls in white robes and wooden sandals.

Logically, this shouldn't matter! There's no real reason why the Chinese-decorated restaurant would be unable to produce the best tacos and burritos you've ever tasted. And why shouldn't I be able to decorate my restaurant in Mexican style and still be able to turn out

perfect Chinese food? There shouldn't be any connection between my ability to make good chop suey and my idea to decorate the place like a Spanish rancho. After all, customers come for the food, not the scenery. Ah, but we humans have all of our illogical human emotions tied up in our decision on what to buy and where. So if we want food of a particular ethnicity, we'll set our hopes on the establishment which wins the "cultural awareness" contest. We take that as a signal that that is the place which understands exactly what it is we want.

Human nature leads us to be the most likely to trust a person who shows an understanding of how we think. Every single one of us, given a choice of equally attractive options with all other factors being equal, will head for the person who demonstrates an understanding of us on the deepest level.

Thus, the other three rules follow from the first. Because marketing is psychology, niche marketing is based more on how you sell than what you sell. Because humans, everywhere, choose to do business with clients who "think like they do", the more authentic a member of that niche you are, the better you will do, and if you come off as a phony or a poser, you can kiss your business goodbye.

Now, let me back up here a bit. Just because you weren't born in a niche yourself doesn't mean that you will automatically be a failure in it. After all, you can sell toys to a five-year-old without being a child yourself. But the deck is stacked against you. At the best, you'll succeed in a niche with a lot of extra effort put into researching your market. You can also choose to adopt a niche. Throughout your life, you may be a part of several markets, and your views and tastes may

change. But let's just make it clear that if you're marketing to a niche that repels you in every way, your success will not be impossible, but it will be very, very highly improbable.

Never forget that the person who is doing what they deeply believe in will have passion on their side. They will have more energy, work longer at it, attack problems with greater enthusiasm and more creative thinking, and will go to bed happy and rise the next morning looking forward to their work.

Deciding On Your Niche...

Everybody believes in something. Examine your background, your beliefs, your demographic. Note everything that you do. Include hobbies you like, TV shows you watch, music that you listen to. Everything that makes you - you! Don't worry so much about "But I'm weird! How am I going to make money catering to people in my tiny little group?" The Internet is here, and no matter how quirky you are, other people who think just like you do are only a few clicks away.

There are a number of ways to find a niche that works for you:

Have one engrained on your heart.

Obviously, if you're from India and have an interest in cuisine, you're all set up to start a curry business. You're an instant expert in whatever field you currently occupy. Being a member of a generation is another key. Clearly, if you remember the sixties, you have a good chance to be a hit with the Baby Boomers. Or maybe you're a member of Generation X - if so, you can talk to them with a voice that will ring true. Likewise for social and financial class.

Take one on.

All through our lives, we discover new things that interest us. Take any pastime that you pursue, concentrating on what is associated with that hobby or pursuit that you spend money on. But even better, imagine what you *could* buy, if only someone sold it. What better way to corner a market than to create one? So, if you already have a niche which nobody caters to the needs of, cater to it yourself! Others who were also looking for that business will find you.

Fabricate a niche

Well, after all, look at all the niches that are around us. Each interest originated with one person who began to follow it. Somebody had to do it first. Think of the first person who put a "9/11 We Will Never Forget" sticker on their car. The first Seattle teenager to call their style "grunge". The first adult who posted pictures of their life-sized Lego models on the Internet. Every fad and "meme" started as an idea in just one person, who spread it around. In some cases, that person founds a lifestyle.

The Oops Method

Niches are waiting all around us to be discovered. A few stories (within my own 'computer geek' niche) to illustrate this point:

Here are a few I found...

Back in the 90's, I played with the "QBasic" programming language that came installed standard on the Microsoft Windows 3.1 operating system. I even saved a few floppies of little toy programs I'd done. A whole ten years later, I unearthed these relics from some basement box when I was moving, and, now having the Internet handy, decided to try searching for a modern day compiler for this language. Little did I expect that in fact, fans of QBasic were a vast crowd, with websites and clubs devoted to it.

On my techie blog, I mentioned the obscure computer role-playing game "Nethack", almost by accident. It's in a similar vein with Dungeons and Dragons, Blizzard's Diablo, etc., but it's about a thousand times as deep and incredibly difficult to win. Well, a few days later, the first of the search hits for this absolutely esoteric game began trickling in. From the search queries, I could tell that people were looking for help about how to solve problems they'd encountered in some dungeon corner. The more I wrote about it, the more hits came in. Now, in the video game realm, Nethack will never be as popular as the Sims or Half Life. But since almost *nobody* publishes about that game, 100% of the search traffic based on it is coming my way. My site traffic may rise and fall, but the Nethack hits stay steady every single day.

Even more...

Have you been to Disneyland and ridden on "the Haunted Mansion" ride? Well, you might be surprised to discover that there is a whole web culture devoted to the nerdiest kind of obsession with *just this one ride*. Notably, the "Ghost Relations Department", a blog on Blogspot.com, is one site covering everything that goes on at the ride

- if they replace a sheet of wallpaper on that ride, this site reports it. Diagrams. Screen shots. Themed wallpaper. A fan base. It gets linked all the time from sites like Boing Boing. Just one ride!

Now, here's a good one: Have you ever heard of "glamourbombing"? I stumbled on this while tripping through Wikipedia idly one day. It turns out that a glamourbomb is a prank or act of mischief aimed at challenging or altering perceptions. In particular, it is intent on expanding the target's (i.e. a stranger) view of reality, with the hope of encouraging belief in magic, and/or magical beings such as fairies, nature spirits, etc. Yep, if you Google it, you'll discover that there is a culture called "Otherkin" doing this, who are to fantasy tales what Trekkies are to Star Trek. Minutes ago, you'd never heard of Otherkin, but now you might be thinking: an online store! Sell high fantasy novels by Piers Anthony, Terry Pratchett, and JK Rowling. Sell supplies for glamourbombs such as glitter, feathers, magic props, sidewalk chalk. Start a club. Affiliate with the Renaissance lifestyle and a portion of the science fiction community. And of course, your site should sport a Javascript "Hobbit name generator". Sure, it's silly (I think it's ridiculous!), but it's a niche market waiting to happen! And if you happen to have just discovered this as the niche that you believe in, I was just kidding about saying it's ridiculous. Don't turn me into a newt for dissing your clan, OK?

Just to show that niche markets are everywhere, in places you'd never think to look. That is, in fact, why they're called niche markets! Sometimes they are obsessions, or hobbies, or fanatical followings of an art category or subculture. Movies that are known as "cult classics", lifestyles on the fringe, subcultures within cultures; they're all rich

hunting grounds for the niche marketer. The difference between niche markets and the mainstream is that niche markets contain high concentrations of passionate followers. Marketing to them will translate into a passionate customer base.

Now that we've identified our potential niches, let's take some steps in putting that market to work for us...

Net Niching

The Internet is a wonderful place where users can find a great deal of information. However, many are not aware that the Internet is also where some savvy entrepreneurs can find lucrative business opportunities. Internet niche marketing is just one example of how those in the know can turn their hard work and dedication into profit. This is not to say that Internet marketing is a simple field where anyone can prosper but there are opportunities for those how are willing to persevere in their efforts.

Net Marketing

Believe it or not Internet niche market is a subject that can be learned online. It certainly helps for those who hope to prosper in this industry to have some knowledge of marketing and business before venturing in an Internet niche marketing campaign but it is not necessary. There is a great deal of information on organizing and executing a niche marketing campaign available online. This information may come in a number of different forms including websites offering informative

articles, message boards focusing on the industry and ebooks which are available free of charge or for a fee.

Let's first examine learning about Internet marketing through websites. Type the search term, "Internet niche marketing" into your favorite search engine and you will likely receive millions of search results. Shifting through all of the search results would be rather time consuming and many of them would likely not be relevant. Fortunately the search engines do a great deal of work for you and the most useful websites will likely appear on the first couple of pages of search results. This still leaves you with a great deal of information to sort through but considering you are likely planning to turn niche marketing into a career this research is certainly worthwhile.

Carefully examine the search results you obtain from your search and bookmark the websites which seem most useful. Next take as much time as necessary to comb through all of these websites to find the most useful information. Take notes as you do to create a comprehensive resource for yourself. After this review your notes and investigate items which seem unclear to you further. This research may include offline resources such as books or phone calls to experts in the industry.

SEO Speak

Now that you have already used the Internet to learn about the industry of Internet marketing, you probably know that finding a profitable niche is imperative. A niche is essentially a specific area of interest. Ideally you will already be an expert in this subject and it will

be a subject which has a wide Internet audience without a great deal of existing websites focusing on this niche. Once again, you can turn to the Internet for finding this niche.

You may already have a few ideas for niches. These are probably subjects you are passionate about and understand very well.

Examining statistical information provided by popular search engines regarding the popularity of search terms related to your niche will give you a good indication of whether or not Internet users are interested in your niche. If keywords related to your niche are searched on these search engines often, it is evident there is an audience for your niche. Next it is time to enter these keywords in a search engine and evaluate the websites which are provided as results for these keywords. If there are many strong results the niche can be considered saturated. In this case, it is a good idea to abandon the original idea and search for another niche. However, if there are not many high quality search results, you may have found your perfect niche.

This chapter should have given you all the tools you need to come up with a niche that at least interests you enough to start a business around it. In the next chapter we will go over researching those niches you have in mind to get a deeper view on them...

Get Niche Deep

This chapter is going to show you how to dive into the market and niche(s) that you've decided on and find out more about them to make sure they are what you want to pursue in the way of a business.

At this point, you should have a pretty good idea of what a niche market is as well as the many benefits of marketing to smaller groups. In this chapter, you will learn more about researching possible niche markets. Because there are so many, it can be confusing when you first start out. Do not be discouraged because once you learn the system, it will become very easy to spot a niche group through simple research techniques that you can use time and time again.

While the Internet can be your best friend when trying to see if a niche group will be profitable, there are many other sources for you to use when brainstorming. The best way to approach Internet research is to first create a list of possibilities. Don't be afraid to list any hunches you have, or ideas that seem absurd. Some of the best targets are small groups that want what others do not.

Your list can be as long as you want it to be, but you should continually add to it so you have an endless pool of ideas to draw profitable niches from.

Before you begin researching online, generate your list from the sources below as they can help you create a solid foundation for your list and reduce the time spent surfing on your computer.

Personal Perception

One of the easiest ways to find potential niches is to look around you. Observing trends, seeing what's popular, and determining what people want isn't as hard as it may seem. The best ways to observe the trends to see what's popular include the following:

➤ The Boob Tube

When watching your favorite television programs, observe how many times the same commercial airs or the same types of commercial airs and at which times during the day. Ad space on television is very expensive, so large companies are not going to waste their money creating commercials that are not going to be profitable. It is from these commercials that you can find smaller niche groups.

Add to your list popular products that you see. Later, when you are conducting your Internet research, you take a general product such as an antique car and narrow this topic down to specific cars and other products associated with collecting, selling, or identifying antique cars. Many times, you will find a niche market by first researching popular more ones.

When watching television, don't forget to view a few infomercials, visit television shopping channels, and identify trends in fashion, home décor, and others while watching your favorite sit-com or drama.

In addition to television, note commercials you hear on the radio as well.

➤ Barnes & Noble

Bookstores as a goldmine when searching for niche groups. While you may be inclined to drop by your local bookstore, visit larger chains such as Barnes and Noble and Borders because these chains cater to trends and books that are currently popular. The key to finding a profitable niche is to find a hot trend and then find a group that is interested in an offshoot of that trend. Chances are they are searching for products that satisfy their curiosity.

