

Niche Fishing Secrets!



**The Art Of Uncovering
Niche Traffic And
Hungry Prospects Before
Developing Your Product!**

By Vondre' Whaley

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ALERT! ALERT!

Reading This Business Plan And Applying The Secrets Revealed In It Will Make You Financially Successful Working From Home In Your Own Home-based Business.

The vital information you're holding in your hands could be worth hundreds of thousands of dollars or more to you in the next couple of years.....or it could be worth zilch...zero.... nothing.

If you're reading this book like most people read books, and don't take action on strategies described in it, you will NOT be able to make one red extra cent.

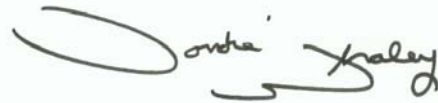
In this case, you might as well put this course in a box in your attic (among the other books, manuals, or courses you've purchased and haven't gotten around to applying the ideas contained in their pages)....and go watch the latest movie or something.

On the other hand, if you're one of the few who actually read a book or course and then act on the ideas you've discovered, then reading this business plan and applying the strategies I'm sharing with you....will make you a great deal of extra income from home!

Now, unlike most business systems you've purchased, this course is a workbook. So...as you read, make notes in the margins and underline or highlight the ideas that are especially meaningful to you. Doing this will double your retention of the strategy and also make it easier for you to find later.

The sooner you read and apply the strategies from this book, the faster you'll be able to have a profit producing enterprise from home!

Sincerely,

A handwritten signature in black ink that reads "Vondre' T. Whaley". The signature is written in a cursive style with a large initial "V" and a stylized "W".

Vondre' T. Whaley

<http://www.nichefishing.com>

P.S. After you've used the ideas in this business plan to make thousands of dollars in extra income, please let me know about your success. As "originator" of this business guide, I love to hear success stories. My e-mail address is voncorp@aol.com.

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Selling Information Is The Best Business In The World!!!

Information is the best product in the world to sell and promote. If you create, develop, or control information products, you can build a huge financial fortune.

Let's compare the information business to every other business out there and here's what you have to consider:

- Information is a multi-billion dollar industry that's growing by leaps and bounds.
- Information is easy to research and put together a deliverable product.
- Information has a high perceived value.
- Information has a very high markup, which is unlike other products that are sold.
- Information can be sold as reports, audios, videos, web-site access, etc.
- You can sell information from home.
- Information can be copyrighted, which makes it your own legally protected work of art.

Here's the best part I like about selling information that you create or control all on your own....

**You can write it or develop it
once and sell it forever!!!!**

The Internet Is The Best Place To Sell Information!!!!

The internet is the MOST DYNAMIC communications tool in the world. It is the medium of all mediums and you would be CRAZY not to sell information on the internet. It's a perfect match to build a CASH COW that will pay you for years to come.

The internet makes it easy to reach new customers all over the world for literally pennies instead of traditional advertising costs. You can also keep in contact with clients and potential customers with ease on the internet.

But There Is A Problem!

Although it's the best and most profitable business in the world to sell information on the internet, there is a major pitfall most information entrepreneurs run into.

It is very difficult to find highly qualified traffic or potentially hungry prospects waiting to part with their money for your product or service.

Here is what usually happens with information entrepreneurs:

- The information entrepreneur takes weeks and sometimes months to develop a product and later realizes the product will not sell because they can't find enough qualified traffic.
- The information entrepreneur takes the advice of a so called

“guru” and develops a product for a particular industry and finds out the market is so saturated, it’s next to impossible for the “little guy” with limited resources to be profitable.

- Instead of searching for highly targeted niche markets, the information entrepreneur develops or become an affiliate for a product that has a broad market.

As an information marketer, I have made all of these mistakes and more. I’ve wasted so much time, money, and resources chasing the pot of gold at the end of the rainbow.

It wasn’t until I really looked at what I was doing and figured that I was doing it all wrong.

