

Simon Hodgkinson's
Niche Marketing
MASTER
COURSE

Instant Profits In
Any Niche Market

NichePowerPack.com

Niche Marketing Master Course

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Niche Marketing The Facts . . .

Niche marketing is the latest craze among internet marketers today.

This new found appreciation for specialization is funny when you consider that it's really all common sense.

Every introductory level business class will teach you that market **specialization is the key to distinguishing your business from the competition.**

Let's look at how this shift in focus came about, and what it means for you.

The trend towards home-based business boomed in the 1990's. Alongside this trend, the Internet "grew up". New technologies emerged which allowed anyone with an internet connection to sell products online and get paid without leaving the house. Soon, a whole industry sprung up around money making and home-based business education.

Many of the internet marketing gurus you are familiar with today made their fortunes teaching other people how to make money online.

There was only one problem, though.

People were learning the mechanics of marketing – things like how to generate traffic and how write better copy – but they weren't getting any information on **how to spot profitable markets**. A vicious cycle cropped up due to this oversight. Soon, everyone wanted to make money by **teaching others how to money**, and so on ad infinitum.

Finally, the industry wised up.

A new class of teachers emerged with the "know how" and experience to assist others in the real world implementation of marketing tactics.

In other words, we've finally come to the point where **content is valued over form**.

Now, we can talk about more than just, say, list building in the abstract.

We can talk about building lists in the context of businesses devoted to pets, or motorcycles or health.

Best of all, we can finally begin the real work: **how to find those markets, how to tap into them and how to sell to them**.

That's what this course is all about.

Niche Marketing Explained . . .

So just what is "niche marketing" and why should you care?

Niche marketing is real marketing.

It is a business model focused on genuine consumer bases – **real people with real money to spend**.

The first principle to understand is that the **online market place reflects the offline market place**. Anything you can buy offline, you can also buy online 99% of the time.

The second, and most important principle, is that **markets are also created online**. In other words, there are products you can buy online which you can't find anywhere else.

In either case, you must **distinguish yourself from the competition with a unique product or a new twist on a popular one**.

Here's a good example: let's say you wanted to sell electronics.

The electronics industry is very broad. You could set up a site devoted to selling mp3 players, but you face enormous competition. It looks like a

niche in comparison to a site selling any and everything powered by batteries; but, it's still not narrow enough to qualify as a hot niche. Now, what would qualify might be something along the lines of an e-book that teaches people how to modify their mp3 players to run on solar power. *(This is just a theoretical example, of course!)*

The best niche markets for an internet business typically center around information products just like the imaginary one mentioned above.

The majority of consumers go online in search of information. Even if an individual is in 'buying mode', he or she will conduct research before making a final decision.

In order to discover your perfect niche opportunity, **you must also conduct research and gather detailed information on potential product creation opportunities, supply and demand and more.**

Niche Market Research . . .

Let's begin with the first phase of research: **discovering what people search for online.**

This stage begins with keyword research. When you narrow down your field of interest (e.g., gardening), you should always start by collecting your own database of keywords.

This allows you to uncover real, active markets.

The keyword data will reveal them to you, and you won't lose precious time making guesses about what type of product to sell. In other words, you let the niche find you.

A quick search on <http://inventory.overture.com/> for the term "gardening" shows 204,695 searches for the month of October 2004.

In actuality, that total represents searches which include both the individual term and phrase searches with "gardening" in them.

As you scroll down the results, Overture provides a break down of those phrase searches. You can already spot some potential niches in these results:

Organic gardening: 23,571 searches

Indoor gardening: 8, 547

Vegetable gardening: 6,335

These categories are promising, but we still need to move a bit deeper.

Overture allows you to click on these terms to drill for even more specific search queries, so let's try that on "vegetable gardening".

There is a very interesting term which received 163 searches in one month: "vegetable container gardening".

Now, this is a potential niche. Why? First, there are several obvious products one could create for this market. I once read an article about gardeners with a passion for creating geometrically shaped vegetables. They accomplished this by growing the vegetable inside unusual containers. One gardener even managed to grow a square watermelon!

This is certainly a topic for which the novice gardener might purchase information.

Notice that in addition to taking cues from keyword data, **it's necessary to think creatively about potential products**. This is something difficult to teach, but easy to intuit on your own with practice.

You can improve your brainstorming power immensely just by staying well read. Keep an eye out on the daily news and consider picking up a subscription to niche-focused magazines.

Niche Market Evaluation . . .

As easy as the research process seems (after all, you're just collecting keywords), many people struggle with the evaluation phase of niche market research.

It is one thing to look at a list of potential niche keywords, and quite another to determine the viability of that niche.

This phase of research requires you to invest in some additional tools.

You need to gauge the supply vs. demand data for your niche, and the only way to do this is pull in as much information as you can on the tell-tale variables: number of searches, number of sites with matching keywords, current pricing of keywords on pay per click networks and the nature of your competitor's offerings.

Here are two tools you should consider investing in:

[Adword Analyzer](#)

[Word Tracker](#)

You'll use these tools to collect some very important information.

