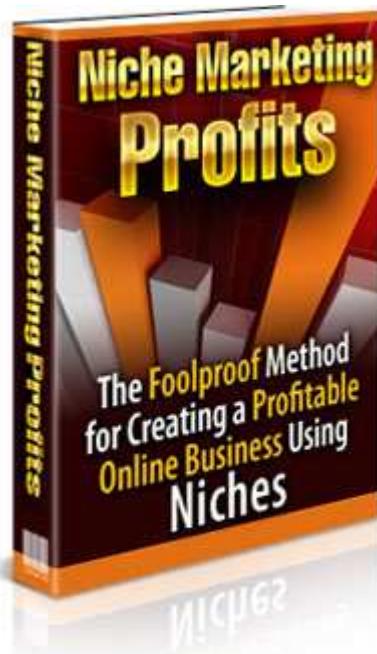


# Niche Marketing Profits



## The Foolproof Method For Creating A Profitable Online Business

By Brett Ingram

<http://www.thinkbigpublications.com>

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## Introduction - Starting Out In Niche Marketing

If you are like most people, you have thought seriously about creating an online business. Thanks to the internet, creating your own business is easier than ever and can be very profitable. Each year, the number of people who are working at home continues to climb.

Most people who got in on the ground floor of online businesses did well in the 1990s and even in the beginning of the century. Now, however, there are too many people all competing for the same customers. In order to be a success in your own online business today, you need to use niches.

Niches are areas that have not been tried by others, or that have only been used to a minimum. In other words, they are not overrun. This ends up cutting down on your competition and giving you a chance to excel in an area where very few others are competing.

In order to succeed in niche marketing, you have to have something different to bring to the table. This can be a product, service or marketing skills. This book will teach you some ways that you can become a success in online marketing using niches.

Everyone has their own special skills and talents. If you truly want to be a success with your

own online business, you should utilize your own special set of skills so that you can use them to create your own niche in the wide world of internet marketing.

## **Chapter 1 - What Is Niche Marketing?**



Niche Marketing can be defined as when you are marketing a product that is not being marketed by mainstream business. When someone begins a business in the niche marketing sector online, they are going to be concentrating on a business that can be a specialty market. Not too many people are using or understand what it is. Most of the niche marketing businesses online are services of some nature that someone would have a difficult time trying to attain offline.

Niche marketing is a specialty. If you ask 10 people on the street what SEO writing is, chances are that they will have no idea what you are talking about, let alone how to market such a business. If, at a dinner party, you tell someone you are in business implementing cold fusion for clients, be prepared for questions. Or they might just politely nod and walk away.

The internet has changed the way that we do business with one another and has broadened the marketing field more than it has ever been before. Years ago, marketing consisted of a few basic rules and Madison Avenue executives. Today, there is more of a call for niche marketing than ever. This refers to not only niche services business on the internet, but also the marketing of such business.

No longer do you have to be a Madison Avenue executive to become a marketing expert online. You simply have to understand the markets, understand who has a need for the product that you are marketing, and use the marketing principals that you learned in High School to market it to them. It is very easy. The trick is to find the target market.

Niche marketing involves marketing products that are not well known in the mainstream. There is an old saying that when you are selling something, you should sell something that everyone needs all of the time to make a fortune. However, this does not apply when it comes to the niche marketing. With niche marketing, you are selling a specialty product that few people need .....but all of the time. This means that you have less competition in your field and more chances at procuring customers. In today's highly competitive world of marketing, niche marketing is the place where you want to be.

In this book, we will discuss some examples of niche markets that anyone can get into as well as niche marketing strategies that you may have never even heard about. After reading over all of the information, you can then decide if niche marketing is for you.

## **Chapter 2 - Why Use Niche Marketing?**

Why should you put your business capital and energy into a product or service that no one wants? Is this a prudent business practice?

For most of our lives, we were told that the more people who wanted our product, the better our

chances of becoming successful. We are given examples of mainstream businesses and marketing plans that have worked throughout the ages. Why would we want to get into something that is a little off center?

One reason is to avoid getting lost in the throngs of competition in the mainstream marketing place. Think about real estate investing, for example. How many ads have you seen throughout the internet and even off line for real estate investors? If you are like most people, you have seen thousands. And each real estate investment course, that cost thousands of dollars, is something that you have seen a hundred times before. It is basically the same old information that has been repackaged.



When you think of it, there are only a few mainstream marketing ideas that have been floating around the internet since time began. There are many people who have formed businesses with these ideas. There are thousands of real estate "gurus" out there willing to let you in on secrets that only they (and 1000 other people) seem to know. All for a few thousand dollars.

Some of the most popular internet businesses involve:

- Real estate investing
- Self improvement
- Attracting a mate
- Selling music or DVDs
- Selling medication from other countries
- Get rich quick schemes

All of these businesses seem to prey on the weaknesses of others and all are very easy to market. There are even businesses that are solely dedicated to your own online marketing businesses. They sell services such as publishing your e-books and sending out your electronic ads. While some of these businesses make decent money with their product, the rest are just a tiny fish in a big sea. It is better to be a big fish in the big sea...or even a big fish in a small pond if you are going to be able to successfully market your business in today's internet environment.

The main reason for someone getting into a niche marketing internet business is to have a specialty product or service that is not offered by many other people. This should be a product or service that people need but cannot just get anywhere. This gives you the marketing advantage because you have cut down on your marketing competitors considerably.