Here’s Is My Solution

Instead of trying to find qualified traffic and prospects after developing a product I felt was going to sell.....,

I discovered it is best to find the traffic first, then develop the product for the traffic.

After all, a product with no traffic will not make any profits!

I call the entire concept Niche Fishing.

I call the person using Niche Fishing strategies a Niche Fishermen.

This concept is very profitable when used to build an information empire. I have never taught or discussed this with anyone outside a few close friends because it's really some powerful stuff.

Let get started with the steps needed to successfully become a niche fishermen.

The Niche Fishing Method

Niche Fishing is the process of finding website owners in niche markets with established lists and striking a Joint Venture deal before actually developing the product.

In other words, before you waste any time creating or developing a product, make sure you have an agreement with one or more people who will send your product offer to their list.

Why Niche Markets?

A niche market is a specifically defined group that includes all of the following:

- Individuals in the group have the same specialized interests and needs.
- They have a strong desire for what you offer.
- The group is small enough that your competition is likely to overlook it.

- The group is large enough to sustain your business.
- You can easily reach the group

What are the benefits of a niche market?

Targeting niche markets has been a sound business practice for many successful companies. Here are the benefits below:

- There is less competition (Most people wrongly try to target the masses)
- Lower marketing expenses (Niche markets are easy to reach because people in the same niche read the same newsletters, magazines, websites, and attend the same events)
- Competitive advantage (Selling to niche markets gives you the opportunity to be a specialist, which stands out among those in general markets)

Niche Targets = Less Money and More Sales

If you target specific niche markets in any business after carefully doing your research, you can put a plan together to be wildly successful.

Why Niche Site Owners?

- Niche site owners are usually passionate about their topic and rarely get asked to do joint ventures.
- Niche site owners have targeted traffic.
- Niche site owners are always open to ideas to make more money with their site providing it doesn't compete with a product they are currently marketing.

What is a Joint Venture?

A joint venture is formed when two or more people or businesses combine their resources, efforts, ideas, or property for a single project or related series of transactions. Joint ventures can range from a small activity to a huge, multi-million dollar project.

In most cases with internet marketing, a joint venture is just an e-mailing where one joint venture partner sends out an e-mail specifically to promote and sell the other joint venture partner's product. Usually, both partners split the profits 50% - 50% or any other agreed upon figure. The beauty of joint ventures is that you can tap into somebody else's mailing list and pay only if you actually sell something. Joint ventures are a clear example of how email marketing can be utilized to create a win-win situation.

Here's an example:

After using the niche fishing method, I found a niche internet marketer who sold to the music industry. His products mainly concentrated on things like music contracts and other legal documents, which save independent musicians thousands of dollars in legal fees paid to expensive lawyers.

His newsletter has more than 30,000 subscribers who were all interested in selling their music and making it "big" in the entertainment industry.

After contacting this niche entrepreneur, we struck a deal for him to send out an e-mail to his list promoting my product to give them creative ways to sell their independent music.

Then, I researched the market, developed a great course, and the e-mail was sent out to his list.

Do you think we sold some courses?

Yes, we sure did!

On the first day, we made more than \$750 in sales. In the next few days, we generated over \$2,000!

That's the niche fishing method in a nutshell.

It's a great way to go crazy selling information products. You have direct access to a list before doing anything.

On the next page, let's take a look at the websites involved with our niche fishing example.

Music Contracts 101.com



The owner of this niche site sells a software package that makes it easy for independent musicians to draw up contracts and saves them money on huge legal fees associated with hiring lawyers to write documents.

He immediately saw the benefits of promoting additional products to his list and was more than happy to work with us.

VERY IMPORTANT NOTE

The course he agreed to promote as a joint venture DOES NOT compete with the product he sells, but is a compliment to what he's already offering.

Sell Independent Music.com



We developed this site, which sells our product, “How To Sell Independent Music Like Crazy.”

If you are an independent musician, you’re definitely interested in new and clever ways to sell your music.