Let's take a look at the process and how each tool fits into your research.

[Adword Analyzer](#)

Adword Analyzer pulls in the data on search term frequency from Overture. It also displays the number of pay per click campaigns running for each keyword on both Overture and Google Adwords.

What this will do is give you a general idea of how crowded your niche is.

A crowded niche isn't always a red flag. In a lot of cases, you want competition because **it means that profit exists within that niche it also gives you potential affiliate and JV partners.**

So, how do you decide if the niche is worth pursuing?

There are two variables to examine and they are connected.

First, look at the number of Adwords Ads.

How many of your target keywords are overrun with ads?

A good rule of thumb is to discard any keywords with more than 30 or so advertisers.

However, there is an exception to this. Some phrases are overcrowded because those advertisers, usually affiliates, discovered those keywords early on and determined that there weren't any quality web sites coming up in the regular search engines.

So, make sure you run a search on each of your phrases to examine the regular listings. If you find the regular results lacking, you have a good opportunity to blast your Adwords competition by creating an optimized site that ranks well on those keywords.

Word Tracker

Word Tracker allows you to accomplish two important tasks:

1. Determine the supply vs. demand ratio of keyword searches to matching web sites
2. Uncover new key phrases missed by Overture

Of course, you can check #1 manually if you wish, but it's a lot of work.

Word Tracker provides results for supply vs. demand across multiple search engines. This saves you a lot of time.

The service also provides a basic evaluation score for keywords.

In Word Tracker lingo, this score is called KEI.

The higher the KEI the better - A high KEI means that your term is popular, but has few competing web sites ranking on it. You'll notice that

Adword Analyzer also has a KEI function, but the results are reversed (a low KEI represents an excellent keyword).

Final Checks

At this point, you'll want to log into Google Adwords and check the pricing on your keywords.

High priced keywords do indicate profitability, but if the pricing exceeds your budget you should consider re-evaluating whether you want to pursue that niche.

Low cost keywords can mean two things about your niche: either you've uncovered an untapped one or no one is bidding on it because it isn't profitable.

At this point, there's no way to tell without placing a couple of sample ads and monitoring the results.

This is another case where you'll want to check out the regular listings. Are there any commercial sites ranking in this category? Is it possible that searchers for that particular niche trust the regular listings more than the sponsored advertisements?

Niche evaluation, in a sense, is all about evaluating profitability through the lens of advertising. Your customers will find you through advertising.

The greater your advertising opportunities, the more likely you are to see a return on investment.

Niche Marketing Thrives on Information . . .

The easiest way to do business online is to bypass the hassles involved in stocking and shipping tangible products. Instead, *the smart business owner either creates his own products or learns to market and profit from other people's products.*

Creating Your Own Products

You don't need to reinvent the wheel, apply for a patent or own your own factory in order to have your own high value product. In fact, you don't need to sell anything tangible at all.

Some of the wealthiest and most successful business people online made their fortunes selling nothing more than information.

An information product can come in many formats: electronic book, membership site, software, subscription newsletter or even video. The most important thing about information products is that they can be delivered digitally.

This means that your product is packaged as a file which customers download right to their desktop. Your inventory is 'virtual' and there is nothing to ship. The customer receives immediate gratification and your hands are free of the dirty detail work of delivery, allowing you more time to focus on marketing your business.

Does information really sell online? If so, what types of information can you sell?

Let's tackle the first question. There is absolutely no doubt that information sells! The majority of people who come online do so in order to seek out information. Your job is to put yourself in front of them with the information and the solutions they seek. Don't think for a second that just because a lot of information is available for free online that people won't pay to access an information product.

The average consumer puts a premium on his time. He will pay for your product if he thinks you have the answers he needs. In terms of demand, information products aren't much different from traditional, physical books.

There are plenty of books available for free at the public library (and plenty of books to be browsed through down at Barnes and Noble) but this hasn't stopped Amazon.Com from becoming one of the number one retailers on the web.

Now for the million dollar question: **what types of information can you sell?**

Open up your browser and take a look at www.clickbank.com. There are hundreds of products in the categories you'd expect, like music and business.

Notice something else, though? There are dozens and dozens of products in specialized niches.

Some examples:

Wedding Planning Secrets How to Have Your Fairytale Wedding On A Shoestring Budget.

Horse Riding Made Easy Beginner's Guide to Horseback Riding

Get Organized Now! Ideas, tips, tools and more to help you organize your home, your office and your life!

These are super niche products ideas because they focus on very targeted desires. As products, they wouldn't pose too much of a challenge to create.

Even you aren't an expert on a topic, you can easily find someone who is.

All you need to do is collect the content – either through an interview or through hiring an expert researchers or ghostwriter. Once you've got the meat of the product in place, you simply package it appropriately and you're ready to market.

This is all well and good, but you might wonder whether this is the only way to approach niche marketing. There other tactics you can implement which don't require you to create products on this scale.

Niche Marketing for the Lazy Entrepreneur . . .

Are you a lazy marketer?

