

# The BIGGEST Niche Mistake That No One Knows About!

**Special Report By**

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John decided to start **MarketingSecrets.com** to teach the numerous online marketing strategies he has discovered, tested, and benefitted from in his own online businesses. He is dedicated to teaching only proven and highly profitable Internet Marketing techniques.

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## **"The Biggest Niche Marketing Mistake That No One Knows About!"**

A Special Report By John Reese

Niche marketing. It's all the craze right now online - Finally. Other people figured it out.

There's big money to be made by selling things online to tightly targeted niche markets – from information products to software to hard goods.

There's a small fortune to be made by marketing to niche markets...

**And that's what I've been doing... since 1991.**

I started by selling little information reports to several niche markets that I could target through the classified sections of online services such as CompuServe, Delphi, eWorld, AOL, Prodigy, and others. Then the Web came about and started to take off in 1994 I ended up migrating to the Web and setting up specialized web sites to sell my niche market products – and I never stopped.

Today the niche marketing “game” is different.

It's now much EASIER to indentify opportunities and to exploit them.

***But only if you know how...***

While there have been tons of people “teaching” about how to get started with selling to niche markets online, almost all of them are **missing one very critical element of the entire process**. One that I feel is the “key” to success with targeting a niche market online.

I've sat back during the last few years and have noticed many of these people selling niche marketing “how to” information and software that helps people identify niche market opportunities...

And inside I've been laughing.

Now I don't say that to be mean. I say that because I get a chuckle from realizing how much of the process they are missing, yet they don't even know it.

What I am about to tell you **is something that can make you very wealthy online.** But only if you're willing to pay close attention to it, and actually learn what I am about to reveal to you.

Then, of course, you must actually apply it.

The "key" for making a lot of money online with niche markets is to do keyword research and find niche market keywords that have heavy search volume (demand), but also have low competition (supply).

In other words, there aren't many web pages ranked for these keywords. **Right?**

**BZZZZZZZZZZZZZZZZ. WRONG! THANKS FOR PLAYING!**

This is exactly what almost every niche marketing course online is teaching. It's also the foundation for many pieces of software being sold to marketers. This **couldn't be more wrong** when it comes to making money from niche markets online.

Let me explain...

First of all, you probably don't know this (*few marketers in the world actually do*) but pay-per-click search engine programs (*such as Overture and Google Adwords*) have created something *extremely powerful...*

They have created a real-time, lead generation marketplace. This marketplace represents what a lead in any given market is worth at that point in time.

Why is this important? Because if you know what the market says a certain lead is worth, you can make a distinction about how much money that type of prospect spends, and how lucrative that market is.

There's a reason "web hosting" terms are bid up to \$7.50 per click and higher. People in the market for web hosting services are worth a lot of money. Because they're about to make a purchase that can be worth as much as \$100+/month for a web hosting company that ends up with their business.

So back to what I was saying about the biggest mistake being people that are looking at high search volume keywords with very few ranked web pages or even very few Google AdWords advertisers...

### **This is a major mistake for a couple of reasons:**

1. Don't kid yourself into thinking that out of the millions upon millions of people just dying to make some money online that no one has discovered a ton of niche markets online that you can go and make a ton of cash from tomorrow.

Certainly that are "some" great niche markets waiting to be exploited but more often than not, any of them worth pursuing are already being marketed to by others. (*And this is a "good" thing which I am about to explain.*)

2. In order to make maximum cash from marketing to a niche market online, **you need to be able to leverage the resources of other people that are currently reaching that market online.** (*Your distribution.*)

As I previously stated, the PPC search engines have created this real-time, dynamic marketplace for what leads are worth. Because of this, you can do a little research and find niche markets with what I consider "sweet spot" lead values.

The "sweet spot" lead values I find best for building a niche marketing business is between 5 cents and 30 cents per click.

In many cases, it's more like 6-7 cents to 30 cents per click. Despite what many people are trying to teach, **you don't really want to target a market where you can get traffic** (such as on AdWords) for the minimum of 5 cents. Not unless there are plenty of advertisers AND they are keeping the cost down.

You want the average bid prices to fall in a range between 5 cents and 30 cents.

### **Let's examine why...**

If you indentify a keyword that has less than 5 or 6 advertisers, it's probably not very good. (*In most cases, and there are certainly rare exceptions to this.*) **You want to target a market that has TONS of advertisers, yet a somewhat low click cost that hasn't gotten out of control.**

There are tons of advertisers because there are many people that have built a business around that phrase and that market. **This is a GOOD thing for you.**

In addition to you wanting quite a few advertisers, the importance behind a low click cost is simple... it affects the overall metrics of your business. The cheaper you can acquire leads, the much weaker your site can convert visitors into sales for you to still make a profit.