NOW HERE IS THE DYNAMIC PART

We did a Niche Fishing Joint Venture with Music Contracts 101.com and earned more than \$2,000 in the first few days. \$1,000 of that was our profit!

But, the most dynamic thing is that we now have a product in an established market and if we use additional marketing strategies, we will make even more sales and keep 100 % of the profits.

Steps To Niche Fishing

It is very important that you follow all the steps in this system, even if they seem too simple. This is a tried and proven concept, so there is no need to re-invent the wheel.

Step 1

Objective:

To develop a list of niche markets that may be great for a niche fishing joint venture.

Action:

Make a list of niches that you may be interested in. If you don't have a clue, ask some of your family and friends about markets that they may be interested in getting information products to help them. You should also include industries that you have experience in.

Ex. Home schoolers, nail technicians, teachers, landscapers, income tax consultants, photographers, nurses, physician assistants, real-estate agents, insurance agents, florists, chiropractors, massage therapists, carpet cleaners, home inspectors, etc.

This is just a general list and I'm quite sure you can come up with a list of 15 or more. It's a great idea to rank each niche area based on how much you like the subject.

Reason:

People want to buy things from people who have experience on the subject. Sure, you can do research and put together an information product you know nothing about besides the research, and there is nothing wrong with that. However, if you write about what you know, you'll enjoy it and uncover problems that can be solved based on prior knowledge.

Here are a few questions to get you thinking:

- What is your favorite subject?
- What do you do for a living?
- What types of books do you like to read?
- What types of organizations are you a member of?
- What is your favorite hobby?

Note: Niche Fishing works just as good with products that you don't have experience in. It's just easier to develop great products when you have some experience.

On the next page, you'll see a Top 15 Form, which will help you with step 1.

The TOP 15 Form

Area of Interest	My Experience	Rank

Note: In the Area of Interest column, list things that you have interest in. Ex. Baking Cakes

In the “My Experience” column, write down your affiliations with the subject. Ex. I took 2 cake decorating classes

In the “Rank” column, write a number from 1-10 with 10 (highest) being a subject that you really love and 1 (lowest) being simply a subject that you have experience in.

Step 2

Objective:

To use Overture's search term suggestion tool to find key words on the 15 niche topics.

Action:

1. Go to <http://inventory.overture.com>, complete a search on your 15 niche topics, and record the top 10 key words on the Niche Fishing Search Form #1.
2. Then go to a major search engine such as Google or Yahoo, search each key word, and write down every website that sells information and has a mailing list on Niche Fishing Key Word #1.

What is overture?

Overture is a Web search advertising company, acquired by Yahoo! in 2003. Although most people outside of the internet marketing world have never heard of Overture, anyone who searches for anything on Yahoo! or MSN is using Overture without knowing it. In 2003 Overture was ranked as the fastest growing tech company in Los Angeles over a five year period.

Reason:

The Overture search term suggestion tool is a great way to do research without spending any money.

On the next page, you find our Niche Fishing Search Form #1. You should complete a separate for every niche topic.

Niche Fishing Search Form # 1

Niche: _____

Note: Use the Overture Search Term Suggestion Tool (Yahoo Search Marketing) at <http://inventory.overture.com> to get a list of key words.

Key Words:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Note: Use one of the major search engines such as Google or Yahoo to search each key word and make a list below of every site that sells information and has a mailing list on the first page.

Websites with mailing lists

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Niche Sites With Mailing Lists

If you fully complete steps 1 - 2, you should have a nice pool of niche websites that have a mailing list. The reason you want to target websites with mailing lists is because they can guarantee you traffic if you strike a joint venture.

Even though all the sites you have listed should get a reasonable amount of traffic because they are on the first page of major search engines for certain key words, there is nothing like sending out an e-mail to a list for massive results.

Here are a few other things to identify if the niche site owner is serious about list building:

- The niche site owner uses Pay Per Click advertising (PPC) with Google or Overture (Yahoo Search Marketing)
- The niche site owner sells some sort of information product to monetize his or her site
- The niche site owner uses a drop box, pop up, or blog that encourages you to sign up for their newsletter

Step 3

Objective:

To research and find the niche site owner's contact information.