An example of niche marketing is the old Equal Sugar example. When Equal sugar came out in the 1980s, it was given a patent for a certain number of years to sell their product that was an artificial sweetener containing aspartame. This was different than the products that contained saccharine, which was known to cause cancer in laboratory rats.

Back in the 1980s, there were only two sugar substitutes on the market. There were those containing saccharine which left a bad aftertaste in the mouth, and Equal Sugar, which held the

pattern for aspartame. Because Equal Sugar had something that no other company was able to get (at least for a while) they were the premier sugar substitute in the United States. As a result, Equal Sugar, in the 1980s, cost about \$6 a box. This was an astronomical sum when you compare it to today's sugar substitutes.

Equal Sugar enjoyed being part of a niche market for quite some time. Until the patent ran out on aspartame and other companies got their hands on it. Today, you will pay about \$2 a box for Equal, although you have probably moved on to one of the more popular and modern types of artificial sweeteners.

While you cannot rely on a government patent to keep your niche marketing product exclusive, if you begin a business in a field where not too many people are treading, you can build a brand that people know and trust and be that much more ahead of your competition when they eventually invade your territory.

## **Chapter 3 - Some Examples Of Niche Marketing Today**

What are some examples of niche marketing today? This is hard to say because today's niche marketing products and services are all tomorrow's mainstream products and services. Suffice to say that niche marketing today involves unique internet businesses. They range from technical expertise business to more creative markets.

If you know how to do one of the following, you may be able to start a profitable internet business:

- Create a code that allows someone to download an e-book instantly after paying;
- Create codes that will not allow anyone to share e-books with one another
- Provide e-mail marketing for clients
- Create a server
- Manage a dedicated server
- Write copy or SEO articles
- Create search engine optimized keywords
- Build websites and sell them
- Format e-books
- Create online graphics
- Use affiliate marketing



These are just a few of the niche marketing ideas for starting our own successful internet business. They all have one thing in common - they are reliant on the internet and they all work towards marketing a product for internet marketing.

The reason these are all viable niche marketing businesses is because the internet is flooded with mainstream marketing. Just about everywhere you turn you will see some type of marketing concept aimed at trying to

sell you something. Most people are becoming very sophisticated when it comes to being targeted by internet marketers and they simply delete e-mails that they are not interested in and put their pop up blocker on when they are online. This way they are not bothered by ads for doses of Viagra or controlled substance drugs from other countries.

The people who are making money today online are those who are operating in a niche market or are concentrating their businesses in developing niche marketing strategies. You do not have to be a computer genius in order to succeed in this arena. You do, however, have to be able to think outside the box and come up with some creative ideas for marketing products as well as which type of products should be marketed.

One way to come up with an idea for a niche market is to think of a need that you think people need to have fulfilled and look to see what type of product or service is being sold online that is solving this issue for them. If you do not see any viable sources, or only a handful, you have found a niche market. This is something that is yet untapped by the masses and, with clever marketing strategies that are not ordinary, run of the mill marketing plans, you may be able to tap into an untapped market.

Yes, selling something online that everyone needs all of the time is a way to become successful. It is a way to make money in any business. But thinking outside the box and coming up with a niche marketing idea that people can use but have yet to be introduced to, and getting in on the ground floor of such an opportunity is the way to become a millionaire.

When you think about niche marketing, think about Bill Gates. Gates was a college drop out who had an idea that computers, which operated in DOS mode until the early 1990s, would be easier for everyone to use if there was a way to make them more user friendly to the average person. He created Windows. If it was not for this “out of the box” way of thinking, many of us would not be on the internet today and many people would not have businesses or jobs. Bill Gates thought outside the box, created the ultimate niche marketing plan and is the richest man in the entire world.

## **Chapter 4 - Some Reasons For Niche Marketing**

There are two reasons why you should use niche marketing. They are as follows:

- You do not want to have to compete with thousands of others doing the same thing;
- You have an idea that is unique and that no one else seems to have.

Both are viable reasons to start a niche market business online. However, in order to adhere to the first reason, you have to have something going with the second reason. In other words, you have to have a product or service that is far from common.

When the internet first began to become popular with the average person in the 1990s, there were opportunities abound for various businesses. Just about anyone could make it selling different products. Many people began businesses on sites like



eBay where they sold music, books and films and created their own internet business. Then more people started to do this. And more. Pretty soon, this became a very competitive field. While selling electronics and entertainment is still the most viable option on the eBay market, it is strongly competitive and not a businesses recommended for anyone just starting out.

Today, there is tremendous competition for all business properties online. If you do not have something special to sell, expect to compete with thousands of other prospective business owners.

It is said that more than 80 percent of first business ventures fail within 2 years of inception. Internet businesses have even a stronger failure rate. Although the internet gives you an opportunity to sell to people all over the world who would never visit your storefront if you had one, you are still competing with thousands of others who are essentially selling the same thing as you. It is a tough market.

In order to stand out in this market, you have to either have a novel business than no one else has or a unique way to market the business. Both can be described as niche marketing. You should use niche marketing if you have a lot of creative energy, are willing to try different concepts and are looking for a way to carve, shall we say, a niche in the internet marketing world.