This is critical when selling low price-point products like software and ebooks. It would be nearly impossible to turn a profit if you had to pay \$1+ per click and you were selling something for \$40.

### **So that's criteria #1.**

The 2<sup>nd</sup> criteria that **must be in place** when going after a niche market is that there are a lot of existing web sites on the Internet that are targeted to the niche market you are considering selling to.

Why? Because **in order for you to build a business in a niche market, you will need to leverage the resources of others to grow a wide distribution.** In other words, you must be able to tap into other sites online to use them for lead generation.

Otherwise, the only sales you will make will be what you can get from keyword search and you paying for PPC listings. This is certainly a decent way to make a little bit of money, but you're never going to build wealth and grow a real business this way.

THIS is a mistake many people are making. And THIS is why many people are only making 2% of what they could be making in their niche market.

### **I want you to understand something...**

One of the major differences with me compared to other Internet marketers is my mindset about creating new assets online that will make me money.

Here's a very important distinction that I have learned to make and this is one that you should write down on a piece of paper and keep near your computer...

**“I don’t believe in creating moneymakers.  
I believe in creating businesses.”**

*(Please reread that statement a few times.)*

If you’re targeting a niche market just to run some PPC ads and make whatever you can from those ads, then you have a moneymaker.

But if you target a niche market (with the strategies I just explained to you) you can position yourself to build and GROW a business around that niche.

If you haven’t yet figured it out, an Affiliate Program is one of the most powerful ways to make money online. It’s the ultimate no-risk deal having thousands of people all over the Internet linking to your site and sending you traffic. Well, it’s pretty hard to have a successful Affiliate Program if there aren’t many people on the Internet that have web site content targeted to the niche market you are trying to sell to.

Are you starting to see the light?

I hope so.

### **“The Fastest Way To Build Wealth On The Internet”**

You can apply much of what I am about to teach you to marketing as well as other parts of your life. This is a “process” that I have fine-tuned and used myself to grow my wealth on a daily basis.

Okay, the first “step” to building wealth and really improving your life is a little homework assignment I have for you...

I want you to get (2) legal pads and a pen. If you don’t have any legal pads, then make a run to your local store and pick some up. They are important to this process.

Once you have these legal pads in front of you, I want you to do something. It’s basically Step #1 of my “Fast Wealth Building” plan for you...

## My Powerful “Brain Dump” Method

Here's what I want you to do...

I want you to take those legal pads and that pen and go sit somewhere quiet in your home where you will not be distracted. Get comfortable. Take a few deep breaths. Relax for a moment.

Now here's what I want you to do. I want you to write down everything you want. That's right. I want you to write down everything you wish you had in your life. Whether it's a new Mercedes, a trip to Paris, a new hot tub, some new clothes, college tuition completely paid for all of your kids, a \$10 million mansion, a Rolex watch, new shoes, new furniture, the latest Harry Potter book, whatever...

Write it down. Just trust me and do it.

So I want you to spend some time writing down everything you want and desire to have. You can also write down things that you desire but can't just go out and buy. Such as “love.” (*Okay, I guess, technically you could go out and buy that, but let's not go there.*)

So write it all down.

Everything - Get it on one of those legal pads. It doesn't matter if it takes 1 page or 20 pages. Just write it down.

The next thing I want you to do (on the same legal pad) is to write down everything you feel you “need to do.”

Write down everything that you can possibly think of that you need to do or accomplish.

This can range from taking out the trash tonight to calling your insurance agent to get a new policy to going to the dentist for a cleaning that you haven't had in 8 years to setting up 10 new Google AdWords listings for your business.

Write it all down.

Everything on your mind that you feel you need to do. Things for your business or things for your personal or family life. **Just write it all down. EVERYTHING.**

And don't worry about going into many detailed steps about what something will take to accomplish (*if you are in the "flow" and just want to write it out now, go ahead*) you can do that later.

But spend some time and just do exactly what I am telling you to do. You are basically dumping your brain and what encompasses your thoughts onto paper. You're getting it all out of your head and onto that legal pad.

*You'll quickly discover that once you start doing this it feels AMAZING. I recently taught this technique to one of my close friends and he ended up doing this exercise for over SIX HOURS. He said it's one of the best things he's ever done.*

The next thing I want you to do is to write down all of the business ideas you currently have – whether it's ideas for creating new products for your existing business, running some new ads, or ideas for new businesses. Write it all down.

After you have dumped your brain of everything you want, everything you feel like you need to do, and all the business ideas you have, then next thing you need to do is start transferring those items to the other legal pad.