Large chain bookstores also make it easy for you to browse through quickly. All the popular topics are usually placed in the front of the store. After taking note of some of these products, move to specific categories to see what is trendy. Most of these major bookstores also have a magazine section where you will be able to see what currently interests people the most.

Flip through some of these magazines and look for the ads section. These ads may give you clues as to which niche groups are the most popular at the moment. If you are familiar with the subject of the magazine, take note of what's missing. You may stumble upon a popular niche market that no one is currently selling to.

In addition to finding possible niche markets to add to your list, you can also determine which niches are full. This means that

there are too many people competing in the market, which could indicate smaller profits. By eliminating niches early, you can save valuable research time.

➤ Periodicals

Reading local or national newspapers is another way to stay in touch with the latest trends to see what people are interested in learning more about. The newspaper also includes ads and a classifieds section that can provide you with many possible niche markets to add to your list.

Pay attention to the editorial section as well to get a better idea of what social issues people are concerned about the most.

➤ Socialize

Now that you are on the look out for possible niche markets, pay close attention to what people are discussing at parties and other social gatherings. You will be surprised by how many ideas you will gain by simply listening to others.

Attending seminars, lectures, art openings, and other educational forums is another way to add to your list of niche markets. Remember that niche markets are oftentimes offshoots of popular markets. Attending smaller events that attract a specific group of people can be very beneficial to you.

The All Powerful Web

By now, your possible niche markets list should be growing. Keep in mind that niche marketing should be fun and give you the opportunity to learn more about people and about topics you may never have heard of before. You should enjoy visiting bookstores, attending social events, and keeping up with the times by reading the newspaper and magazines.

While you will learn plenty by leaving your home and interacting with others each day, there is a lot of information you can gather from the Internet as well. But since surfing the web can become tedious, below is a short list of places you can visit when adding ideas to your list. Later, you will learn how to use these resources when choosing niche markets and brainstorming for possible product ideas.

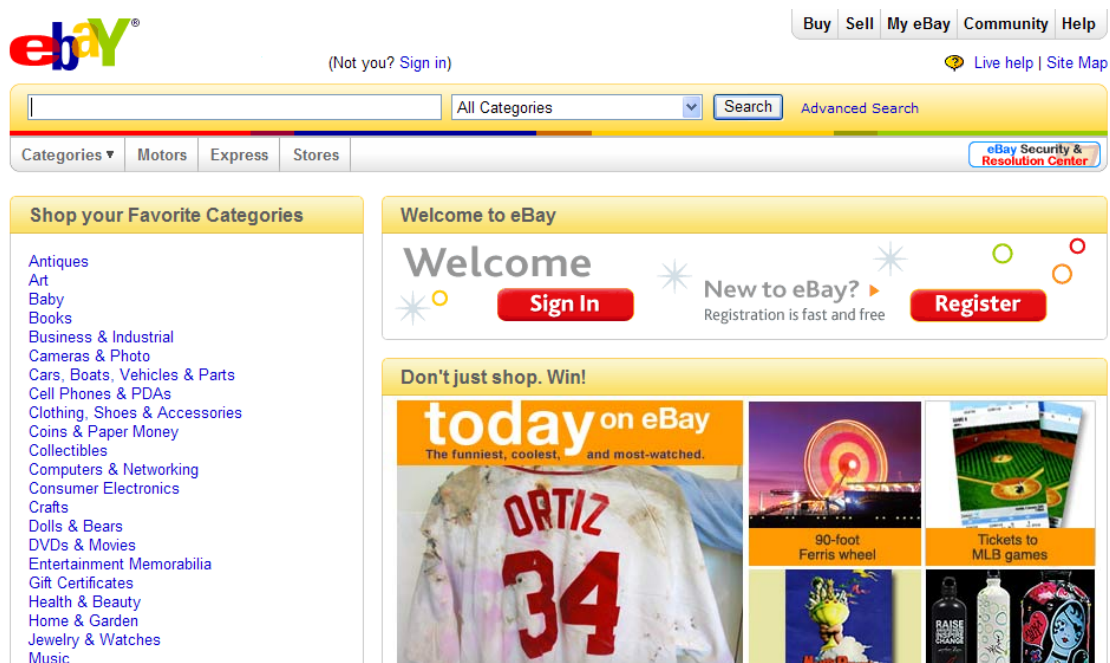
➤ Amazon.com



The largest online bookstore, Amazon.com not only lists books by category, but also gives you information on the most popular books

on the site, recommends other books people have bought that are similar, and includes descriptions and reviews of books by experts and ordinary buyers. This is a wonderful resource when hunting for niche markets. Other large online bookstores including Borders and Barnes and Noble also have large websites that are helpful.

➤ eBay.com



For those who want to buy into some of the trends they see in fashion, home improvement, technology, and more, but who cannot afford to pay full price flock to online auction sites like ebay. When looking for niche markets, research the most popular auctions and items that people are searching for. You will also be able to get an idea of how much they are willing to pay for these items.

Remember that those who use ebay are much more inclined to make other purchases online as well, so finding niche markets

through auction sites is a good indication that your product will sell very well.

Visit ebay pulse to conduct searches or to find ideas for your list:

<http://pulse.ebay.com>

eBay pulse

Category: All Categories Tuesday, April 22, 2008

Welcome to eBay Pulse, a daily snapshot of current trends, hot picks, and cool stuff on eBay. [Learn more.](#)

POPULAR SEARCHES by number of searches	LARGEST STORES by number of active listings
1. iphone	1. Experienced Books LLC booked00 (45851)
2. ipod	2. Car Parts Wholesale carpartswholesale (280014)
3. wii	3. Red Tag Market redtagmarket (241716)
4. car insurance	4. MovieMarz moviemarz (439915)
5. xbox 360	5. Mile High Comics milehighcomics (36161)
6. psp	
7. coach	
8. ps3	
9. auto insurance	
10. laptop	

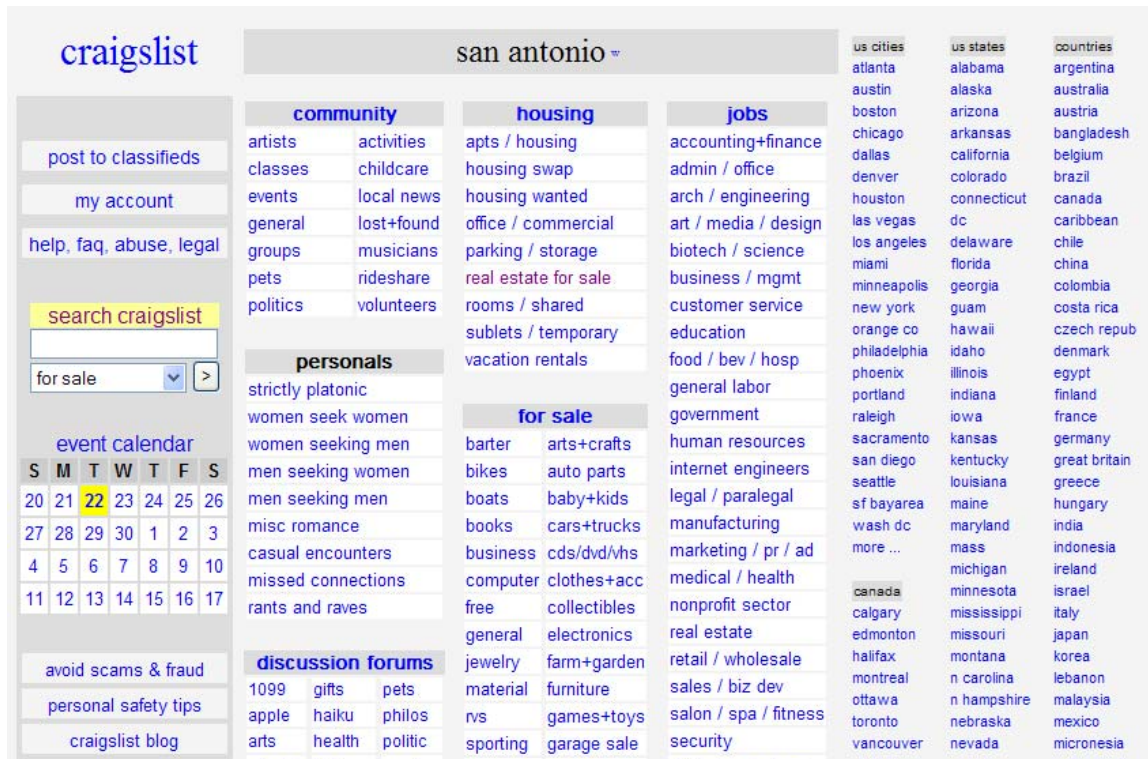
What's your BAG?

Class Glam Adventure Wild

I'm NOT A Plastic Bag

Also visit: <http://pages.ebay.com/sellercentral/hotitems.pdf>, to read a monthly report that includes top selling categories on ebay.

➤ Craigslist.com



Craigslist has managed to bring millions of people together by allowing them to buy and sell goods, services, and other items quickly and easily. This is a good resource to use when adding to your list because the site's inventory changes each day. You will be able to get a sense of what people want from the ads posted.

You can search through different cities in the US and the world to see which goods and services are needed at any time.

Visit craigslist: www.craigslist.com

➤ MySpace.com

The screenshot shows the MySpace.com homepage with a dark blue header. The logo "myspace.com" is on the left, with "a place for friends" below it. On the right, there are links for "Privacy | Help | SignUp". Below the header is a search bar with a "People" dropdown and a "Search" button, with "powered by Google" text. A navigation bar contains links: Home | Browse | Search | Invite | Film | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds. A section titled "Cool New Videos on MySpaceTV" shows "72,949 uploaded today!" and four video thumbnails: "Plane Flying Sideways" (Jack Rabbit), "What Is Earth Day?" (Watchmojo!lifestyle), "Dog Versus Sprinkler" (Curious George And...), and "Overcrowded Train In Japan" (Tony P. More Fun...). To the right is a "GREEN APPLE" logo and text about Earth Day. Below the videos is a grid of links: Books, Games NEW!, Movies NEW!, Ringtones, Celebrity NEW!, Grade My Prof., Music, Schools, Chat Rooms, Horoscopes, Music Videos, Sports, Comedy, Impact NEW!, MySpaceIM, Latino, Downloads, Jobs, News NEW!, MySpaceTV, Filmmakers, Mobile, Profile Editor, and Weather. On the right is a "Member Login" box with fields for "E-Mail:" and "Password:", a "Remember Me" checkbox, and "LOGIN" and "SIGN UP!" buttons. Below that is a "Find Your Friends on MySpace" box with a checkmark and text about checking contacts from Gmail, Yahoo!, Hotmail, AIM, and AOL. At the bottom right is a "Cool New People" section.

When targeting certain social groups, social networking sites like MySpace, YouTube, and Facebook are great resources. You can see what is in this week and what is out the next. Because these sites cater to those in certain age groups, the information you learn may be limited, but is valuable nonetheless since most people who use this site also shop online.