A niche is something of your own that is nearly exclusive to you. When you come up with some idea that no one else has, the internet is the best way to get the word out to the masses about your product. Prior to doing this, you should patent your product with the United States Copyright Office. It is not difficult to patent a product, although you do have to have an actual product to be patented and not just an idea.

Once you have a patented product, you can start to advertise your niche product on the internet and look for sales. You will be a breath of fresh air in what is rapidly becoming a stale market. Many of the marketing products that are advertised online today have been around for hundreds of years and have just been re-packaged.



Another way to find your niche to make money in your online business is to use a tried and true product but market it in a creative and unique way. This is not anything new and has been around for years, but creative niche marketing is something that has always brought results. Even if your product is as old as the hills, if you find a way to market it in a creative and new fashion that will appeal to the masses, you can make as much money as if it is a brand new product.

Which is right for you? If you have a unique product for your internet business, you will want to use tried and true marketing plans to promote the product to as many people as possible. You will, of course, still look for your target market and zero in on them. You do not want to waste your marketing time or money on people who will have no use for your product.

If you are selling products that everyone else is also selling online, you should come up with

some different marketing strategies so that you can advertise your business by putting a different spin on the advertising and getting your word out to as many people as possible.

## **Chapter 5 - Coming Up With Niche Marketing Products For Your Online Business**

If you want to have a successful online business, you should come up with some products or services that are not offered by everyone online. By marketing these products or services, you will have carved out a niche in the online business world. This is a recipe for a successful online business.

In order to figure out what you should sell online for your online business, you should first take a look at what is currently selling and do a study of the needs of individuals. What are some of the products that people are selling online? What are some of the needs for the everyday person? How can you help them with their business? What type of product or service would enable them to sell more or make their business run more efficiently.

One way to be successful in business is to think about the other person before you think about yourself. If you think about how you can help other individuals, you will most likely come up with a good plan for your own internet business. This is an old concept of thinking which still rings true today. Think about how you can help others and your business plan will fall into place for you.

A typical case of someone who came up with a niche business in this manner is the real estate guru. Twenty years ago, no one knew what a real estate guru was or cared. Today, we hear this term very often.

A real estate guru is someone who, allegedly, has had vast experience in buying and selling real estate and in real estate investing. They have made their fortune in this market and now feel compelled to share their secrets with you. For only \$1,000 and up. To understand how this is a niche market (and a very profitable one at that) you should examine the concept of this plan:



- The internet business plan is cheap to start up. Printing brochures and creating DVDS and audio versions of the “courses” is simple to do and has nominal costs. This is why we have Kinkos.
- The niche marketing plan targets individuals who want to get rich and quick - using a tried and true strategy coined by Circus huckster PT Barnum
- The concept was relatively new - teaching someone to invest in real estate? Giving secrets of how to invest without money? Unheard of before the 1990s.
- Using tried and true marketing plans (the bandwagon strategy was very popular) with testimonials of those people who were down and out until they found these tapes and became millionaires overnight.

The real estate investment guru marketing plan became a huge success overnight. People were shelling out thousands of dollars for “investment packages” that promised them that they, too, could make a fortune overnight in the real estate market. As a matter of fact, so many people got into the investment market that they actually created a false demand for the housing market that was contributory for the bubble bursting.

The real estate investment niche was a valuable internet business when the internet first became popular with consumers. But, like every other market, it soon became saturated with other real estate gurus who were also selling their ideas on how to make money in the real estate market. Pretty soon, everywhere you turned there was someone trying to break into this market. The real estate investment market is no longer a niche market. Too many people are involved. A niche market has to be something special.



Another aspect of the niche market is that it only appeals to a small segment of the population. If you are selling how to kits on refurbishing antique automobiles, this would be considered a niche market. It would meet all of the criteria because it only appeals to a certain segment of the population and you do not see a lot of people who are selling such kits online. As a matter of fact, the information in this area is very limited. Anyone who knows something about cars can find a good niche marketing business online if they put together a guide on how to fix your own car.

The two main aspects of creating a niche market business is to find something that you know quite a bit about and then sell it to those who would like to know more about the product or service.

Niche marketing does not have to only be products that are being sold. You can also sell services. The real estate investing products are also a service as they teach someone how to do something that they would not otherwise know how to do.

If you have a special service - whether it is technical or creative, you can find a niche marketing opportunity online. A special service is anything that is above and beyond the ordinary. If you are a traveling pet doctor, for example, this would be an example of a special service that not everyone offers. You would want to get the word out about your traveling pet service to as many people as possible.

Suppose you make up gift baskets for people who are terminally ill. Not a pleasant type of business but one that is necessary and would be of use to a certain segment of the population. Most people have no idea how to talk to someone who is terminally ill or what to give them as a gift. Yet they obviously want to make their last days as comfortable as ever.

Making up gift baskets for the terminally ill is a very viable niche market business. This is not something that many people do for a career and can be a good internet business because there are not too many people doing this type of service. Yet there is a need.

Whenever there is a need for a service and a void in fulfilling the service, you have a niche. It is up to you to find that niche and use it to prosper. Again, if you concentrate on helping other people instead of just making money, you will find a better way to market your product and a more viable niche in the market as well.

Coming up with niche products or services to sell in today's internet market is not difficult if you exercise a little imagination and are very much in tune with what is going on in the world today. Before you come up with an idea, take a look around and see what the current needs are in the market. See who is fulfilling the needs (if anyone) and try to figure out a way that you can fulfill those needs for individuals. When you think about the internet business as a way to help others , you will have more success in the niche market or any other type of market than if you just think about ways to help yourself.