Action:

Go to each site and look for the site owner's name, address, telephone number, and e-mail address. If you can not find the contact information on the site, do a search on a whois database and complete Niche Fishing Search Form #2.

What is a whois database?

WHOIS databases contain nameserver, registrar, and in a few cases, full contact information about a domain name. Each registrar is required to maintain a WHOIS database containing all contact information for the domains they 'host'.

A central registry WHOIS database is maintained by the InterNIC. This database contains only registrar and nameserver information for all .com, .net and .org domains.

Here's an easy way to search a whois database:

1. Go to <http://www.internic.com/whois.html> and enter in the url of the niche site.
2. Locate the whois server and go to that site on the internet.
Ex. <http://whois.godaddy.com>

3. Enter in the url of the niche site and get the site owner's contact information.

Note: In most cases, the site owner's information is found under the administrative or technical contact section.

You can also use <http://www.whitepages.com> to get contact information if you have an address or telephone number.

Here are a few other whois databases that I use:

<http://whois.godaddy.com>

<http://www.whois.net>

It takes a bit of detective work to get this information, but it is well worth it when you start striking various joint venture deals.

Step 4

Objective:

To contact the niche site owner about a possible joint venture deal.

Action:

Call, send a letter, and e-mail each site owner to introduce yourself and strike a deal for a joint venture deal.

Contacting Niche Website Owners

I suggest that you contact each site owner by phone, letter, and e-mail. This multiple exposure will get the site owner's attention and increase your chances of getting a joint venture deal with the right person.

Note: As the niche fishermen, you must realize that you have control of the process. You are offering the niche site owner an opportunity to generate profits without doing anything but sending out an e-mail. It's your choice who you decide to work with.

Contacting Niche Site Owners By Phone

This is a great way to contact niche site owners because it's rare to get a phone call about your web-site. Most people want to do everything by e-mail because it's easy.

Talking directly with a potential joint venture partner is a great way to start developing a relationship.

This is my favorite way to contact niche site owners.

On the next page, we have a script provided for you when you make your calls.

Niche Site Owner Call Script

Hi _____ (niche site owner),

My name is _____, and I work with _____
(Your company name).

Have you ever heard of us?

Well, we are the company that help web-site owners make even more money by developing products and services for their subscribers.

By the way, how many subscribers do you currently have for your site? (Wait for the answer)

Great!

Are you interested in possibly earning even more money from your website without doing any additional work? (Wait for the answer)

Well, we will be finishing up with an information product in the next 7 days that your subscribers will be interested in and we want you to be one of the first people to get a copy.

If you like it, we want you to send it out to your list, and those that purchase will earn you a 50% commission.

How does that sound to you? (Wait for the answer)

- If no, say "Thank You Very Much."

If yes...

Wonderful!

We will get this information product out to you within 7 - 10 days, but first, let me get some information from you.

(At this time you should verify all his or her contact information and get the e-mail address that is checked on a regular basis)

It's going to be great working with you, _____ (site owner's name)

If you have any questions, let me give you my contact information. (Give the niche site owner your contact information.)

We'll talk very soon.

Have a good day!

This script is designed to get the best results when talking with niche site owners. If you notice, it is filled with questions that you ask. Questions keep the site owner engaged and gives you control.

Note: It is very important that you get the answer to the number of subscribers on the niche site owner's list.

3 Reasons Why It's Important To Use A Script

Make sure to use a script when you contact niche site owners.

Here are a few reasons below:

1. You sound certain.

If you have something to say, you'll sound as though you know what you're talking about. A script will help you avoid the "um's," etc.

2. You cover all your important points.

It's easy to forget an important point or question that you want to bring out during a call to a niche site owner. A script helps to avoid such mistakes.

3. You can listen better.

When you have what you're going to say already worked out, you can concentrate on what your prospect is saying. Listening is a key factor in getting joint ventures set up.