Visit: www.myspace.com,



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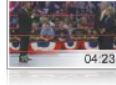
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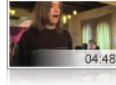
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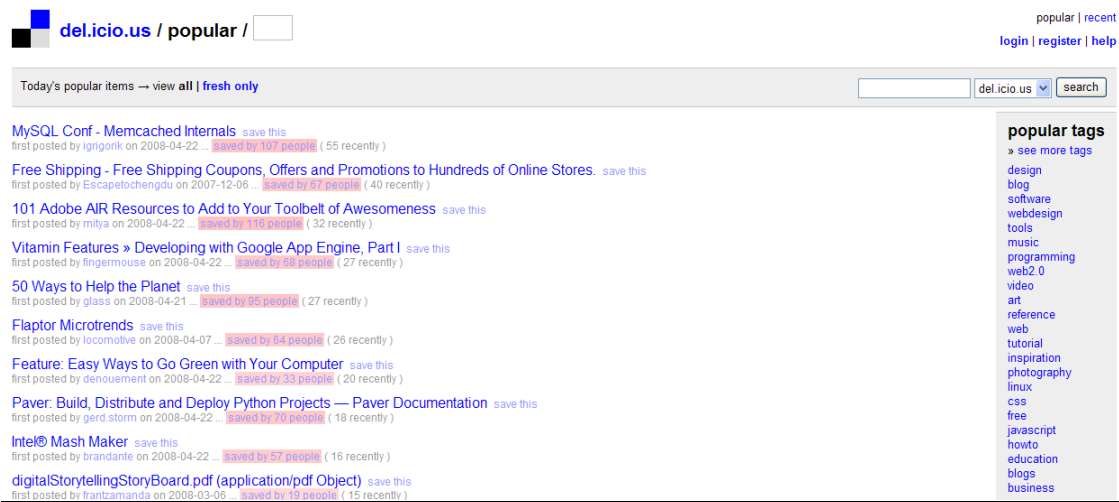
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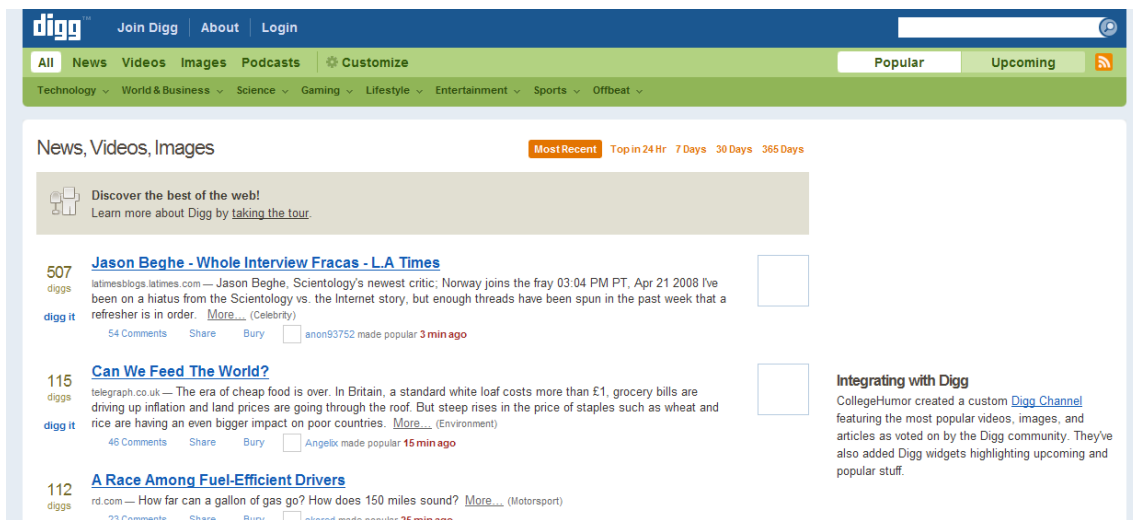
Bookmarking sites were created to help people return to websites they have visited in the past. When people bookmark a site, this is a good indication that they will likely return to it and make a purchase or sign-up for membership. Popular bookmarking sites include:

- Delicious Popular - <http://del.icio.us/popular>



The screenshot shows the 'popular' page on the Delicious website. At the top, there's a navigation bar with 'del.icio.us / popular /' and a search box. Below this, a list of popular items is displayed, each with a title, a 'save this' link, and a note about how many people saved it and when. The items include 'MySQL Conf - Memcached Internals', 'Free Shipping - Free Shipping Coupons, Offers and Promotions to Hundreds of Online Stores.', '101 Adobe AIR Resources to Add to Your Toolbelt of Awesomeness', 'Vitamin Features » Developing with Google App Engine, Part I', '50 Ways to Help the Planet', 'Flaptor Microtrends', 'Feature: Easy Ways to Go Green with Your Computer', 'Paver: Build, Distribute and Deploy Python Projects — Paver Documentation', 'Intel® Mash Maker', and 'digitalStorytellingStoryboard.pdf (application/pdf Object)'. On the right side, there's a 'popular tags' section with a list of tags like 'design', 'blog', 'software', 'webdesign', 'tools', 'music', 'programming', 'web2.0', 'video', 'art', 'reference', 'web', 'tutorial', 'inspiration', 'photography', 'linux', 'css', 'free', 'javascript', 'howto', 'education', 'blogs', and 'business'.

- Digg - <http://www.digg.com>



The screenshot shows the Digg homepage. At the top, there's a navigation bar with 'digg' logo, 'Join Digg', 'About', and 'Login'. Below this, there's a menu with 'All', 'News', 'Videos', 'Images', 'Podcasts', and 'Customize'. The main content area is titled 'News, Videos, Images' and features a list of popular items. The first item is 'Jason Beghe - Whole Interview Fracas - L.A Times' with 507 diggs. The second item is 'Can We Feed The World?' with 115 diggs. The third item is 'A Race Among Fuel-Efficient Drivers' with 112 diggs. Each item has a title, a link to the full story, a brief description, and a 'More...' link. On the right side, there's a section titled 'Integrating with Digg' with a description of the Digg Channel and a link to the Digg Channel page.

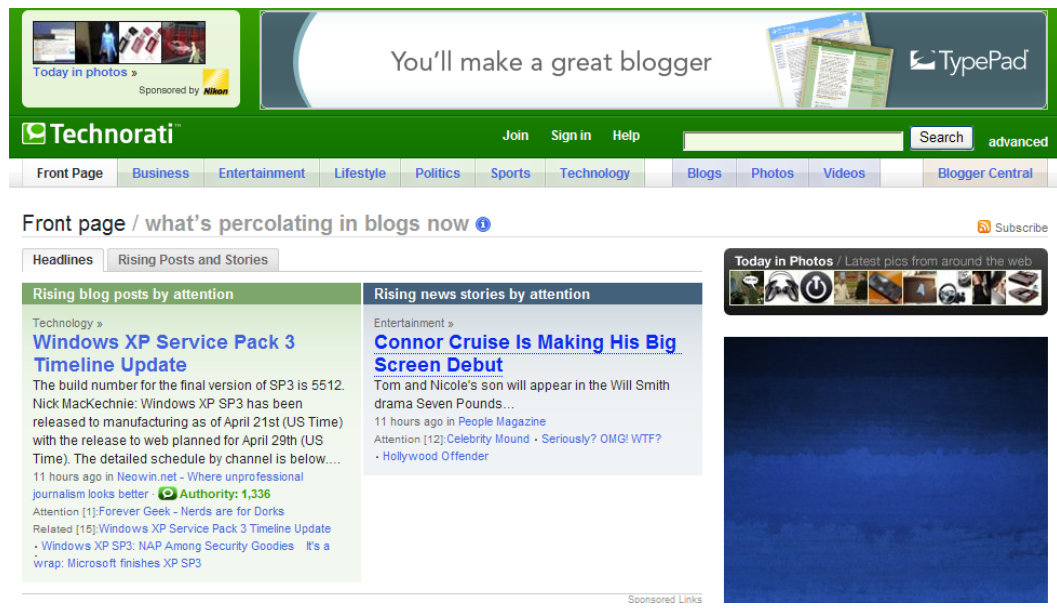
These sites catalogue the most popular bookmarked sites so others will be able to find them as well. When searching for niche markets, look at these bookmarking sites for good ideas.

Blog directories are similar to bookmarking sites in that they list popular blogging sites that people visit. You will be able to find which topics interest people the most. Two popular blog directories include:

- IceRocket – www.icerocket.com



- Technorati – www.technorati.com



Use these sites when you want to add to your possible niche markets list or when you need to conduct further information about a niche market. In later chapters, you will learn more about these sites and how to use them.

➤ Google, Yahoo, etc...

Search engines like Google, Yahoo, and others now offer free services that allow you to conduct in-depth searches of popular topics to that tell you specific information like how many websites exist that cater to certain topics, how popular topic searches are, and current and past trends of these topics.

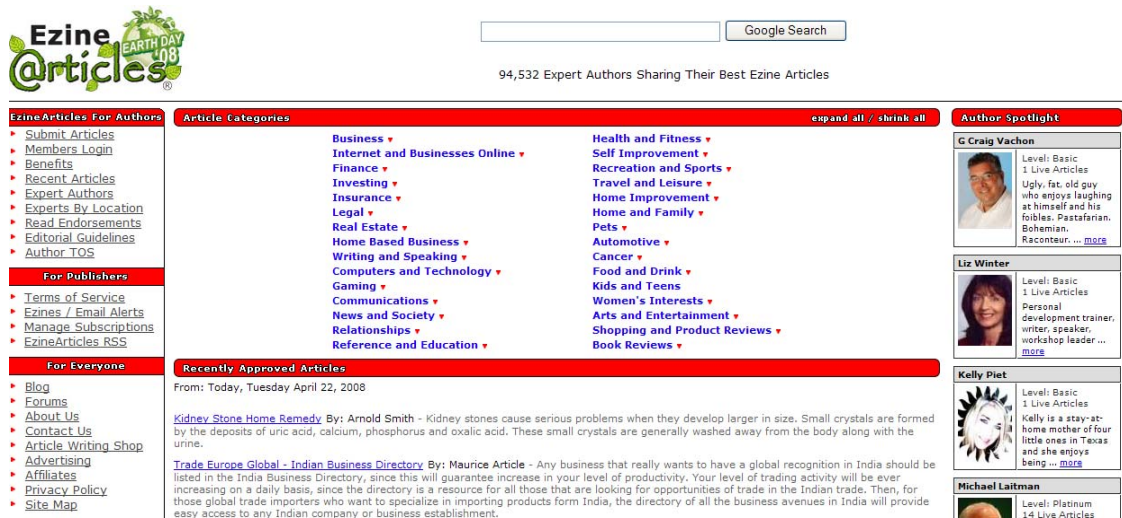
➤ Article Directories

Article databases are another important tool you can use when building your list. These databases store thousands of articles about every topic you can think of. They are used by webmasters and others who want to fill their websites with valuable content, but who cannot afford to pay a freelance

writer. You can search these databases to see which topics are being written about the most. This will give you a good idea of the popularity of topics so you can add them to your list.

Popular article databases include:

- Ezinearticles – www.ezinearticles.com



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Article Categories expand all / shrink all

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Investing ▾	Travel and Leisure ▾
Insurance ▾	Home Improvement ▾
Legal ▾	Home and Family ▾
Real Estate ▾	Pets ▾
Home Based Business ▾	Automotive ▾
Writing and Speaking ▾	Cancer ▾
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Gaming ▾	Kids and Teens ▾
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From: Today, Tuesday April 22, 2008

[Kidney Stone Home Remedy](#) By: Arnold Smith - Kidney stones cause serious problems when they develop larger in size. Small crystals are formed by the deposits of uric acid, calcium, phosphorus and oxalic acid. These small crystals are generally washed away from the body along with the urine.