Use your imagination as well as your natural talents to see what you an do to help others with their businesses or products online. Do you have a marketing plan that is unique and where you can promise to reach more people than ever? Are you tech savvy and understand how to incorporate codes into products to make them more marketable? Do you know how to write copy for press releases or other types of marketing vehicles? Are you familiar with trends to the point where you an offer consulting services? All of these can be considered niche markets.



In order to understand niche markets, you have to have a good handle on the market today. Once you are aware of the current internet market situation, you can speculate on where it is going and where it is likely to be in the future. This is when you can create a successful niche market for yourself.

There is nothing more rewarding than working for yourself. It is more than just not having someone to answer to - as a matter of fact, that assumption is false - you always have someone to answer to if you are a good business person - your customers. It is more about the idea of being able to be financially rewarded for your own ideas and hard work. In order to create a successful internet business, look into yourself for your talents and strengths and seek to carve out a successful niche market for yourself.

## Chapter 6 - Using Affiliates

Affiliates are people or businesses who sell your product or services for a percentage of the profit. The affiliate program works well if you are selling anything electronic online, such as an e-book, because everything that you collect for the book is just about profit. Because an e-book is transferred electronically, it does not have printing costs or even distribution costs.

Affiliate marketing is one of the best ways to market your product online. When you use affiliate marketing, you can market any type of product, whether it is a special niche product or service or a mainstream product. Affiliate marketing entails that you give a percentage of the profit to the affiliate. The affiliate will put your product link on his or her website and perhaps

write blurbs about the product. They may use SEO content in their website to attract potential customers to your website so that they can possibly sell your product.

One website where you can go online to find affiliate marketing partners is Clickbank. Clickbank has lists of affiliate partners who will be glad to market your product online. You can advertise your niche internet product for free to the affiliates and offer an affiliation for the product to anyone on the site. Generally, the greater percentage that you offer them, the better your chances of being picked up by an affiliate.



The normal percentage to offer an affiliate for an e-book is 50 percent. If you offer more than that, you will have more success in gaining affiliates and thus have the potential to sell more products. If your product is unusual and in a niche market, you will have a greater opportunity about getting the word out about your product through affiliate programs. The internet is a vast place and it is impossible for you to reach all of it on your own, no matter how unique your product or service is. This is why you are better off to use affiliate marketing.

Keep in mind that the percentage given to the affiliate comes from your profit. If you have a tangible product, such as a gift basket for the terminally ill, you will want to give less of a profit to any affiliate as the 50 percent affiliate fee will greatly reduce your profits and may end up out pricing your gift baskets. The 50 percent affiliate fee is usually the rule of thumb for electronically transferred products, such as e-books, which cost the distributor nothing. When it comes to actual tangible products, you can offer as little as 10 percent or as much as 20 percent. If you have a truly unique product, affiliates will still clamor to ride on your gravy train.

This is not to say that affiliates just take and take - not true. They often offer a different perspective and advertising opportunity for you. They also take a lot of the burden in advertising your product from you. An affiliate program works well no matter what type of product or service you are offering as your internet business. It also allows your business to grow.

Take advantage of the affiliate programs that are available online on sites such as Clickbank. Keep in mind that you really have nothing to lose - an affiliate only gets paid if they sell the product.

## **Chapter 7 - Using Independent Distributors**

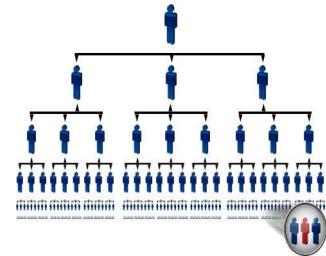
One way to get your niche market product or service really rolling is to use independent distributors. Independent distributors usually operate a lot like affiliates in that they get a percentage of the profits when they make a sale. The difference between independent distributors and affiliates is that the independent distributors have a vested interest in the product as they have actually purchased the product and are trying to sell it themselves.

Independent distributors only work well when you have a tangible product to sell. For example, Xango Juice is one of the most popular independently distributed health juices in the world. It was developed by a Utah citizen who, as legend has it, went to the Southeast and discovered the

healing potential of the Mangosteen fruit. He decided to market the juice in the United States and then try to sell it.

Trying to market the juice to health food stores proved to be not as profitable as the Xango Juice developer would have hoped. On top of that, the secret about the Mangosteen juice was getting out. Other larger health food distributors were making their own brands of Mangosteen juice and selling it. The small, independent proprietor of Xango Juice realized that he could not compete with established juice manufacturers who had been in the health food industry for years and had more marketing power. So he came up with an idea to allow independent distributors sell the juice for him.

Independent distributors not only sell the Xango Juice to individuals, but they also sell the opportunity to sell the Xango Juice to other potential distributors as well. This creates a down line. The person at the top of the line, who is the developer of the Xango Juice, doesn't have to lift a finger. He only has to supply the juice to his distributors who get a percentage of what they sell as well as a percentage of what everyone in their down line sells.



Another way for using independent distributors is called multi level marketing. This can work well whenever you have a product that is slightly unique and where you want to create a viral buzz about the product. Today, Xango Juice accounts for more than 80 percent of the Mangosteen juice that is sold worldwide. It is not only sold in the United States, but all over the world. Because the owner of the company decided to think outside the box and try an alternate plan to distribute his unique product in a market that was very competitive, he became a very wealthy individual.