Contacting Niche Site Owners By Letter

If you can get out a letter to the correct address, you can get the letter opened. Once again, letters are also great methods of contact because it takes a little more work to send a physical letter out.

When you send out a letter, it's important to do the following below:

1. Send it in a white envelope with a hand written address. This is very important because people open mail with a hand written address. If you make computer generated labels, it looks like junk mail and you'll risk the letter not being opened by the niche website owner.
2. On the front of the envelope in the lower right hand corner, draw a smiley face with a red marker. This will get the attention of the niche site owner even more and increases the chances that he or she will open the letter.

There is a sample letter for you to use on the following page.

- Notes -

**Hi (Niche Site Owner)! How Would You
Like To Earn More From Your Web-site?**

Dear (Niche Site Owner's Name),

My name is _____(Your name), and I work with _____
(our company name).

We help web-site owners make even more money by
developing products and services for their subscribers.

In the next 7 days, we will have an information product that your
subscribers at <http://www.sitename.com> will be interested in.

We want you to be one of the first people to get a copy and if
you like it, you can send it out to your list and earn 50%
commission.

We do all the work for you and all you have to do is send out the
e-mail. Your subscribers will really appreciate you for making
this product available.

If you are interested in this opportunity, please give me a call at
123-123-1234.

Thanks,

Your name
Company Name

P.S. We are only offering this opportunity to a few website
owners, so call me at 123-123-1234 so we can get you set up.

Contacting Niche Site Owners By E-mail

E-mails is quick, easy, and the least expensive way to contact niche site owners. In conjunction with the other 2 ways of making contact, it works great. However, I would never make this the only means of contacting niche site owners.

Here is an e-mail for you to use:

Subject: Hi (Niche Site Owners name)! Sitename.com Question

Hi (Niche Site Owner's Name)!

How would you like to earn more money with no effort on your part with your site <http://www.sitename.com>?

My name is _____ (Your name) and I work with a company that helps web-site owners make even more money by developing products and services for their subscribers.

In 7 days, we will be finishing up a product your subscribers will be interested in and we want you to be one of the first people to get a copy.

If you like it, you can send a promotion to your list and earn 50% of the profits.

If you are interested in finding out more information, please send me your telephone number and the best time to return your call.

Thanks!

Your name

Your company

P.S. We are only offering this opportunity to a few website owners, so call me at 123-123-1234 or e-mail me so we can get you set up.

You should use the Niche Fishing Search Form #2 to track your progress.

Niche Fishing Search Form # 2

Niche Site:

Owner's Name:

Address:

Telephone Number: _____ - _____ - _____

E-mail: _____

Number of Subscribers: _____

1st Contact date: _____

Results: _____

2nd Contact date: _____

Results: _____

3rd Contact date: _____

Results: _____

Following Through With The Joint Venture

If you follow all the steps we have discussed this far, you should have several niche site owners agree to send out your information product before it's even created.

By working on several niche topics at one time, you will be able to release a new niche product every week until you have completed several Joint Ventures.

When your product is completed, hopefully within 7 days, you need to e-mail and mail a burned CD to the niche site owner with all the details needed for promotion.

Here is what you should provide the niche website owner:

- Your information product
- Teaser e-mail to send out first before the sales e-mail
- Sales e-mail
- Affiliate Link

Note: You can also add any other tools you think will help the niche site owner promote your product such as articles, banners, free reports, and audio interviews.

Your Information Product

This course is specifically about the Niche Fishing Method and setting up Joint Ventures with niche website owners. It is not about product creation. However, we suggest the following steps below when deciding on a topic for your information product.

1. Search the internet to find discussion forums based on your niche topic.
2. Read the discussion forum, participate, and answer a few questions if you can. Your objective is to find out what problems these people are having. Make sure you read the rules of the discussion forum before posting.
4. Right down a list of problems based upon what you see on the discussion forums.
5. Choose one of the problems and develop an information product with the solution in 7 days.