[Trade Europe Global - Indian Business Directory](#) By: Maurice Article - Any business that really wants to have a global recognition in India should be listed in the India Business Directory, since this will guarantee increase in your level of productivity. Your level of trading activity will be ever increasing on a daily basis, since the directory is a resource for all those that are looking for opportunities of trade in the Indian trade. Then, for those global trade importers who want to specialize in importing products from India, the directory of all the business avenues in India will provide easy access to any Indian company or business establishment.

Author Spotlight

G Craig Vachon
Level: Basic
1 Live Articles
Ugly, fat, old guy who enjoys laughing at himself and his foibles. Pastafarian. Bohemian. Raconteur. ... [more](#)

Liz Winter
Level: Basic
1 Live Articles
Personal development trainer, writer, speaker, workshop leader ... [more](#)

Kelly Piet
Level: Basic
1 Live Articles
Kelly is a stay-at-home mother of four little ones in Texas and she enjoys being ... [more](#)

Michael Laitman
Level: Platinum
14 Live Articles

- Goarticles – www.goarticles.com

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Affiliate Programs	Email	Internet	Outdoors	Social Issues
Autos	Entertainment	Investment	Pets	Spam
Awards	Environment	Javascript	Politics	Spirituality
Blogs	Family	Law	Press Releases	Sports
Book Reviews	Finance	Link Popularity	Product Reviews	Technology
Business	Fitness	Malware	Psychology	Traffic Analysis
Careers	Food	Management	Publishing	Travel
CGI	Free	Marketing	Real Estate	Viral Marketing
Computers	Gambling	Marriage	Religion	Web Hosting
Communication	Gardening	Metaphysical	RSS	Web Design
Copywriting	Government	MLM	Sales	Webmasters
CSS	Health	Motivational	Scams	Weight Loss
Dating	Hobbies	Multimedia	Science	Women's Issues
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Cancer Survival	Internet	Sexuality	
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Cooking	Marriage	Wellness, Fitness and Diet	
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By: Douglas Bower

» Top 50 Article Tags			» All Article Tags
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home	life	find	health
people	marketing	wedding	hair
credit	body	loans	diet

By researching the topics these articles are being written about, you can find out enough information about the niche market to see if it is profitable or not.

Searching the Internet is not as difficult or time consuming when you know where to look. Since you are only looking for possible niche markets for your list, this should not take up too much of your time.

Once you have a list of 50 or more topics, then you are ready to conduct thorough online research. At this stage, you will be narrowing down your list and creating a new one that includes profitable niche markets. This does not mean you should stop adding to your list of possibilities, however.

Each day, try to add five new topics that look promising using the methods mentioned above. Always maintain this list so you never run out of ideas. As your business grows, you may only add five new topics per week, but the point is to keep your eyes and ears open because you never know where the latest marketing opportunity will come from.

Now you know how to dig deeper into your niche to make sure that it's not only what you want to do but feasible from a popularity standpoint.

The next chapter is going to go over deciding on what you want to do to capitalize your niche. That means what you are going to do to make money!

How Am I Going To Make Money?

Now we are going to conquer how you are actually going to make money in the niche or niches that you've chosen to work with. This is the fun part!

Once you've latched onto a niche market or three, the rest is pretty basic business. Which is a good thing, because there's one other thing about new niche markets that I must point out: you have to act *quickly*! Delaying for months while you set up your strategy is inviting somebody else to swoop in and establish themselves in the niche that should have been yours.

In fact, you might want to keep a sort of "emergency action kit" for acting quickly to establish a skeleton site while you figure out the other details. This would be something like:

- I. Either a few parked domains or capitol to buy up domain names quickly.
- II. A web host in mind to use. It also doesn't hurt to have a free base or two such as a site on Blogger or MySpace which you can quickly optimize for your new niche.
- III. A website template that's "ready to go". Remember, all we're worried about is dropping in a placeholder, so no need for anything fancy yet.

But that's a side note. The real work here is deciding how you're going to turn the potential profit into cash. There are just two ways to make money on the Internet: selling a product or having affiliate ads to

others who are selling a product. If you go with a product, you will need less content and more focus on using the website as an online store front from which to offer your product. If you go with an ad-supported site, you will need to focus entirely on content - and you'd better make it good!

Sell A Product

We'll cover this one first. Remember that you do not need to be a manufacturer of tangible objects in order to have a product. Your product can be services, information, memberships in a group, or ebooks and newsletter subscriptions. You can use CafePress (<http://www.cafepress.com/>) or another online service to print up T-shirts, coffee mugs, bumper stickers, and other promotional materials associated with your niche. Here's a few niche areas and the ideas I might look at to create a salable product:

Coinage

- An auction site service - charge membership or percentage of sales, let members join and auction to buy and sell coins and currency through your site.
- An ebook series - this is one area which is starving for information. Coin collectors are always hungry for the facts on the active market and the best grading, cleaning, caring-for, and markets for coins. You could publish a whole library on the history of US coins alone.
- A newsletter subscription - track events and conventions in the numismatic world, post bids, have articles for coin topics.

- Promotional materials - never hurts to get some designs on some T-shirts. But how better would be a wall poster with images and description of a class of coins?

Lizards

Reptiles as pets, naturally. It's a niche, but a strong one; get used to some competition - a small, almost negligible amount.

- ebooks, newsletters, and video tutorials on the care of exotic pets. The market is sparse on this topic - I've owned the odd snake and lizard in my time, and there's nowhere near the information on them like there is for more mainstream pets.
- Promotional materials - even for the really niche pets, a visit to PetSmart will show that there is no Komodo dragon or chameleon that hasn't had everything from calendars to pens with its image on it. Pet owners love to announce their fondness for a species. Check out an office some time and notice that you can hardly miss the cubicle belonging to the pet fancier!

One big point we must make, here: you do not need to be your own writer, artist, web designer, or anything else to create these products. You can instead go to any of the many online freelancer sites on the Internet and hire writers, artists, designers, and so forth by the job or for a steady stream of work. We'll cover some more of this in detail in later chapters. But now that I've pointed that out, you might even think of hiring a programmer to design software affiliated with a niche. Maybe a game themed around the niche (good idea for manga!), or a

useful tool such as a database for record-keeping (coin collectors spend a lot of time sorting and categorizing their pieces!).

In fact, the model of being the webmaster and hiring online freelancers to do the grunt labor is about the most common way that the Internet does business, at least as far as the Internet entrepreneur is concerned. The cycle is usually: the webmaster buys up sites, researches topics for business models on these sites, then parcels out the work to freelancers and puts that work on the site, then leaves the site to grind out money by itself while they move on to the next site. This goes with the idea of having many niche topics adding their steady percentage together into your bottom line. And business brains and creative brains are seldom strong in the same person. Creative people tend to have gobs of talent, but little idea how to sell it. Business people have the sales savvy to know what to sell and how, but lack the creative talent to make it happen. This isn't always the case, but it's how it works out more often than not.

Information Serving

This is the classic website supported by advertising. "Content is king" is a well-worn saying on the Internet, with much truth behind it. Always remember that the Internet is a *media*, just like TV and radio. Content can come in many forms:

- I. Text - blog posts, articles, databases, tables, references, and all.
- II. Images - Can be offered as a product as well. Remember in Chapter 3 where we explored the Star Trek fan base; lots of people searching for wallpaper and images.

- III. Video and audio - either of Flash animations, video formats. Audio files can either be a podcast - a kind of live audio recording posted as a blog - or a product also, such as cell phone ring tones.
- IV. User-generated content - sometimes the big attraction is the other visitors, who, given the opportunity to do so, will be more than happy to provide you with content, by way of chat rooms, bulletin boards, blog comments, and so on. Check out Slashdot and Digg - the whole thing is nothing but user-generated content.

Mainly, however, we have a reason to focus on plain old text: search engines can't index anything else (beyond titles, of course)! We're all looking forward to the day when we can Google for a sound bite from an hour-long video, but until that technology comes to us, we'll have to work up our keywords and text content to pull in the search traffic.

Here again, you can outsource and delegate to hired freelancers. We'll explore the content model in depth as well in a later chapter. In fact, we'll explore the whole method of putting the social web to work for you in getting links and building traffic. But I'll whisper one more word to you one more time: blogs!

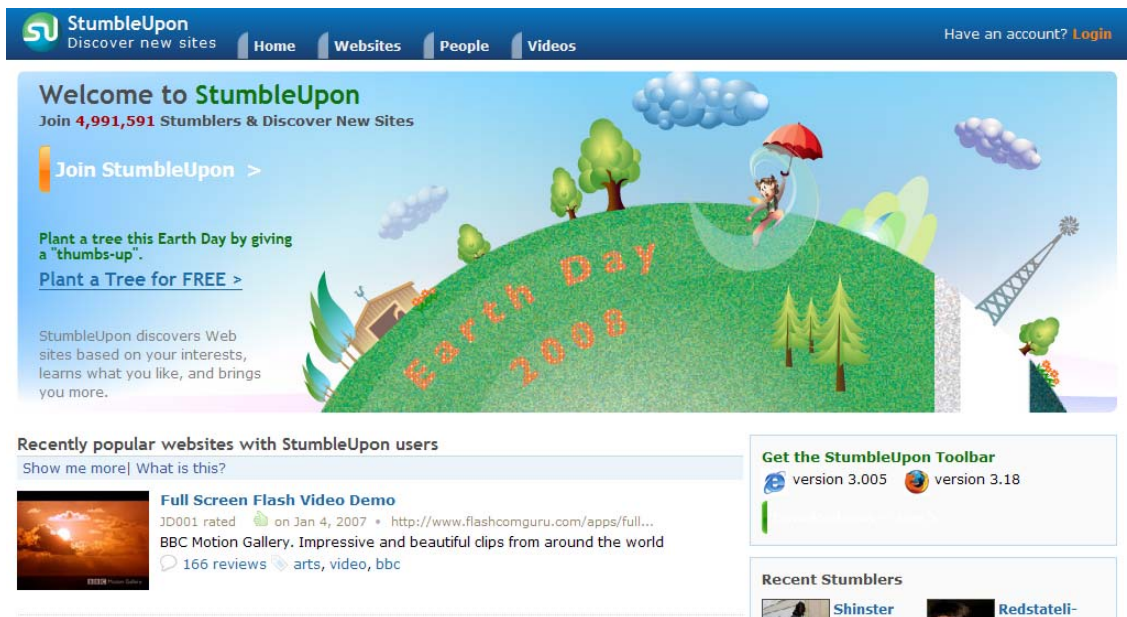
Combination Capitalization

If you have a hard line drawn between the product model and the content model, you should change it to a fuzzy line instead. There's no reason at all why your site can't have partial content, ads, and products all in one. In fact, since you're playing to the niche market, let's think about that.

Say your interest is in the Renaissance lifestyle (SCA - the Society for Creative Anachronism, is a good place to start if you don't know what I'm talking about). You go to local Renaissance Faires and Festivals, you have friends in it, you're interested in history, you may dress up in costume at events and gatherings, and you may even go for Medieval crafts and hobbies such as woodwork, juggling, acting, alchemy, astrology, and so on. Now, you're a walking niche market looking for a place to happen. As long as you found this great site devoted to your niche (after scouring the depths of the Internet), you'd be all the happier if it was a one-stop for all your needs, right?

So you can cater to a "full-service" aspect. Articles and a blog on the topic, ads on the blog, links to buy T-shirts with logos appealing to the interest, offer an eBook or two related to the topic, offer some free wallpaper or a Flash game related to it, put up and moderate a discussion board for fans of the topic (and eventually fans *of your site!*) to meet and mingle. You'll get the idea.