Many people feel that multi level marketing is a pyramid scheme and is illegal. This is wrong. Pyramid schemes are illegal, but multi level marketing is totally legal. The difference between a pyramid scheme and multi level marketing is that a multi level marketing plan has something that they are actually selling.

The reason that a multi level marketing plan, or an independent distribution plan works so well in a niche market is to enable you to spread the word about your business. This is the best way to get viral exposure to your business. You just have to be able to structure the plan so that you still make a decent profit off of the top. You will also be entitled to a percentage of the profit that anyone else is making off of their sales.

You should retain control over the product from the independent distributors and require that they sell only your product. After all, this is your name that is at risk as well as your brand. You work hard to develop a brand and you do not want someone coming along who is going to give the brand a bad name. For this reason, many business owners who develop independent distribution marketing for their businesses put people through a sales orientation about their product and continue to supply them with information on how they can get their sales to grow. When you have independent distributors working to sell your niche market product, you can have the best of both worlds - employees who are loyal to the brand and who have every

incentive in the world to keep it moving and growing but without the obligation of having to pay them as employees. Independent distributors work as independent contractors. This means that they are responsible for their own insurance, taxes and retirement programs.

Xango Juice is one of the most current examples of how independent distribution worked to get the word out about a company that had carved an niche in the health food market. Unlike their competitors, Xango Juice only distributes Mangosteen juice and nothing else, But they do comprise a good percentage of the market for this natural fruit drink that is loaded with antioxidants.

## **Chapter 8 - Marketing Your Niche Market For Free Online**



There are various ways that you can market your niche online without it costing you any money. The most common way to do this is to use news article advertising. When you have a unique product or service, the best way to draw attention to the product is to write a news article about it. This can be published in a variety of different online sites for free. It can be a valuable way to introduce a new product to the public.

Two places where you can publish free articles online are [www.ezinearticles.com](http://www.ezinearticles.com) and [www.associatedcontent.com](http://www.associatedcontent.com). Of the two of these, Ezine is better because they allow you to use a text box to advertise your website where people can learn more about your product.

When you are writing a news article about your product, you have to make sure that it sounds like real news. Using the example of the gift baskets for the terminally ill, you can write an article about the idea of such gift baskets and what type of products should be included. As a matter of fact, you can do an entire series about gift baskets and gifts for people who are very ill. This is not something that you see all of the time online and such articles would be published on these sites as long as they do not have an overt sales approach. In other words, you will not be able to mention the name of your website or your business in your article. You will not be able to include any links in the article as well. The purpose of the article is for information only.

Whereas Associated Content will allow you to write as many articles as you want about the gift baskets, the Ezine site will limit you to 10 free articles. After that, you will have to join the site and pay to publish more articles.

When you are writing informational articles, the purpose is to have your articles picked up in the search engines. The way to do this is to use keywords that relate to your business. In the case of the terminally ill gift baskets, gift baskets, dying gifts, gifts for dying people, terminally ill gifts, sick gifts and other types of keywords would be used in the article. The purpose for this is to allow your article to be picked up in the search engines.

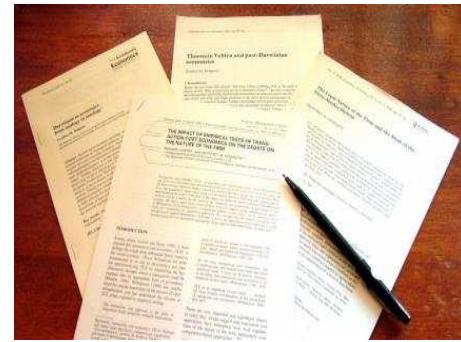
Suppose, for example, someone has an elderly relative who is very sick. They want to get them a gift basket to send to the hospital but have no idea what is appropriate. They may pull up the Google or Yahoo search engine and type in words like those above. If you have enough

keywords placed strategically throughout your article, as well as in the title, your article will appear in the search engines.

The person looking for ideas pulls up the article and sees an article about giving gifts for people who are very sick. This is the information that they are seeking so they continue to read it. Then see that there is a business that actually deals with this sort of thing - something that they never heard of before - and decide to do a bit more investigating. They log on to your website which is posted in your text box and you have a potential customer.

Using information articles is a great way to advertise your product to those who are serious about purchasing your product online for free. There is no cost to submit articles on these websites. The main objective is to get the article picked up in the search engines so that others can discover not only the article, but the website that is sponsoring the article (which is your niche market).

You do not have to be a great writer in order to write an informational article for one of these websites. Just make sure that it is not filled with typos and grammatical errors and you will be fine. You can submit it for approval and it should go live in about 7 days. You should not limit yourself to using only these two sites. There are many other sites like this that will not only publish your article, but also allow you to incorporate links into the article as well.



By proliferating the informational sites online with your informational articles about your niche market, you can effectively create a buzz about your product, get some free publicity for your product and market your product online. When you have a unique market product such as a niche market, you can generate more interest on these sites as they are normally inundated with articles about mainstream marketing ideas. When you come up with something new, this is an ideal way to get the word out.