You're going to create a master "to do" list of actions you can take to accomplish some of those things on your initial list – many will be the same such as "go to the dentist."

You will use that 2<sup>nd</sup> legal pad to manage and build a plan to accomplish whatever it is you want or need to do.

You can take some of your business ideas and also formulate those into several steps of this plan so you will see what you need to do in order to accomplish them.

The next thing you need to do is PRIORITIZE this new list of action to take. Put them in order by what you feel you should accomplish first, then second, and so on until your last item is the last thing you should be doing – i.e. when everything is accomplished.

Now start with #1 and just do it. Then when you're done, strike through the entire line with a pen. And, No, you don't want to do this on a computer. Your brain will get much better "feedback" by you writing it down on paper.

Obviously, many of your "wants" will have to wait to be

accomplished until you achieve certain financial milestones with your business. But you will, and then you will buy those things along the way and strike them off the list as you go and can afford each item.

After you've dumped your brain and created that "to do" list, what I want you to do is take a blank sheet from the legal pad and write down all of the money you currently OWE.

Write down every single debt you have and the amount that it is. Then I want you to total up all the debt and put a big circle around it. (*For some people, this will be a scary exercise because many people don't like to "face" their debts.*)

I want you to put this piece of paper near your computer so you see it – **ALL THE TIME**. The only way you are ever going to plow through your debts and get them completely paid off is to know exactly how much you owe and how much is left to be paid.

Each time you pay some of it off, update the total.

Take it from someone that was once in \$100,000+ of debt at only age 22. The best way to get out of debt is to constantly face it and know what the mission at hand is. You WILL get out of debt, you just have to work towards it and chip away at it. Once you start chipping away at it the process will accelerate and you'll get out of debt much faster than you trying to "avoid" it.

After you do this "brain dump" exercise I promise you that you will feel incredible. This exercise does a few things...

1. It allows you to free your mind so you are no longer focusing on much of what you've written down. Once you write stuff down you no longer need to dwell on it. It's on that legal pad and it's not going anywhere. This will allow you to think much more clearly and allow you to get a lot more done.
2. It allows you to create a "to do" list of action steps that you can immediately go and start accomplishing. You'll be surprised how fast you can get things done that you want/need to do once you have them on that list.
3. By using this process you will learn to get things done extremely fast. The faster you can get things done, the faster your business will GROW. Your income can truly soar once you learn to

get things done quickly.

\* I use this method about every two weeks to update my “to do” and “idea” lists. It’s very very powerful.

## **The Faster You Fail, The Faster You Profit.**

I want you to understand a very important concept...

When we do anything as marketers, one of two things happen:

It either makes us more money or loses us money.

This holds true for how we spend our time our how we invest our money in our business.

But the powerful thing that happens is that as we test and try things out and take action to do things, we will fail more than we will succeed. But that’s okay! Because most of what we do to fail is cheap and FAST if you learn to do it quickly.

The amazing thing is that when we hit on something that makes money (and this may only be 10% of our tests) we know to keep doing that FOREVER. (Or until the money stops.)

So stop being such a baby and go and do some stuff!

Got an idea for a new product? Well write a sales letter TODAY, put it online and send some traffic to it. See what happens. Oh, but the product isn’t made yet? Who cares. Just don’t collect money from people. Gauge their response as an indicator of the potential success for that product. Nothing will motivate you to get a product made than knowing there are people waiting to buy it.

Seriously go try some stuff. It doesn’t have to cost you a lot of money to do it. The more stuff you try, the more results you get, and ultimately the faster you will grow and make more money. Period.

The most incredible thing about direct response marketing is how statistically consistent things can be. For example, if you test an AdWords listing (written a certain way and for a certain keyword) you will eventually experience some pretty steady and predictable results. As long as you keep running that ad you will keep getting those results. Why this is so important is because as we test many

things, and we find a few that make money, all we are doing is growing the amount of money we make on a day-to-day basis but continuously adding new things that make money...

## **Gradual Improvement Creates Massive Wealth**

What I just explained to you is the key for building massive wealth.

As you continue to run a few new tests and try some ideas you will gradually find things that you will want to repeat that will create profits. As you do more and more of these things your income will only continue to grow.

Too many people want to come up with the “home run” project that makes a killing and more often than not those people fail and never make any money.

The entrepreneurs that get rich are the ones that have NO FEAR of their results.

They are not afraid of something not working out.

They just stay hungry and stay active and do stuff. By trying new things and finding a few that make them money, they are essentially giving themselves a PAY RAISE on a week-to-week basis. Because they continue running the tests that made them money and stop messing with the ones that didn’t – then they quickly move to test new things to find more things that make money.