Let's take a look at some niche-focused sites out there to get some ideas for potential business models. Anybody else would be sitting here saying "How do we tell Google to find me niche sites?", but you and I, having gotten this far in the book, know about StumbleUpon (<http://www.stumbleupon.com/>)



which I mentioned earlier, and which is a tool no niche market researcher should be without. With the Stumble-Upon toolbar in place, I simply pick a category and go, stopping when I find something interesting.

OK, we've laid out the basic models for turning niche interest into market dollars. In addition, if you, yourself, have interest in the niche topic, you might have experience in it, which you can sell. You can consult, sell your specialized services, create your own product - the possibilities are endless there, but you'll be on your own.

We'll next examine in depth the content/advertising model. Because if there's any area people need help in, it is there!

My Favorite Business Model

Niche products can be fun to develop and sell, especially to those who have been already searching for them online. If you are not the salesperson type, being able to offer a product that basically sells itself is a much better option than trying to convince people to buy a product you probably wouldn't buy.

There are several benefits to selling a niche product, some of which you have already read about or have considered for yourself as you read this book. But let's take a few minutes to outline these benefits so you will feel more comfortable about the idea of selling your products to others.

Why You Should Sell Something

Benefits of selling a niche product to a smaller group of people online include the following:

- Filling a need online that has been neglected in the past
- Providing a product to those who are already looking for it
- Endless amount of niche groups
- Low start-up cost
- Research, writing, and marketing requires less time than working a full-time job
- You can work whenever and wherever you please
- You can explore new topics at any time

- Endless income possibilities

As you keep reading, you will discover even more benefits of niche marketing which will further your excitement and help you along the way when starting your own business.

Giving People What They Want

By creating products for those who are already looking for them online, you will be providing a valuable service that will generate many thanks from the community you market to. Because people have such diverse interests and hobbies, it is nearly impossible for medium and large businesses to meet the demands of customers. By marketing to smaller groups, you can provide these services and give people the information they have been searching for. Depending on your competition, you can make a solid income by selling one or two products to these groups.

Give Them Something Valuable

What makes niche marketing so special is that customers are already lining up to purchase your product even before you create it! Finding smaller markets online that are in need of your services will generate instant income. All you have to do is create a quality product and market it in the right places. In later chapters, you will learn more about where those in your niche market can be found online and how to appeal to them through advertising and creating a website.

At this point, you may be thinking about possible products to sell. You may also be thinking that your writing skills aren't the greatest and you don't enjoy surfing the Internet. Well, once you have sold your first product and made some money from it, you will quickly begin to appreciate using the Internet and becoming a better writer.

You don't have to be the best writer in the world, by the way. If you are able to convey information in clear manner and include pictures, charts, and other images, then that's all you need. Depending on the topic, most informational products are not longer than fifteen or twenty pages.

Once you begin earning a steady income, you may be able to hire freelance writers to create products for you so more time can be spent on marketing and finding niches.

Keep It Going

As the Internet continues to expand, the need for information on various topics will also grow. Keep in mind that you will have times when one niche is more successful than another. Or, after careful research, you realize the niche will not be profitable, there are hundreds of others waiting to be discovered.

Once you develop your own way of researching possible niche markets, use this method each time and you will find success. Use the tips mentioned in this book to get you started. While there may be a growing interest in niche marketing, many people approach it the wrong way by creating a product first and researching niche markets

later. By finding your niche first and determining what its needs are, you can create a tailored product that is sure to sell quickly.

Entry Fee Is Almost Nothing

The cost of researching possible niches will not cost you much except a few hours of your time. While you may need to spend money on advertising, this cost will vary from niche to niche. But you will learn later in this book ways to market your product without having to bankrupt yourself in the process.

Easy Cash

If you have ever dreamed of working from home and having more time to spend pursuing hobbies, enjoying time spent with family and friends, or just being able to sleep in late, then starting your own business is key. Once you find a niche and offer products, they will basically sell themselves. Because the Internet is open 24-hours a day, you can make money while you sleep.

Another advantage of niche marketing is that you can create more than one product at a time and sell to several markets at once. This means continual income possibilities. There aren't too many jobs that can promise that!

Even if you already have a full-time job, niche marketing is a perfect side business because of the limited amount of work required. Work on the weekends or in the evenings when you get home to earn some extra income.

When selling products online, you don't have to worry about deadlines, bosses, or co-worker stress levels. While you should try to get your product out as fast as possible once you find a niche, you don't have to adhere to a strict timeline like so many other jobs.

You will also be able to work when you want to. If you are a morning person, then work in the morning and take the rest of the day off. If you are a night person, then work into the night if you choose. Since you can research online anytime you want, you can create a work schedule that is just for you.

Even though some of your niche markets may turn out to be less than profitable, you will still have learned much about a new hobby or fad that can be used at a later time or just to make good conversation at a dinner party. If you enjoy learning about topics that are new to you, then niche marketing will provide you with many opportunities to learn more about the world around you.

If you want to become an expert in a particular topic, you can create several products to sell to one niche market. Your name will become recognizable quickly and sales will increase. As long as the niche is interested in what you have to offer, you can produce as much as you want.

The amount you earn will depend mostly on the amount of interest people have in your product. This is why research and preparation are so important in the beginning. Why waste your time creating a product that no one is interested in purchasing?

Once you become more comfortable with Internet and offline research, creating your product, and marketing it, you will be able to repeat the process at a much faster rate. Keep in mind that you are not reinventing the wheel; you are simply learning the best ways to

approach smaller markets and repeating the same process over and over. This will earn you the most income.

More Whys...

Now that you have learned more about the benefits of niche marketing for personal gain and financial stability, you should consider how easy it is to get started. Because starting a small business can be frightening, below you will find the benefits of selling products to niche markets as opposed to starting other types of Internet businesses.

These benefits include:

- Repeating the same simple routine
- Residual income
- Low cost of downloads
- Ability to sell same products in other markets

Niche marketing is a business whose growth is determined by the amount of energy you want to put into research and creating a product.

Rinse & Repeat

Even though niche marketing has become more popular over the years, most people do not take the time to learn how it works because of these two words: research and product. Since these words imply hard work, being innovative, and imaginative, most people are scared

to move beyond learning what niche marketing is to learning how to turn it into a profitable business.

While you will have to spend a few hours a week researching possible niche markets, once you find them, you can begin creating your product and selling it. You can use the same research techniques mentioned in the opening chapters of this book over and over until they become second nature. This will reduce the time spent researching. What most people don't understand is that once you have learned how to spot a possible niche, your work is almost done.

Monthly Money

Once you present your product, you can move on to the next niche market. Unlike other products where you make improvements to increase sales, niche marketing is short-term meaning you will only earn a certain amount on one project. But while you are busy working on another, your current product will be earning money.

After circulating a few products to different niche markets, you will be able to sit back and enjoy the additional income. You can take your time finding the most profitable niches, or begin working on other business ideas. Residual income gives you the freedom to make better business decisions over the long term.

Chances are the informational products you will be selling include reports, eBooks, or guides that inform and educate. These days, you don't have to create physical copies of your materials. Customers can download them to their computers from your website. This is very easy and does not cost much in monthly website fees.

By allowing customers to download your products, they will be much happier receiving products in minutes rather than having to wait for their materials to arrive through regular mail. They will also be able to download materials at any time. You save money on printing and shipping costs and don't have to worry about running out of books to sell.

Move Your Focus To Other Niches

When conducting research, you may find that two markets share the same needs. This means you can create one product and sell it in different markets. Having the ability to increase your income from one product is another perk of this business.

Now that you have a better understanding of the benefits of selling products to smaller groups and starting a niche marketing business as opposed to other Internet businesses, it is time to learn more about how to go about finding niches and determining their value. Even if your Internet experience are limited, there are a few key websites to visit that can provide you with most of the information you need when choosing niche markets.

The next chapter will go over a primer for selling on the Internet. This is the same information many gurus charge you an arm and a leg for and "fluff up" but we've condensed it down and put a unique spin on it...

A Selling Primer

Now you're ready to learn the ropes of making your business fly. This chapter is going to teach you all of the most common business generation techniques available...

By this point, you should have a pretty good idea about how to find niche markets. Your next step will be to learn how to market a niche product, promote your website, and attract people to that site so they can learn more about your product. There are several ways to do this including online marketing using Pay-per-click advertising(PPC), keyword optimization, and other methods that allow you to speak directly to your niche market and will cost you less in advertising costs.

When selling products online, you need to be aware of the types of marketing opportunities available so you can make the right decisions and make the most profit. Because people have different preferences when it comes to online marketing, once you've completed a few niche marketing projects and have made use one or more of the following online marketing methods, you will be able to find the formula that works the best for you.

Online marketing methods that will be discussed in this chapter include:

- Pay-per-click Advertising (PPC)
- Search Engine Optimization (SEO)

- Opt-in Mailing Lists
- Webmasters
- Forums, Blogs, and other Community Message Boards

These methods have been very successful for most Internet business owners and are acceptable ways to attract attention to a website. As the Internet continues to grow, being noticed by target audiences becomes more difficult, so it will be up to you to create a marketing plan that works for each niche market you target.

Pay Per Click

Of all the online marketing methods listed above, this one is the most expensive, but also the most successful if you are able to advertise on search engine result pages that contain keywords relevant to your niche.

You have probably seen PPC ads when conducting online searches. These ads appear on search engine result pages at the top and to the right of the page. In order to place an ad on these pages, you will have to bid on keywords that you believe those looking for your product are most likely to use. Since there is limited space on these pages, only those with the highest bid will be able to place an ad.

Depending on the number of people who want to place an ad using specific keywords, you may have to bid high in order to get a spot. Bids typically range from thirty cents a click to a dollar or more. This

means that each time a person clicks on your ad, you will have to pay the amount per click that you bid. If on a budget, this can be a tedious task because while you have to be competitive, especially if the keyword is a popular one, you need to be able to estimate how many people will click on the ad each month based on the keyword's popularity.

This is a tough marketing gamble to take if you are new to Internet marketing. While PPC can be very successful, there are other ways to advertise online that will generate interest in your product, especially if it is one of the only ones that caters to the niche.

If you want to learn more about PPC advertising, visit [Google AdSense](#) to learn more about the bidding process, how to track your bids, and how to choose keywords wisely.

Optimization For The Search Engines

Another way to use keywords that pertain to your niche is to include them in your sales letter and other web copy. As mentioned in the last chapter, web spiders use keywords and other items when determining web rank. If you are able to choose the correct keywords, then your website will be ranked higher than others who use the same or similar keywords.

Depending on the size of your website, you should choose a few keywords and an overall keyword density of 2%-5%. While you don't want to saturate your copy with keywords, including them will increase your chances for a higher ranking. Determining the number of times a keyword should be used is called 'keyword density'. Some of the free tools available online that can analyze keyword density in your web copy include:

- <http://freekeywords.wordtracker.com>

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chocolate	
Searches	Keyword
368,810,800 searches (last 90 days)	
11222	chocolate
3068	chocolate bunnies
2878	chocolate and dessert recipes
1525	chocolate chip cookies
1405	chocolate chip cookie recipes

golf	
Searches	Keyword
368,810,800 searches (last 90 days)	
11941	golf
4195	golf clubs
1728	golf tournament gifts
1615	golf carts
1373	masters golf
	golf equipment

cheap flights	
Searches	Keyword
372,157,189 searches (last 90 days)	
13712	cheap flights

➤ <http://www.seochat.com/seo-tools/keyword-density/>

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SEO Tools - Keyword Density

The keyword density tool is useful for helping webmasters and SEOs achieve their optimum keyword density for a set of key terms.