You can write the information product yourself or you can have it written by someone else.

Great idea: You can have a college student write it for you for around \$100 - \$200.

Our Bonus!

Make sure you check out bonus product, which teaches you how to get products developed without writing a word.

Teaser E-mail

A teaser e-mail is a message sent out to a list to get subscribers excited about a new product soon to be released. These type of e-mails generally build anticipation and in most cases, based on my tests, will increase the number of sales compared to simply sending out a promotional sales e-mail.

Note: You should provide a teaser e-mail as an option for the niche site owner. They should have the choice on how they promote to their list.

Here is an example teaser e-mail below that you can use as a template:

Subject: Hi ! You Have To Check This Out On (release day)!

Hi !

On (release day), I will be sending out an e-mail that you will definitely want to check out.

I'm introducing a new information product that (fill in the blank about what problem the product solves)

This information is definitely invaluable if you want to (fill in the blank about the results of using the information)

Thanks for being my subscriber!

Name

P.S. Don't forget to check out for this must have information product on (release day.)

Teaser e-mails peak the interest of subscribers and it's very common to get e-mail from people who want to know more about your offer immediately. It's a proven strategy.

Sales E-mail

The sales e-mail is the actual e-mail that promotes your product. This e-mail should be designed to get the reader to click on your web-site link.

Your web-site should do the selling.

The most profitable sales e-mails introduces the reader to the information product and makes them click on a link to get more information.

On the next page, you'll see the sales e-mail that was used to sell "How To Sell Your Independent Music Like Crazy" information product.

<http://www.earnblaze.com/ty/indy>

Hi My Friend,

If you're an independent artist, record label owner, or promoter, then this letter is definitely for you.

First, it's super easy to sell independent music if you have the right system.

Many artists and independent executives are selling tens of thousands of CD's, earning much more than what they would make if they had a huge record deal, signed to a major label like Sony, Columbia or any other label.

Now let me introduce you to my friend David. David is a marketing whiz kid! He currently operates several businesses and is a marketing consultant to independent artists and promoters.

<http://www.earnblaze.com/ty/indy>

Just recently, David put together the ultimate resource to help you sell your independent music like crazy!

What I want to tell you about today is a deal I struck with David to give everyone of my subscribers the special of a lifetime.

<http://www.earnblaze.com/ty/indy>

It was like pulling teeth, but David agreed to cut the price of his hot selling course by more than 50%! Yes, Half Off!

His course gives you an easy to follow blue print to sell your independent CDs using "Outside of the box strategies"!

You simply have to check out this product that David calls "How To Sell Independent Music Like Crazy!" He even agreed to set up a site so all of my subscribers can take a look.

Visit this site now => <http://www.earnblaze.com/ty/indy>

Check out David's site and let me know how you do...

Go Here = > <http://www.earnblaze.com/ty/indy>

Good Success!

Ty Cohen

P.S. David only agreed to this great deal for only a few days, so check out <http://www.earnblaze.com/ty/indy> as soon as possible.

You should have noticed in our sales e-mail that we mentioned the affiliate link to the information product 6 different times. Remember, the goal of your sales letter is to get the reader to click the link to your website.

On the next page, you'll find our Niche Fishing Sales E-mail Worksheet that will help you write the sales e-mail for your product.

When your worksheet is complete, you can use our template and your e-mail will be ready for your joint venture.

Niche Fishing Sales E-mail Worksheet

Answer the following questions to help you formulate your sales e-mail.

1. What is the name of your information product?

2. Who would want to buy your product? (It's okay to put more than one answer)

3. What will your product help the buyer accomplish?

4. What type of experience do you have with the subject of your product? (If you have no experience, your course qualifies you as a consultant.)

5. What percentage discount are you willing to give subscribers? (note: Whatever price you want to sell the product, simply increase it for your discount. Ex. If you want to sell your product at \$50 and give a 50% discount, set the regular price at \$100)

Sales E-mail Template

<http://www.youraffiliatelink.com>

Hi My Friend,

If you're an _____ (insert your answer for #2)
then this letter is definitely for you.