Ever feel left out because you have no interest in creating niche e-books?

You're in good company.

Even though e-books are fantastic products, there are still other ways to capitalize on niche markets. Let's take a look at the alternatives.

Monetized Mini-Portals

This tactic really took off in 2004. The basic premise is this: you create a content focused site which ranks high in the search engines. Then you monetize that site with a mix of affiliate links and PPC profit-sharing tools like Google AdSense and SearchFeed.Com links.

You can create these sites manually or create them using automated software.

Each approach has its own set of pros and cons. A site created by hand takes up a lot of time.

You've got to keep the content updated consistently to maintain your ranking. The automated approach bypasses the hassle by pulling in content dynamically, as well as generating your monetized links dynamically by auto-inserting your affiliate ID into each link.

The automated sites work like gangbusters at first, but eventually they too will lose their position in the search engines. The problem is that this software often puts out cookie cutter sites and the search engines catch on to this and start penalizing them (and sometimes banning them altogether).

This is an area to keep close watch on for the foreseeable future, though.

The software programmers are wising up and creating tools which overcome the duplicate site problem by implementing RSS feed modules that continually update a site with unique content. (You may want to check out the new [Clickbank Profit Feeds Generator](#) as a good example)

Focused Affiliate Portals

Take a trip over to super-affiliate Rosalind Gardner's Sage-Hearts.

This site nets her close to a half-million dollars per year – all of it in affiliate commissions. Her approach is similar to the Monetized Mini Portal, but with a higher degree of focused content and strict adherence to the promotion of only one niche category. All of her affiliate links point to dating sites.

Creating a site like this definitely requires time and effort. However, if you have a passion for your niche and you are willing to invest in the work over time, the rewards you reap can be astronomical.

Rosalind's site continues to rank well even after six years online. This is an excellent approach to both niche marketing and affiliate marketing with long term potential.

Single Page Direct Marketing Sites

This approach is the easiest to implement and offers yet another way to combine niche marketing with affiliate marketing.

The focus of the direct marketing site is the subscriber list. You focus a single page on the description of your newsletter and collect subscribers to whom you can send your sales messages.

The bulk of your work involves creating content for your newsletter. You can do this yourself or you can utilize ghost writers, reprint articles or resources within the public domain.

The monetization of your list comes from offering relevant niche products for which you are an affiliate. You can automatically redirect new subscribers to the merchant's sales page. You can also send out periodic offerings to your list.

This tactic also has great long-term potential and is really the easiest system to set up out of the three systems covered here.

The great thing is that you don't have to stop at just one site. You can build these single page sites over and over for any niche you can find that has a hot selling product coupled with a solid affiliate program.

Niche Marketing Content Resources . . .

The number one resource needed by niche marketers is content, content and more content. You need content for product creation, content for newsletters and content for your web site.

The final part of this course offers up an extensive list of content resources for you to use.

Before you go anywhere else you should consider my own, brand new content collection Niche Product PowerPack3 . .

- It's quite simply the biggest collection of ready to sell Niche Products that's ever been created!



Within minutes you can own 106 + products in popular niche markets that require the minimum set up time and work-here's the link

<http://www.nichepowerpack.com/x.php?adminid2073&id5303>

I've also set up an exclusive Joint Venture program that will earn you a 50:50 split on all sales. **If you want fast and easy niche products to sell and promote you must check it out . . .**

. . . Okay self promotion asside - let's look at some other areas where you can create tons of niche products content . . .

Public Domain

Take a look at [Public Domain MasterMind](#) for more info in this area.

<http://www.projectgutenberg.org/>

<http://www.creativecommons.org/>

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

<http://www.invisible-web.net/>

<http://www.ibiblio.org/>

<http://www.census.gov/>

<http://www.firstgov.gov/>

<http://www.public-domain-content.com/>

<http://www.primarilypublicdomain.org/>

<http://www.eldritchpress.org/>

<http://www.archive.org/>

<http://www.pgdp.net/c/default.php>

Ghost Writing or “Content for Hire”

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

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

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

<http://www.writers-editors.com/>

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

If all else fails, you may just have to clamp down and produce some content on your own.

If you can't write well, you might consider creating a product based on something you can do well.

Perhaps you've got an artistic bent? Maybe you're really good at speaking and giving presentation, but not the written word?

You can still create hot niche products using your talents. You'll just need to package them in a different format. Instead of creating an e-book, you could create videos, audio, image files and clip art, web site templates or anything else that strikes your fancy.

Each of these product formats can be delivered to your customer via download, so there's no need to worry about getting cut out of the loop just because you don't offer written content.

In fact, multimedia content is beginning to over take e-books in quite a few niche areas where audio-visual learning represents the most effective way to deliver information - it also commands higher selling prices due to it's perceived higher value.

Through 2005 and beyond it could be the way to go.

Good Luck & Best Wishes

Simon Hodgkinson

P.S.

Don't forget to check out the *Niche Product PowerPack3* Collection . .



<http://www.nichepowerpack.com/x.php?adminid2073&id5303>