Keyword density is important because search engines use this information to categorize a site's theme, and to determine which terms the site is relevant to. The perfect keyword density will help achieve higher search engine positions. Keyword density needs to be balanced correctly (too low and you will not get the optimum benefit, too high and your page might get flagged for "keyword spamming").

This tool will analyze your chosen URL and return a table of keyword density values for one-, two-, or three-word key terms. In an attempt to mimic the function of search engine spiders, it will filter out common stop words (since these will probably be ignored by search engines). It will avoid filtering out stop words in the middle of a term, however (for example: "designing with CSS" would go through, even though "with" is a stop word).

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If you are unsure about which keywords to use, your notes from the research you conducted should be enough to help you choose words that describe the niche. Use Google tools to find out which keywords are the most popular for the niche topic and then use those words in your sales letter.

You should also include keywords in headings, sub headings, captions in any graphic images you use, and in Meta tags, which are located in the computer code used to create your website.

eMail

Opt-in mailing lists are a useful tool when it comes to selling products online. If you are planning to sell several products to one niche, or the niche you have chosen has several closely related niches, then you may want to include an opt-in email box that those who visit your site can sign-up to receive updates on when new products will be available.

One of the easiest sales you can make is to a repeat customer. If they liked the previous product they purchased from you, they will most likely return and buy the next product you have to offer as well. After collecting email addresses for your list, all you have to do is send a quick email to those on your list and sit back and watch your sales increase.

Since you probably won't have an opt-in list for your first product, you can buy lists from other online marketers, list services, and webmasters who cater to your niche. The number of email addresses on these lists varies, but a typical list may contain two or three hundred addresses or less. Don't buy lists that claim to have thousands of email addresses on them, as these may be from spammers and you don't want to be associated with that element when trying to run a legitimate business.

Other Site Owners

If the niche you have chosen is a popular one, chances are there may be a few websites that have been created to offer articles, updates, and other information. Contacting the webmasters of these sites and letting them know that you have a product to sell that pertains to the niche is a great way to utilize word of mouth advertising.

Since webmasters control the information posted on the website, they may post a link to your website, a short introduction of your product, or they may write a review of the product if you allow them to have a copy. Getting to know the webmasters of the sites that cater to your niche is a great way to increase sales and introduce your products to those within the niche.

In addition to informational websites, you should also find online magazines, newsletters, and other publications that allow you to buy ad space or feature products that cater to the niche for free.

Depending on the size of the niche, those who publish newsletters within it are usually in need of content and will be very happy to talk to you about your product and help you promote it.

Community Properties

When targeting a niche, going directly to the source can help attract people to your website instantly. During your initial research, you may have come across community forums, blogs, and message boards for those interested in the niche. These sites are used for people to share in the same interests, swap information, and alert others when new information becomes available. By participating in forums and blogs,

you can speak directly to your target audience, earn their trust, and persuade them to visit your site.

How you approach online message boards is important because if you post comments that are only about increasing the exposure of your product, your posts may be removed by message board moderators, or you will gain a reputation of being just another salesperson wasting space.

When you first visit a message board, take a look at some of the comments to get a feel of what people are interested in knowing about. If there are specific questions listed, use them to help post the right type of comment. Your response should address specific questions asked or it can be a general comment about the niche. Include your URL, but don't be pushy or make any false claims. A soft sell here works best.

Since you had to create a product that is helpful to the niche, you should have a lot of knowledge to share. By posting comments that offer solutions, help, and information, those who visit the message boards are more likely to click on your link and check out the product.

By earning the trust of those within the niche, you will begin to see an increase in sales.

You don't have to be a marketing or a computer genius to sell informational products online. Because you already have a niche to sell to, you do not have to create an intricate marketing campaign. By

making use of the marketing options mentioned above, you can alert those within the niche easily.

Even if you decide to pursue a PPC advertising campaign, you won't have to spend as much money as other Internet marketers who are trying to reach many audiences at once.

In order to be successful in online sales, you need to present your product in a professional way on your website, target your audience, who in this case, are those interested in the niche you are pursuing with a marketing campaign that draws them to the website. Making the ordering process as easy as possible will allow you to make quick sales and increase your profits.

After completing your first niche project, you will begin to see just how easy it is to sell products online to those who need them.

You now have a niche and have done all the research that you need to do to make sure it's a perfect match for you. You also have some of the basic foundation for creating sales for your site.

The next chapter will go into the viral aspect of creating a whirlwind of traffic for free!...

The Viral Factor

Now it's time for you to learn how to unleash a furry of traffic on your website without paying a dime in advertising costs. In the last section you got a primer on the most common traffic methods that other gurus charge you an arm and a leg for.

This section is going to show you how to generate traffic without spending anything!

For most of us, the word "virus" has a negative aspect to it. We hear the word and think either of getting sick, of a nasty little bug that can *make* us sick, or of a computer virus which cost us tons of data and hardship at one time or another. In fact, viruses are not necessarily bad, and most life on earth relies at least in part on them in one degree or another. Some people even argue that humanity itself fits the classic definition of a virus, infecting the planet earth for better or worse!

Classically, the definition of a virus is a *"small particle that lives as a parasite in plants, animals, and bacteria and consists of a nucleic acid core within a protein sheath."* In some cases this parasitic co-existence may actually benefit the host in one way or another, an existence known as a "symbiotic" relationship. It's common knowledge that most viruses have the ability to replicate themselves without any outside assistance, simply by finding a medium in which they can exist. In other words a virus, when introduced into a system, will make copies of itself. Due to their nature, most viruses are easily

moved from one system to another as they replicate, causing them to spread quickly and easily from one host site to another.

When it comes to marketing and viral marketing campaigns, the idea is much simpler and focuses on the fact that most viruses (real or computerized) have the ability to replicate themselves without “outside” assistance. In this case a “viral” marketing campaign is one which allows or stimulates customers who are exposed to the “viral” marketing campaign to actively help spread the word themselves.

That is, they send your promotion piece on to other potential customers due to their excitement with the product it underscores or because of they found it entertaining as a result of containing something humorous, or worth sharing as the result of a gift or award option associated with the campaign.

Having such a built-in replication capability, just as with real viruses, it has the potential for exponential growth and can quickly spread a message to thousands or even millions of users from a single starting point. Urban myths are a good example of such growth. Even though numerous websites debunk such myths, they continue to circulate widely. More than half the people exposed to them forward them to others even though they’ve heard them already and know they are false. Sooner or later, the myths have spread too far and wide to stop.

One of the greatest examples of this in an actual working scenario was the original hotmail expansion program. Hotmail.com, as one of the first “free” web e-mail service group, began recruiting members by first giving away free e-mail addresses and services, then requiring

that every e-mail sent via their service include a simple tagline at the bottom detailing that the receiver could also receive free e-mail by signing up at www.hotmail.com.

Like ripples from a rock flung into a pond, the initial offering quickly spread outward causing exponential growth and a huge list of members to be tapped for marketing other services towards.

Some strategies are obviously going to work better than others. The Hotmail campaign in which “free” services are utilized with no apparent cost to the end-user, are no-brainers. Approaches where some initial up-front costs are charged to credit cards or where “future” charges will be incurred are much less likely to generate active involvement. Few promotions will work as well as Hotmail’s strategy because most products and services don’t generate revenue via their day to day use. Hotmail users spread the word and generated new business simply by using the service itself. You can increase your campaign’s likelihood success and its ability to generate new business traffic by including one or more of the following proven “viral” elements:

- Gives away products or services
- Provides for effortless transfer to others
- Scales easily from small to very large
- Exploits common motivations and behaviors
- Utilizes existing communication networks
- Takes advantage of others' resources

Let's examine each of these success elements briefly.

There is no question that "Free" is one of the most powerful words in marketing. It's not surprising, then, that most viral marketing campaigns and programs include some method of giving away products or services of varying values to attract attention and draw customers. From free e-mail services or free information to free "cool" giveaway items such as buttons, posters and pens to trial software programs that perform powerful functions hinting at the full-fledged capabilities available in the "pro" versions, the list of potential products and services to give away for free is practically endless. Part of the reasoning behind this is the Second Law of Web Marketing known as Wilson's "Law of Giving and Selling" which in part stipulates that while words like *Cheap* or *inexpensive* may generate interest they won't do so as fast as simply saying "FREE!"

One of the keys to the success of modern viral marketers is that they practice delayed gratification. They may not profit today or tomorrow, but if they can generate a groundswell of interest from something free, they know they will profit eventually and hopefully for a long time afterwards. Investing up front by providing goods for "free" to the end-user attracts attention that can then be redirected to other desirable things you are selling that will and eventually earn money.

With real-life viruses, you find that public health nurses offer sage advice during flu seasons and high risk locations: "simply stay away from anyone who coughs, wash your hands often, and don't touch your eyes, nose, or mouth and you are much less likely to catch a virus or get ill." This is because a virus only spreads when it's allowed to transmit from one person to another. In the real world, the medium that carries the virus is normally mucus or other bodily fluids.

Likewise, your marketing message must rely on existing mechanisms through which the message is just as easy to transfer and replicate: e-mail, websites, graphics, software downloads, etc.

Viral marketing works so famously on the Internet, in part, because of the ease of near-instant and inexpensive communication and because people like to share things they see and hear. Digital formats make copying music and images simple. Most software interacts with other programs in some form or another, despite AOL's noted exceptions! From a marketing standpoint, your goal is to simplify your message so it can be transmitted easily and without degradation: shorter is best. As with the Hotmail campaign; saying "get it free", then listing the location is about as simple as it gets.

If you expect your message to spread like wildfire, then the transmission method needs to be rapidly scalable from small to very large. This was one of the few weaknesses of the Hotmail model. As a free e-mail service, it required its own mail servers for transmitting messages. When the strategy turned out to be wildly successful, more mail servers had to be added very quickly to support the rapid growth. Otherwise, the service would have bogged down and people would have deemed it unreliable.

Just as in real life, if the virus multiplies but kills the host before spreading, then nothing worthwhile is accomplished. Having an idea in advance of the potential for growth and for building any necessary scalability into your viral model is vital to a successful viral marketing campaign.

A clever viral marketing plan will take advantage of common human motivations. For instance, what proliferated "Netscape Now" buttons and "Microsoft Bob" T-shirts in the early days of the Web? It was the desire to be cool and be part of a trend. Another factor that always drives people is the desire to strike it rich, or put simply: Greed. A hunger to be popular, to be loved, and to be understood also stand out as driving human factors.

The resulting urge to communicate based on these basic human needs can produce millions of websites and billions of e-mail messages. When you can design a marketing strategy that builds on these common motivations and behaviors for its transmission, you have a winner.

It is a fact that most people are social. Nerdy, basement-dwelling computer science grad students may be jokingly referred to as the exceptions, but even they have friends and family with whom they connect. In fact, scientists tell us that each person in the modern society has a network of anywhere from eight to twelve people in their group of close friends, family, and associates. If you factor in a person's broader network that may increase to scores, hundreds, or even thousands of people with whom they interact within a given period depending upon their position in society. A waitress, for example, may communicate regularly with hundreds of customers in a given week; a person running a news-blog may reach millions.

Network marketers have long understood the power of these human networks, both the strong, close networks as well as the weaker

networked relationships. People on the Internet develop networks of relationships, too. They collect e-mail addresses and favorite website URLs.

Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dissemination.

The use of others' resources aptly demonstrates what makes viral marketing unique. In a traditional campaign, the marketers themselves must identify a niche in society, carefully design a campaign that appeals to that target audience, and then pay for and otherwise promote ways to reach that group of people.