First, it's super easy to _____ (insert your answer from #3) if
you have the right system.

Many people _____ (insert your answer from #3) when they get
our invaluable information.

Now let me introduce you to my friend _____ (insert your name or ebook au-
thor). _____ (insert your name or ebook author) is a marketing whiz kid! He
currently _____ (insert your answer for #4).

<http://www.youraffiliatelink.com>

Just recently, _____ (insert your name or ebook author) put together the ultimate
resource to help you _____ (insert your answer from #3).

What I want to tell you about today is a deal I struck with _____ (insert your name or
ebook author) to give everyone of my subscribers the special of a lifetime.

<http://www.youraffiliatelink.com>

It was like pulling teeth, but _____ (insert your name or ebook author) agreed to cut
the price of his hot selling course by more than _____%! (insert your answer from #5)
Yes, _____% (insert your answer from #5) Off!

His course gives you an easy to follow blue print to _____
(insert your answer from #3).

You simply have to check out this product that _____ (insert your name or ebook
author) calls " _____ (insert your answer from #1)!" He even agreed to
set up a site
so all of my subscribers can take a look.

Visit this site now => <http://www.youraffiliatelink.com>

Check out _____'s (insert your name or ebook author) site and let me know how
you do...

Go Here = > <http://www.youraffiliatelink.com>

Good Success!

Niche Site Owner's Name

P.S. _____(insert your name or ebook author) only agreed to this great deal for only a few days, so check out <http://www.youraffiliatelink.com> as soon as possible.

Affiliate Link

In order to give your niche website owner an affiliate link, you must have an affiliate tracking system.

What is an affiliate tracking system?

An affiliate tracking system is online software that tracks and records the amount of sales made by an affiliate or reseller for a specific product or service. Most affiliate tracking systems allows the affiliate or reseller to log into a back office and check their stats and sales. Each affiliate gets a unique link that sends their referrers to a product page. If a person buys, the software credits the affiliate.

A unique affiliate link may look something like

<http://www.sitename.com/username>

Using an affiliate tracking system is invaluable to your niche fishing success.

On the next page, we look at two choices you will have to consider.

1. You can use a third party company to handle all of your affiliates. One of the best companies to use if you are selling a digital product such as an ebook is Click Bank.

ClickBank

ClickBank is an internet marketing service that allows you to sell your product through their web site—**and also enables their 100,000+ affiliates to sell for you.** Setting up a ClickBank account costs a one-time \$49.95 with no monthly fees, and like PayPal, they take a small percentage of sales. However, you must set a commission price for sales affiliates. Your profit per unit will be lower, but your sales volume will be much higher.

You can also enroll in ClickBank's affiliate or reseller program and sell other people's products for a commission. This will enable you to receive multiple income streams from one source.

You can get signed up with your niche product at the link below:

<http://www.clickbank.com/selling.html>

Note: You will have to pay one time \$49.95 fee for every niche information product that you develop. It's a small price to pay for the profit you will earn. Plus, Click Bank pays all affiliates and you don't have to worry about doing it yourself.

You should also check out <http://www.paydotcom.com>. They are a fairly new company that has received rave reviews from their users.

2. You can purchase software and track your own affiliates. This option should be considered if you have prior experience in internet marketing and understand the process of loading scripts and managing databases. There are many affiliate software scripts that are being sold on the internet. If you search Google or Yahoo for the term "Affiliate Script," you'll get many options.

Here is an affiliate script you can check out.

<http://www.groundbreak.com>

Ground Break has an affiliate script that you can purchase for \$200.

Follow Up

After you send the niche website owner everything needed to do the promotion, you should follow up to get the exact day they are going to send out the e-mails promoting your product.

When the e-mails go out, you can sit back and let the orders roll in.

When the orders come in, make sure you pay your JV partner as soon as possible if you are using your own affiliate tracking script.