If you want all of your marketing ideas and actions to turn a profit, you might as well get a day job. This business definitely isn’t for you. I don’t know any successful marketers that have this attitude.

The wealthiest ones I know are the ones that know to throw 10 things against a wall and see if one of them will stick. Then they take the one that stuck and milk it for all its worth before moving on to another project. This is another very important part of building wealth...

## **The Ability To Focus Maximizes Profits**

Write this down...

**“It’s better to do one project great than ten projects fair.”**

Too many online entrepreneurs end up cutting themselves short (and their income) because they have their hands in too many things at once.

You need to learn to FOCUS on taking one project with solid potential and squeezing every ounce of profit out of it BEFORE moving on to another project.

Why?

Because it's far easier to grow your income by taking an existing idea that makes some money and ramping things up to make even more money rather than going and starting a second or third project.

And if you spend the majority of your focus on that one promising project and constantly ask yourself, "how can I make this bigger," you'll make TEN TIMES more money with that one project than many projects combined.

And aren't you in this to make **MAXIMUM CASH**? I know I am.

## **Leverage The "Brain Power" Of Others And Maximize The Profits For Your Business**

You've probably heard of the "**mastermind principle**" before. It's one of the most powerful things in the universe.

If you are not actively seeking to find new people that you can share ideas and results with, you're not going to make 10% of what you could be making.

A moment ago, I talked about the importance of the entrepreneur that has no fear and simply tries tons of stuff as quickly as possible. The value in what that person does is the **RESULTS**.

As we already discussed, the results are what pinpoints for us the things we need to keep doing that make money.

But what's even better than trying a lot of stuff to get those results is doing that **AND** being able to talk to other people about **THEIR** results. If you learn to work with other people and share results and ideas, you will accelerate the rate at which your profits grow. **100% GUARANTEED.**

So if you aren't actively seeking out new people in your market, you need to be doing so.

For example, let's say you are thinking about running an ad in a magazine. Well, you know what you need to do before you test it?

You need to contact some of the existing advertisers.

See if they will share their ad results with you. Some of them won't, but others will. And if you have something to offer those people in return, you're much more likely to be able share in their results.

This is a very very powerful concept that you need to tap into.

## **Research And Learn New Strategies And Methods**

One of the most powerful ways to leverage the "brain power" of others is to study what they are doing. It's critical that you constantly seek new ideas and strategies.

One of the best ways to do that is to actually BUY PRODUCTS.

Many people cry and moan about "spending too much money on courses and infoproducts." They just don't get it...

If you can learn just ONE new strategy or technique from a product that you can immediately add to your "gradual improvement" process and make more money on a day to day basis, **YOU MUST DO IT.**

The price you end up paying for a marketing course or new ebook is PENNIES compared to what it can produce for you in additional profits.

The problem is that most people that buy marketing courses and training DON'T USE IT.

That's right. They don't take any action to use it for their business. So, of course, they are wasting their money!

I, personally, buy \*EVERYTHING\* I can get my hands on. If you come out with a marketing course or product that promises to teach something you've figured out, I'll buy it. RIGHT NOW.

Why? Because all I have to do is learn one little new thing from you to make a fortune from it. I am constantly seeking positive results

that are created by new strategies, and so should you.

Marketing courses and products yield one of the highest returns on investment in the world. But you have to apply the new ideas.

A lot of people cry and moan when they buy a new marketing product and say, “man, that sucked, most of what was in that product I already knew.”

HELLO, EARTH TO DUMMY... the true value is in the few NEW IDEAS that the product contains.

People shouldn't be so quick to focus on things they already know, they should be seeking **NEW** ideas and things they can immediately implement to make more money.

## **Leverage The “Online Assets” Of Others**

And there it is - Multi-million dollar advice.

The “key” to making **HUGE** money on the Internet.

I previously mentioned what most people are doing wrong in regards to going after niche markets. And I briefly mentioned this powerful principle.

In order to grow your business as big as it can be online, you must be able to build a large distribution network that generates a TON of new leads for your business. The best way to do this is by leveraging the online assets of others and building out a massive distribution network.

What are online assets? Online assets are email lists of any kind, content, web site traffic, links, and more.

You need to be able to leverage these online assets for your business. Create partnerships with people. Get them to become your affiliate. Make money by promoting THEIR products. Work together. Take advantage of all of the great things they have built for their business (incoming links, a constant flow of new customers, an archive of great content, etc.) and it will make your business money.

Go and do this with 100 people and watch your income go nuts.

**Go and do this with 1,000s of people and get rich.**