A viral campaign, on the other hand, both generates its own spread *and* is at least part self-targeting. People who are interested in or use your campaign will tend to be communicating with other people like themselves. They do your work for you by reaching your "target" without your having to first identify and locate that group yourself. In addition, and perhaps most importantly, you are not out all the costs associated with first identifying and then reaching those individuals.

While you may still have a large percentage of people who do not participate if your offering is not of interest even if it *is* free. But considering that your costs are nil or close to it as compared to a traditional campaign, this is still a remarkably inexpensive type of marketing campaign to participate in!

Perhaps due to the fact that the Internet is new, most people think that “viral” marketing is very recent and doesn’t have much of a history on which to draw. In fact the concept of viral marketing is actually ancient.

Only the term and its modern application are new, though not as recent as you might think! The modern incarnation of viral marketing is normally attributed to Steve Jurvetson, a managing director of Draper Fisher Jurvetson, the founding VC investor in Hotmail and Kana, and previously an R&D engineer at Hewlett-Packard.

The term “Viral Marketing” is almost ten years old now, and refers to a new incarnation of “word of mouth” advertising, a technique that’s existed since time began.

How does “word of mouth” advertising classify as “viral” marketing you ask? Well think about it. The concept of viral marketing is that it perpetuates itself through existing (low or no cost) media: word of mouth is exactly that in its purest form. Since Cain heard how much Abel was loved and got jealous, this type of advertisement has been generating reactions from others. You can review a lot of history, human nature and past campaigns to see what has worked and what has not worked.

Most importantly is having or gaining an understanding of personalities and people so you can learn how to influence them to spread your message when you want them to—and that’s without doing anything that can harm you or your business.

It is a well-known axiom that word of mouth can either kill or make a company, and that bad news seems to travel much further and faster than good news. Studies have shown that people are much more likely to speak out when they are upset than when they are happy with a service or company. Simply put, people *expect* to get good service and don't react when they get it.

If they get poor or insufficient service or goods, they feel that they HAVE to respond to "get even." The facts vary from research groups, but the consensus is that between two and eight people will complain about something that is upsetting for every one person who will speak out about good service. This is why it is so important to understand customer relations and what makes people happy and what can make them upset in any interaction.

While viral marketing is more about getting the customer to come TO you, you also need to do a good job once you get them and make sure you meet (or preferably exceed) all their expectation. Otherwise, you may find your own viral campaign being used against you, sabotaging the results you hoped to achieve!

It's a simple fact that no matter how hard you try, you can't please of all the people all of the time. But if you are smart, you can implement policies and use techniques that will help you, and any employees you have, to please *most* of the people *most* of time. This skill will translate to good word of mouth and customer experiences that will allow your viral marketing campaigns to be successful.

Some people will ask why they should try so hard to please every customer. Why not say that resolving their issues or solving their problems is enough, and leave it at that? Well to answer that, here are a few facts that you should keep in mind both pro and con for pleasing customers at any cost:

If You Don't:

- 68% of the customers who quit doing business with a company do so because they don't feel cared about. Compare this to the 14% who just don't like the product or service.
- Of the customers who use your product, four out of 100 will be active complainers and will tell at least ten others of their difficulties or problems.
- Of these four complainers, over 90% will stop doing business with the company and tell at least nine others about it.

If You Do:

- Of those who are handled correctly, from 80% to 95% will come back and, statistically, may refer as many as five new customers.
- Trying our best to please every customer enhances our outlook on life and makes us more pleasant to deal with.

First and foremost, you have to know where your customers are coming from. The types of customer attitudes you are likely to see can be broken down into four distinct groups, listed below.

It is important to note that the attitude of the customer in no way reflects upon the personality of the customer or the way we should think about them. A customer is the only reason a business exists, and pleasing them means that you have to like them to come across as friendly and helpful: so remember, as you judge the customer's emotional state, do not judge the customer at the same time!

Recognizing customer types:

➤ **Control Quality**

Is concerned with "getting things done right" and can be very picky.

- May grumble about process and wait times.
- Often disagrees with solutions or asks for corroboration of facts.
- Sometimes seems critical even of solutions they agree to after the fact.

➤ **Dedication**

Control and speed in resolving the issue is important to these customers. They won't tolerate you interfering with their goal.

- Will be a "Quiet Avenger" if displeased, one of those 4 out of a 100 who tell everyone how upset they are with your service.
- Can come across as a know-it-all or smart-ass especially if confronted or questioned.

- Determined types can be very aggressive, and may demand to speak with “someone who knows” if they begin to perceive you as an obstacle to getting a quick resolution.

- **Mad As He\$\$**

Much like the Determined personality type, but unreasonable in their attitudes and desires.

- Characteristically sarcastic and tends to blow up and ramble on about non-related issues that are contributing to their anger whether or not they are related to the situation at hand.
- Unwilling to work with you or to supply information; just wants the problem “fixed” right away.
- May be insulting and/or yell at you for no apparent reason.

- **Laid Back**

Approval and recognition is very important to these individuals.

- They can be difficult if not recognized, in that they won’t tell you about a problem, but will be sure and let their friends know!
- Are typically more soft spoken and (seemingly) emotionally “needy.”
- Like to feel a rapport with you and prefer a more friendly casual approach.
- Are sometimes thought of as “time robbers” because they like to hang on to you when on phone calls or e-mail and talk back and forth a lot.

Every customer demands quick courteous service and personal attention. But to help you understand specific actions you can take when you recognize an issue is occurring and that a specific

personality type is involved, let's spend a few moments on suggestions for each of the aforementioned types:

Dedicated Customers

- Don't take any ranting personally. Breathe and let them vent.
- If necessary, interrupt politely and then quietly paraphrase their problem back to them, ignoring any outbursts they may make.
- Establish that you are here to help them and tell them what you are doing. Ex: "I'm going to get this fixed up for you, Tom. Let me go ahead and start the disk order you asked for going and then we'll do some research and see if we can find a cause for your problem."
- Lead with questions to give them the control they desire so much. Things like "Do you think it might be possible that (xyz) could be contributing to this?"
- Make no ego challenges, if you have to present an opposing view try and do so in a non-threatening manner such as:
 1. "As you are probably aware..."
 2. Use the pronoun "we" a lot, as in "We could try and..."
- Move as quickly as possible to the solution phase.

Mad As He\$\$ Customers

- Get their attention

- Say what they need to hear you say
- "There's no need to worry."
- "I don't want you to be upset."
- "I can understand why you are upset, but I'm sure we can fix this."

- Reduce the intensity of their anger and fear if possible.

- Take a break if you are getting angry or caught up in their emotional distress.

- If what they demand is possible, give it to them.

- Try and find out what is really going on; did they get hung up on earlier events?

- Be honest and even blunt if necessary about what we can and cannot do for them.

- If they are being sarcastic call attention to the sarcasm by reflecting what they said
- "I noticed you said 'oh yeah, you care' in a rather sarcastic manner. Have you had a bad experience with our company in the past?"

- Press (gently) to find out what is going on and to understand where they are coming from.
- The demander (characterized by unreasonable and unrelated demands and ranting) may be the only customer that cannot be always brought back around to being satisfied. When they're demanding something you cannot give, you have to politely but firmly disengage yourself and give them their options.

Laid Back Customers

Always remember they will rarely tell you if they aren't happy. If you have a nice, easy customer you should not bet the farm on them rating you highly on a survey. To ensure this type of customer goes away very satisfied, do the following:

- Comment on their nice attitude and pleasant demeanor.
- Try and guess what they may really be feeling. Statements like the following may trigger a great insight:
 1. "Boy I'd really be ticked off if I'd waited that long!"
 2. "You sure are handling this well, I had a similar case once and I just blew up all over the poor guy."
 3. "Are you sure you're all right with this? I wouldn't be too happy in your case."
- Offer them extras if available.

- If they keep hanging on the line and you need to clear it use the following techniques to try and move along:
 1. Reassure them that you'll be there in the future.
 2. Mention that "Other people are waiting" if necessary.
 3. Ask them to help: "Hey I hate to do this, but could you help me out? I need to run to a meeting . . ."

As mentioned several times previously, the best and most well-known example of a successful viral marketing campaign, at least in the electronic age format, was probably the Hotmail campaign. It was successful because the plan and resources were well laid out in advance, money was spent to ensure growth could match demand, and an easy to spread message was combined with a valuable and useful tool that was just too good to pass up. That tool itself was then used to communicate the message to other potential users who saw the value directly by having received the e-mail in question.

Another great example is the animated e-mail icons from IncrediMail. Simply by seeing the result and thinking "that's cool," the desire to have and use the technology causes users to click the link associated with the animation and in many cases join the service.

In days previous to the Internet searching for successful 'word of mouth' campaigns one thing has always held true: you can't fake interest and get it to spread. If the item or concept is not exciting and doesn't hold value to the end-user it won't get spread along, no matter how much energy or effort you spend trying to get the ball rolling.

Some ideas that rely on humor or jokes may spread, but may dilute themselves to the point of being useless. For example the "Budweiser frogs" campaign's hardest task was clearly associating the amusing antics of the frogs in the commercials to their actual product. There was no problem with people remembering the frogs and talking about them. But how often did you hear people say "what beer was that for again?" Until the infamous Bud Why Zer campaign, a brief history of some of the more memorable and successful campaigns to date include:

- (1978) DEC announced the DEC-20 using ARPANET e-mail in a marketing invite which earned it a complaint for "inappropriate use" as this violated ARPANET policies.
- (1994) Media critic Douglas Rushkoff mentioned viral marketing in his book *Media Virus*.
- (2000) Mahir Cagri "I kiss you!!" craze generates over twelve million hits to his home page encouraging eTour to join up with him on the power of viral marketing.
- (2000) Slate magazine described TiVo's unpublicized giving away free TiVo units to web-savvy enthusiasts a great "viral" word of mouth effort.
- (2001) *Business Week* wrote about the now "classic" campaigns of the web-based campaigns for Hotmail (1996) and The Blair Witch Project (1999) as *striking examples of viral marketing*, but warned of some dangers for imitation marketers.

- (2004) Burger King's The Subservient Chicken campaign exists as an outstanding example of viral or word-of-mouth marketing.
- (2005) One Six Right's viral High Definition Film campaign helped to lead to sponsorships and support from many large media companies.

You have now been fully informed about viral marketing, what it is as well as examples as to how it works. The next chapter will discuss specific strategies for making your marketing go viral...

Viral Strategies

This chapter is going to give you precise ideas you can take action on to start a flood of traffic to your website. Best of all, viral marketing makes this traffic come in for a lifetime!

When it comes to the opportunities available to you for a successful “viral” or word of mouth campaign, the list is theoretically limitless. In reality, when you start adding costs, what really drives people, and existing communication methods into the mix, that list begins to become much shorter very quickly. The key is to find ways to be heard, to rise above all the background noise already in place out there, and to get people to trust you and be interested enough to take some action to help further your campaign.

A successful viral marketing campaign accomplishes these tasks by getting customers excited and involved: and that means knowing what it will take to get them to feel like they *should* be involved.

To do this, you must know what interests your potential customers and then take advantage of those interests by offering information, goods or services which they would be willing to pay for to get them for free in exchange for participation in the campaign. A sort of “paid to play” plan, if you will, that helps to feed your viral marketing scheme has to be set up!

On a favorite TV show of mine which I was watching recently, a group of people started bidding fervently for some “rare” substance that a new cast member didn’t know about. Yet, the new member got into

the bidding because everyone else was excited and going at it. After she won, they informed her it was a joke and she had just been had.