If you are using Click Bank, they will send you and your JV partner a check each month for all your sales.

You should also continue your relationship with your joint venture partners because you can always develop new products

and services for their niche.

Get Even More Profits!

After your joint venture is completed, you can continue earning profits from your information product by using various marketing strategies such as Pay Per Click Advertising (PPC), writing articles, e-zine advertising, and posting on niche forums.

If you use this strategy, you can easily set up 50 - 100 niche websites that sell and earn you profits 24 hours a day.

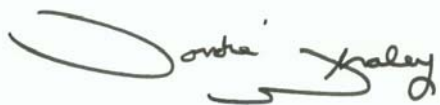
Conclusion

This course has provided you with a marketing strategy, and techniques to be successful. All you have to do is get started.

There is no excuse for inaction. You either want to use this information to grow your niche information marketing business or you want to read this information as a “casual reader” who doesn’t intend to do anything.

If you put this information to the test, you’ll create a system that earns you money daily. You will be a profitable “Niche Fishermen.”

Good Success!

A handwritten signature in black ink that reads "Vondra Whaley". The signature is written in a cursive style with a large, sweeping initial "V".

Vondra' Whaley

<http://www.nichefishing.com>

<http://www.patelsecrets.com>

Here's A Bonus Lesson From My Mentor Mr. Patel

The Best Wedding Gift!

My wife Andreaetta and I, got married a little over three years ago. It was a great event to celebrate our love for each other with family and friends. We received tons of gifts, but there was one gift that stood out more than any other.

Andreaetta's former boss from high school was a guy by the name of Mr. Patel. His gift to us was a 30-minute lesson on building wealth at one of his hotels. I thought it was sort of crazy, but I played along with it for my wife's sake.

We arrived at the hotel 9:15 A.M. sharp to get our lesson from this guy. I guess I should have been excited because Mr. Patel was an obvious millionaire from several hotels he owned. After walking in the lobby, the receptionist led us into the conference room, where we waited to get our lesson on building wealth.

A few minutes later, Mr. Patel entered the room with a cup of coffee in one hand and a map in the other. The first words out of his mouth were, "Man, I haven't been in this place in over 6 months!"

He told us, "That's lesson number one."

If you're like me, you didn't have a clue. Then, he went on to explain that he OWNED the business and didn't work for himself. He had managers to operate and work the business for him. He only watched the bottom line profits!

Then he took a sip of coffee and started looking at the map. He actually spent about 5 minutes staring at the map while Andreaetta

and I just watched with amazement.

He told us, "That's lesson number two."

I took notes from lesson number one but was completely twisted by the second lesson. Then, he told us what the map was for. Apparently, he and his wife for more than 25 years were going on a trip to Las Vegas. He was using the map to make plans in his head about what they were going to do. He told us, "When you own the business, you can spend more time with family and go on many trips." He believed that going on vacations and spending quality time was a major factor in the success of their marriage.

Then he asked us one question, which was lesson number three.

"Whom do you think I want to stay here at my hotel?"

My wife and I both agreed that he liked anyone to stay at his hotel that wanted a good place to stay while away from home. He looked at us and chuckled just a little.

Then he explained to us that his hotel was no general hotel. He catered to business executives who wanted to have things like the big conference room we were in. He told us that you have to specialize to win at business. He was telling us that you have to have a NICHE!

Finally, he shook our hands and said, "I hope you liked this gift. Most people give you things you don't want or can't use." He also told us to pick up a copy of the book, "The Power Of The Subconscious Mind."

I hope you learned as much from Mr. Patel as we did. To this day, he serves as one of my most trusted advisors.

**Who Else Wants To Learn Amazing Profit
Strategies, Get Reviews On Unique
Businesses, Master Resell Rights, Private
Label Rights, and Other Resources To Explode
Your Business?**

**Join The Greatest Business Idea and Think Tank
Organization On the Internet at ...**

<http://www.patelsecrets.com>