Other ways that you can market your unique niche market product online without it costing you any money is to create a buzz on some of the social networking sites. Social networking sites such as MySpace and Facebook are to be used strictly for social networking. However, by being a little clever and a step ahead of the game, you can create a buzz easily on these sites.

Most of the social networking sites have forums. This is one way for strangers to get to know one another online. Another positive aspect (for you) about these sites is that just about anyone with an e-mail address can sign up to be part of the site and create their own page as well as participate in the forums, and pretend that they are just about anyone. You can, if you have a few minutes, easily create 10 accounts on FaceBook or MySpace.

So what do you do with the 10 accounts, each with a different personality attached? You head off to the forums and create a buzz. Your 10 different personalities can talk to each other on the forums. They can talk about the latest thing that they just heard about, which just so happens to be your niche market.

You will never want to advertise your own product on the MySpace forums as people tend to get disgusted with this type of practice. But you can use the site to create different personas who will discuss your product at length in the forums. You can keep logging on and off as different people and continue to talk about the niche market.

Using the same example about the terminally ill gift baskets, someone named Mary could log on to the MySpace forums and announce that her aunt is dying and she wants to get her a gift but doesn't know what to do. She asks for help from the MySpace forum.

One of your other personalities can answer her with an inane answer before another personality posts the link to the website for your gift baskets and says that when their grandfather was dying, they went to this place and they made them up a great gift basket.

You can continue to post back and forth in this forum so that it stays at the top of the posts for a while. You may even get others to participate.

Is this dishonest? No more so than anything else that transpires on MySpace. All marketing is planned to get someone to buy something using a variety of different tactics. This is just another tactic of how you can use a social networking site to generate a buzz about your product. And it doesn't have to cost you any money.



Still another way to market your product in this manner is to use chatrooms. Just as you can post comments on forums, you can also do the same in chat rooms. You will want to make sure that you find a chat room that will contain an appropriate target for your niche market and then use the same tactics to create a buzz. If you go into the chat room and tell everyone that you just started a business, people will be very quick to put you on ignore. But if two or three people are excitedly discussing the businesses, it is

human nature to want to know what the fuss is about. This is called "jumping on the bandwagon," or "the bandwagon effect" and it is one of the oldest marketing methods known. Best of all, it has worked well for years.

## **Chapter 9 - Using Video For Your Niche Marketing**

Another way that you can advertise your product online for free is to take advantage of modern technology, especially the camcorder technology and post your video on You Tube. With a little imagination, you can create a commercial that will advertise your product and upload it onto this free internet viewing site. You Tube is free to use and free for anyone to view.

There are forums, ratings and a community on the You Tube site. The same way that you can create a buzz about your business using different personas on the social networking sites, you can do the same regarding your video on You Tube. The more people who see the video, the better off for your business. If you have a truly unique niche market, you are bound to attract more people to your video.

People are naturally curious about new ideas and businesses so they will most likely click on to the video so they can see what all the fuss is about. Once you learn the concept of using the bandwagon marketing technique, you can create a buzz about your business just about anywhere. The more people think that others are interested in what you are doing, the more they will be interested in it themselves. People do not like to be left out and are quick to hop along a bandwagon. Use this to your advantage whenever you are marketing a product, especially in a niche market.

You Tube can be more effective than MySpace because the videos, if they are clever enough, are often e-mailed to friends and family. Do you know those e-mails that you get that are e-mailed to 100s of people and contain the same jokes that you've heard since grammar school? You can get the same effect with You Tube only your product will be something fresh and new.

In addition to using your video on You Tube, you can also post it on your website. Make sure that your website is exciting, fresh and that it always changes so that you can continue to keep it updated in the search engines.

## **Chapter 10 - Become An Affiliate For Niche Marketing**

So you don't have anything that you can think of selling or doing, but you still want to go into a niche market on the internet. Do not fret. The only thing that you need to get started is a website. A website is easy enough to register, get hosted and also build. Years ago, you pretty much had to be a technological wizard to be able to build a website. Today, it is very simple to do. Just about anyone can build a website for themselves using templates that are available in just about every venue.

If you have no idea what to sell on your website, try this - just be an affiliate. Take a look at some unique online businesses than can be described as niche markets and become an affiliate for them. It does not cost anything to be an affiliate for a website so you have nothing to lose and everything to gain.

When you become an affiliate, you will agree to the terms of the website for which you are an affiliate. This should spell out the amount of money that you will receive for each sale and any other stipulations. Make sure that you read the terms of the agreement carefully.

For each person who signs up for the site or who purchases a product, you get a percentage. This can work very well since you have no vested interest in the product at all. You have not spent any money on the product nor have you spent any money on advertising. You do not need to. You need only post the affiliate link on your website and direct people to the link.



How do you direct people to the affiliate link? Very simply, by writing content on your website touting the niche market product. Just as anyone else can write articles and put them on Ezine

and Associated Content, so can you. You can write articles that are chock full of SEO content and direct people to your website. Once there, they can click on the link and go to the website for the niche market product.

Some affiliates disguise the affiliate links on their website so that they look just like regular links. The word an article around the link and incorporate it right into the website. This can be a good way to direct people to the business of which you are an affiliate.

You do not have to limit yourself to one affiliate link, either. As a matter of fact, you can have several different links on your site of which you are an affiliate. You can set up your site as a directory of sorts for businesses in the area, unique businesses, or anything else that can possibly link them to one another. Your articles that you write should be generated to get people to go to your site so that they can see your director of links.