Generating excitement such as is seen in an auction type mentality *can* get short-term involvement, but if the end result is anger or a feeling of betrayal or if the expectations set are not met by the results seen, then that can backfire. This is why it is important to use methods that are truthful and up front, as well as simple and straightforward whenever possible.

There are several proven methods that work well, provided there is value in the offering. Those include:

Contest Based

So long as we're talking true value and not a tee-shirt or novelty item, setting up a giveaway, competition or sweepstakes always generates excitement. Especially if you can arrange some type of ongoing or interactive event such as lotteries, or if some portion of the proceeds is being given to charity events that are near to your focus group's hearts.

One viral campaign that was reasonably successful dealt with a "ticket" to win a new motorcycle being given away with every \$100 worth of purchases from a store. Additional chances were sold for \$1 a chance directly to the public in addition to the campaign.

Flyers and e-mail notices for this event were spread so far and traveled so well, that a yearly giveaway has been done every since.

Business for that company has increased tremendously. Had the grand prize been just a jacket or a set of gloves, the response would likely have not been nearly as favorable. The prize value has to be something that really generates excitement and makes the users want to take a risk or chance to get involved, even if all it involves is mentioning the campaign to others.

For good quality viral campaigns, a clever way of setting up such incentives would be to have contestants enter the e-mail addresses of people they think would be interested into your website database. Then, give them an additional entry for every such e-mail that is entered that is valid, (i.e. deliverable) to ensure your winner has not been defrauding you.

Give Them Information

Perhaps an even easier way to provide a value and promote the sharing of gifts is implementing a viral marketing campaign that relies upon you giving away information that your users need or can use. Whether that is a health newsletter, interviews with the stars, tips and techniques for maintaining their motorcycles, taking photographers, or the best places to camp in the Pacific Northwest doesn't matter.

You just need to provide information that is useful and pertinent in a form that is easily distributable and includes your advertisements in ways that they cannot be easily stripped out.

On your webpage having "E-mail this page" buttons that format and send the information including your links and content are good ways to

take advantage of this type of viral marketing. Sharing content with other sites, so long as your links and information are retained, is another way to start the ball rolling. There is a lot of value in site traffic both in advertising revenue and in being able to direct and attract attention to items you personally may have for sale. So why not take advantage of such easy to implement methods of driving traffic your way?

Let Em' Try It Out!

A similar and very effective way to drive interest in products is to allow a stripped-down or time-out version of the product to be utilized in advance. Just be careful that you make *very clear* any limitations or problems that may occur such as an MP3 encoder that strips off the last 3 seconds of the song *before* allowing the trial. Nothing will sabotage your efforts so much as allowing a user to cost themselves time or money by not understanding how they should use the product. It is YOU they will blame, and that type of excitement is not what we're trying to generate here!

The Play With Me Strategy

If you have a service or interactive site of some kind, allow free access or "trials" on the site. This is how sites like photo-share and U-Tube generate interest. For free you can join and play, and then once you become interested and want to take advantage of more that the sight has to offer, you have the option of buying into the site's more advanced features. This can be a very good way to drive interest *and* to create a good viral marketing campaign. Interactive sites often have downloads and forwarding of graphics or free e-mail all of which you can add your taglines to. This captures the attention of the friends which your trial user is interacting with and anyone to whom *they* forward your information or photos to as well!

Get Their Contact Information

The term that is used when a user decides to take advantage of your services when a forwarded piece of viral marketing data comes across their screen is that they are “opting in” to your offering. However, you need to be careful on both how you consider someone to be truly opting in and how you track and utilize any information that you gather.

For instance, if you get their e-mail address as a party who *may* be interested from an existing user you should not keep and track their data as if they had opted in. Doing so may cause them to become annoyed at any mailings and “junk” e-mail offerings that you then begin to forward to them hoping instead of first verifying that they are interested.

Be especially careful about who has really opted in when you offer people a chance to win a prize for every e-mail contact they send you. Some may be tempted to pad out their list with everyone in their contact list, not just people with similar interests. This can cause bad feelings and animosity which, as we have discussed previously, and can lead to a negative viral campaign which can be just as deadly as positive programs can be lucrative!

No matter what methods you use to start a campaign, the following insights can help you maintain control and are ways to be certain that the message your campaign is sending is the one that you wish to send. Using methods like these to steer your campaign and keep it on track are just as vital to successful campaigns, as is following up with

existing members/customers in a regular and valued manner to ensure you have neither lost their interest nor inadvertently annoyed them.

- Give bonuses for taking an action that helps positively promote your campaign. For instance, offering twenty percent discounts for every five leads that followed a link from their web site to your home page. Be sure to cap and clearly detail such offerings so that you do not cripple yourself or spend too much for the value received!
- Pull on their heartstrings. The classic e-mail hoax about the bottle caps and the little boy in England is a clear example of how drawing on people's desire to help others can propel a campaign into a near unstoppable juggernaut. Just make sure you use such power wisely!

An example of a successful method of cashing in on such feelings came recently when a woman's clothing company started a campaign that rewarded participating members with a free Tee-shirt and a \$1 donation to the *Susan G. Komen* Breast Cancer Foundation when three of their friends opted into receive the retailers catalog or join the e-mail list. This campaign was enormously successful in large part due to the feeling that simply by participating in receiving offerings they could help others less fortunate than themselves.

That particular campaign drove a click-through rating more than three times higher than was normal on the company's web site links and an increase in the sign-up rate for their e-mail

newsletter list of over thirty percent! At the same time their catalog subscription rate went up nearly seventy percent with little risk of “dead” deliveries since the people opting in to receive the catalogs were women and interested enough to choose the catalog over e-mail contacts.

All of this free publicity also helped to lower the costs per sale during the campaign by as much as eight-nine percent! By anyone’s considerations that is a successful campaign!

- Don’t be a salesman (or woman) Just as not automatically considering *having* someone’s e-mail address as free reign to send them advertisements is a good policy, is finding ways to personalize your contacts. This ensures that the customer or would-be customer feels that you are really reaching out to *them* and not just to a potential sale.

Simply by using mail-merge features to insert names when available and using your records to focus offerings to the types of items shown to be of interest to the individuals, you can increase response by as much as twenty to thirty percent! In most cases the subject line is one of the most important aspects of this skill.

Simply being able to recognize if something is junk mail or an offering that might be worth pursuing, will go a long way toward avoiding annoyance even if the user isn’t interested. If you DO use mail merge take the time to learn how to use “IF” fields and proper formatting using styles in your coding however. Nothing

ruins the personalization of seeing your name in print as seeing clues such as it being in a different font or seeing "{firstname}" when a little extra effort up front can prevent that!

- Test, track & tweak. Updating and optimizing a campaign and changing offerings to individual users based on their purchases and feedback, is not only good marketing sense, it is vital to the care and feeding of a successful viral marketing campaign. Tracking click-through and conversion rates based on your original customers is just one of the ways you can accomplish this, and having a good database is vital to maintaining and utilizing such data.

Although you can't avoid all negative feelings on the part of some contacts, these tips should help you minimize the number of users who actively campaign against your viral marketing scheme. Plus, they should keep your e-mails from falling into the dreaded "junk e-mail" folders and thus wasting all the efforts you might be taking to get both that person and those they might refer you to as customers.

The next chapter is chalk full of resources you can use to create viral marketing campaigns that work like crazy. Make sure you go through the entire section and decide what might help you get going right now.

Resources For Viral Niche Domination

Now that you have all the information that you need to start creating viral marketing campaigns, you might need some additional help to get your first campaign off the ground. This section is all about giving you tools to accomplish that goal...

I recommend that you check out the first two resources for a way of getting never ending content that you don't have to write yourself for mere pennies on the dollar. If you plan and use this content properly, you could have enough content to cover all of your site content for life!

Some of the other recommendations will help you get setup to accept payments and get an affiliate program going when you are ready to create a product of your own (if you decide that you want to do so). Of course, you don't need to create a product to make money as you've learned through the pages of this book.

Another one of the resources (and the last for that matter) is one that will teach you all of the marketing tactics that you could ever hope to learn. This course isn't something I wrote but one that actually got me started and still fuels me today!

If you are looking to grow your business or learn some new ways of getting traffic and sales, this is exactly what you need!

Private Label Resell Rights Products you can resell as your own

Source #1: [PLR Wholesaler](#)

Source #2: [Resell Rights Mastery](#)

Conclusion

Well, here we are.

You've made it to the end of this book, which means that you now have a whole system in your head for finding niches, analyzing them and getting traffic to them.

If this is your first time reading through the book, as I recommended before you take any action, go back to the beginning and start implementing the manual as you read through it a second time.

This is the absolute best way for you to not only understand what you're doing but also put it into action since you'll have almost a "sixth sense" of what's coming next since you read it once before.

This makes things go much easier for you and almost make them fall into place like a set of Lego's.

However, if this is your second time making it to the end of this manual, that means that you have already read the entire book once and went through and implemented it. If that's you, I want to firmly congratulate you because you have shown that you have the dedication that so few people in the world have.

But let me tell you one final thing that may be the most important thing that I tell you in this whole book...

You probably won't hit the income level that you truly desire and dream of with just one niche website.

If you are there, great but studies have shown that you can only make so much money in a small niche.

If you have dreams of making 10k or even 50k a month, the system that you now have in your hand is the ticket to getting there!

All you have to do is find a few more niches and use the system that you already know to create a site for it!

Best of all, since you read through this book once and then went through it again as you implemented it, you probably won't need this book much anymore.

You will have to come back to it from time to time for a link or a resource but the bulk of the Niche Virus system is engrained in your brain already which means that you are now officially a niche expert!

You are also a viral marketing expert!

You can now advise others on how to do what you've done and charge them a fee to do so if that's your desire for yet another income stream.

No other author is going to tell you to go out and teach the information they just taught you but I'm not worried. I treat my customers right and they continue to come back to me for business so I'm safe.

If you want to start consulting or coaching people on how to do this, please, be my guest. Just remember not to use my text; that is where I draw the line.

To make everything clear for you, I want to put together a short list of the things you can do with this information to make money quickly...

- If you already have a website go through the manual along side your website and make any changes that you find as you do so. This is the fastest way to pump up an existing business and turn a loser into a true winner.
- If you are new, follow the manual exactly as it says and setup your first website. This will give you a complete condensed course on how to setup an online business and start getting traffic to it.
- Start coaching, advising and consulting with other people on how to setup their own niche businesses or setup viral marketing campaigns and charge them a hefty fee to do so (without using my material of course)
- Expand your empire and create as many niche sites as you can so that you have a network of income producing sites that bring

you income every month at the level that YOU decide! This is the key to fulfilling that dream income of yours!

Now that we've concluded the book with some additional tactics and precise ways you can start creating a huge income online, it's time to say goodbye.

Please contact me with your successes or if you have any questions after reading the manual. I always like helping out and hearing your success stories.

Until we meet again...

Sincerely,

Calvin Woon & Jonathan Teng
IM Buzz Creators

P.S. If you like this report, do submit a testimonial at www.IMBuzzSupport.com and we'll feature your testimonial on our site. It will certainly help create massive exposure for yourselves too!



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Recommended Resources

1) How to Get A Domain Name

- [NameCheap](#)

2) How to Get A Hosting Account

- [Hostgator](#)

3) Autoresponder Account

- [Aweber](#)

4) Resell Rights Sites

- [PLR Wholesaler](#)
- [Resell Rights Mastery](#)

5) Affordable Killer Graphics

- www.InstantKillerGraphics.com/discount.php

6) Affordable Sales Letters

- www.InstantCopyBox.com

7) Killer Videos For Your Websites

- www.InstantKillerVideos.com

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