It is very important, if you are deciding to become a niche marketing site on your own, that you direct people to your website. You will want them to visit the sites of which you are an affiliate through your website. For this reason, instead of listing the actual website names, you may want to include a hyper link in your copy. A hyperlink will be able to direct them to the site of your choosing simply by them clicking on the highlighted words. This will enable you to get an affiliate fee for the site.

If you can think of a unique directory that is not very common to see online, you can then start a niche marketing site. Your website directory will be very much different than other directories and will cause people to take a good look. Naturally, the better designed your website, the better it is for you. If you can incorporate graphics and video as well as sound on your website, the more professional it will look.

One caveat to becoming a niche marketing site is that you do not want to have too many affiliate links on your site. The affiliate links that you do have should all be related to one another in some manner and should not be the entire website. This type of site is often called a link farm and is not something that people will want to seek out online. Your website should have affiliate links, but it should also provide valuable information that people who are visiting the site can use. When everything is related to one another on the site, it ties everything in together and does not make it look like you are simply looking to make money from being an affiliate. You can tie everything in together and make it look like an information website.



The primary reason why people go online is to get information. If you can provide them with the right information that they need, you can open up the doors for a niche marketing opportunity. Whether you decide to sell your own marketing product or service or if you decide to become an affiliate for another business, you are going to have to provide people with information to draw them to your website.

By having search engine optimized keywords and content on your website pages, you will raise your website higher in the search engines. Never allow your website to go stale. Continue to

add new content and information so that you remain on the first few pages of the search engines and people will be able to find you online.

## **Chapter 11 - A Niche Market Vs. A Broad Market**

So which is better? A market that appeals to only few people but one in which you can easily dominate, or a market that appeals to the masses but one where you are a small fish in a big sea?

The answer to this question lies in your talents and abilities. Much has to do with what you really enjoy doing and whether or not you want to just make money or also introduce a new product to the public.

Imagine if everyone felt that it was safer to stick with tried and true marketing plans and products. We wouldn't have most of the products that we have now. It is important to be diverse, have an open mind and be able to use your imagination to try different things.

Those who are conservative when it comes to matters of business, which encompasses most of the people in the world, will most likely choose to stick with a business plan that has been proven through the ages. They will want to sell a certain type of widget that has a good track record with regard to sales and will not be that much of a leap of faith.

Those who are more innovative might be more inclined to sell a product that is very different and specialized. They may not be able to reach the masses, but because their product is unique and not that many people will be selling the product, they may have a better chance of being able to market the product to their target market. In order to really succeed in a niche market business, you have to do the following:



- Understand your target market
- Understand how to reach your target market
- Stick with the target market when starting out your business
- Develop your brand

We can break these down one at a time so that it can be easier for anyone just starting out in such a business to understand:

### **Understand your target market**

When you have a broad market business, your target market encompasses just about everyone. If you have a gift basket business, for example, you have a broad target market. Just about everyone gives gifts to people once in a while, at both the personal and business level.

If you sell only baskets for the terminally ill, your target market is significantly reduced. You are only interested in targeting people who have a relative or friend who is very sick and for whom they wish to purchase a gift. You have created a niche in the market. While anyone who sells gift baskets can make them up for someone who is sick, you have a specialty businesses that

only makes up gift baskets for the terminally ill. This will induce customers to come to you because they will believe that you can do something for them that other gift basket designers cannot. You are a specialist in this field. You have created a niche.

Naturally, your target market is significantly smaller than those who would order gift baskets for any occasion. But because you are able to concentrate on your niche, you will be able to give better service and use better marketing techniques for your target market. In other words, you would not contact one of your customers with "exciting new and fun gift baskets." You would be more sedate, more sympathetic and your gifts would be more of a somber nature, as would your advertising. This enables you to reach out to your target market in a more effective way than if you were just selling gift baskets.

### **Understand how to reach your target market**

While it is imperative that you know your target market, this information is useless if you do not know how to reach them. You will have to find places where people in your target market are more likely to find you. In the case with the gift baskets, you may discover some online sites where people are discussing how to cope with ill loved ones. Naturally you will want to be tactful and sedate when you approach such individuals as this is a very delicate subject matter.

No matter what your niche market, you can probably find a website that is devoted to it. There is a website for just about everything in the world and everyone. Do you remember the "Professor" from Gilligan's Island? There is a website devoted to him. If you look hard enough, you will find probably more than one website that is dedicated to your niche market product or service.



By joining such a website, you can then be privy to others who are more likely to be interested in what you are selling. Take the Gilligan's Island website, for example. Suppose you sell stills from television shows and have a bunch of memorabilia from this television program. Going to such a site would be a better way to sell the memorabilia than to auction it on eBay, where you will have to pay a fee. You can go right to your target market and lead them to your website. Chances are that if they are that obsessed with Gilligan's Island, they may be obsessed with other television series from that era, of which you can also find websites to match.

Take a look online for websites that are devoted to something similar to what you are selling in your niche market and join the site. You can introduce your products and your website in the forum and go right to the source. This is one way to find your target market.

### **Stick with your target market**

You may be tempted, after carving out a niche, to start going into different directions. After all, you may feel that you are missing out on some opportunities to make more money if you are

only concentrating on your niche.

The way to be successful in niche marketing online is to stick with the product or service that you are offering. This is not to say that you can never allow your business to grow. To the contrary, you will want your business to grow. But you want to first establish yourself and your business firmly in your niche before you start branching off into different areas.

An example of this is the Chia Pet. Everyone in the United States knows the Chia Pet. It is a clay pot shaped like an animal that you spread seeds on and water. The seeds grow and give the pot the appearance of being a wooly animal. This kitschy gift was and still is a popular favorite around the holiday season.

The Chia Pet was introduced about 30 years ago. It became a staple in American tradition. Just about everyone had a Chia Pet. It was one of the most, if not the most, useless items on the market. The seeds grew weeds and the “pet” had to be watered. More often than not, the item was tossed out after the weeds started dying and falling all over the place, creating a mess.

The Chia Pet soon became an annual tradition for some folks around the holidays, creating a unique niche market.

As the years progressed, the Chia Pet soon began to develop into different products, including the Chia Head. This was a unique niche market that did not go too far from the original market but was able to branch out. Because of clever niche marketing, the Chia Pet continues to thrive as a favorite gift around the holidays.

### **Develop your brand**

You have to be able to develop your brand when you are marketing anything and this is especially true in niche marketing. When you are developing a niche market, you will want to build a brand. A brand similar to a trademark. It is a special service or product that you provide and that people associate with your company.

When you develop a niche market, you should think of how you would like the market to produce in the future. Of course your objective will be to grow the market - as it should be with any good business. But you want to be able to grow the business in a certain direction. You do not want to go willy nilly in every different type of direction or else you will end up just chasing your tail.

Starting out your business is exciting, but you should also have a goal in mind when you begin. Having a goal is an important step towards building a reliable brand. Each step that you take in the direction of growth with your business should be one towards continuing to build upon your brand.

Remember when you are creating a niche market that you



want to stay true to your original intent for being in business. If you are choosing a niche market, you are choosing to specialize in a certain field. Do not be swayed into going into a different business that is more popular with the public. Continue to persevere in the niche market and seek out your target market so that you can become a success in what you are doing.

## **Chapter 12 - Growing Your Online Business Using Niches**

We have discussed starting an online business using niches that are basically holes in the market that are not covered. But you do not have to limit using niches just to start a business. Even if you have an already established online business, you can use niches in the market to make your business grow.

Think about your business and the customers that you service. Is there a common complaint that the customers have? Is another company servicing them better or are all of the customers in the same boat?

You can pull ahead of your competition if you manage to isolate a need that customers who support your business have and then cater to that need. When you do this, you are carving out a niche for yourself and your business in the market. Your business will stand a bit above the rest because you are doing something that other businesses are not doing.

As you continue to offer additional service for your existing and new customers, your business competition will most likely catch on to what you are doing and then start doing the same thing. There are many things that you can copy and patent, but ideas do not count. You can have an idea, be the first to implement it, but that does not stop your competitors from also doing the same thing for their customers.

The trick to growing your business using niches is to stay one step ahead of the competition. Never let your business grow stale. Always be in tune with what your customers want from your business and think of different ways that you can cater to their needs.



McDonald's Corporation is a good example of a business that has used niches to continue to expand. They could have stayed in business making hamburgers and fries, as this was what they were known for. But they continued to watch trends and soon found that some people preferred to eat chicken rather than red meat. They began making different types of chicken sandwiches and nuggets to appease their customers. They carved out a niche in the burger industry that was soon copied by other fast food restaurants.

Today, McDonald's sells more chicken than KFC - quite a feat, especially when the chicken aspect of their business was merely just an example of them filing in a niche to continue to grow.

You may not be on the same business level as McDonald's but you have the same opportunities to allow your business to grow by following trends and looking for niches in which to further develop your business. Do not be afraid of failing. McDonald's lost millions of dollars in failed marketing products that they tried in different niches, but they continue to remain the fast food giant today.

## **Chapter 13 - Is Niche Marketing For You?**

If you want to create a profitable online business, you should use niches in the market. This enables you to find something that you like to do and exploit it. If you tap into a talent or gift that you have and use it to all it is worth, you will not even feel as though you are working.

Because there is so much competition in the online business field today, if you want to succeed in an online business, you are going to have to use niches. Chances are, if you are in business for yourself online, you have already carved out a few of these niches without even knowing it.

Remember that you are not the only person who is thinking about being your own boss and working online. Many people want to do this, but have no idea how to go about it. Your niche, or niches, that you create can be those in which you feel you have a special talent, or those where you feel there is a special need. There are many different niches that are not being filled by businesses today. And the more businesses online continue to grow, the more niches there will be that need to be filled.

How many times have you said to yourself "I could have done it better," or "I would have done that differently?" How many times have you thought of an idea for a business or product only to see it fall into the hands of someone else? Now, because the internet gives you such an opportunity to create your online business, this does not have to happen any longer. You can be the one who is doing the creating and reaping the rewards for your ideas.

Never worry about running out of ideas when you are marketing a product or service using niches. The more creative you get in your marketing, the easier creativity will become. Before long, you will find that you are creating different niches that you never even thought about.

Marketing is all about creating niches. In some cases, there is a need and in others (such as the Chia Pet example) there is no need, but simple clever marketing creates one. Using your imagination and the most fundamental marketing skills, you can use the methods described in this book to create a successful and profitable online business using niches.

