

# Digital Resale Rights

PRESENTS



## Niche Profit Streams!

**How to use red-hot niche information products to create several income streams that will generate profits for months and years into the future.**

Be Sure To Check Out The [Digital Resale Rights BLOG](#) For More Premium Information On Resale Rights & How To Create Instant Profit Streams With Niche Products.

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**Would You Like To Make \$17,400 By Giving Away This Book?**

Niche Profit Streams could be making money for you on autopilot just minutes from now. In fact you could make \$17,400 very easily by giving as many copies of this great book away as you can. Each sale is worth \$14.50 – were you to refer just 100 members who stayed for a year it would equate to \$17,400 in the first year alone.

How? You see this book is one of the giveaway products at the [Digital Resale Rights Club](#) – If you haven't heard of it, the club is dedicated to providing thousands of dollars in exclusive niche resale rights, private label rights and more to a strictly limited number of members at a shockingly low price.

If you would like me to brand this book with your affiliate link to the club it's easy:

**First, [Join the club](#).**

**Second**, sign up for the affiliate program from inside the members area.

**Third**, send me an email with your unique affiliate ID – I'll whip you over a branded copy of this very book – so you will get a monthly recurring commission from every member who subscribes to the club through reading your book. You will also get full private label rights to the book so you can use the material to create alternative works such as articles, newsletters, email courses or viral ebooks. The possibilities are endless.

If you have any questions feel free to [email me](#).

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## **Introduction**

Welcome to **Niche Profit Streams** – before moving onto the ways that you can create streams of income using niche products I want to introduce myself and leave you with a few ways of thinking that, just perhaps, may influence your life in a positive way.

A quick word about myself now – My name is **Tuks** and I'm just a regular 30 year old guy from jolly old London. My greatest invention in life to date has been the [Digital Resale Rights Club](#) – I set it up because I wanted two things. The was first to provide people like your good self with access to everything needed to set-up profitable income streams in high demand niche areas. The second was (obviously) to create a livable income for myself in the process. Incidentally, to keep your finger right on the pulse of niche marketing, resale rights and how to use these powerful concepts to create recurring floods of cash, do check out my [BLOG](#) if you have the time. I'm sure you'll find it well worth your while!

What I'm about to tell you now is no exaggeration – this book could easily have cost you \$49 or even \$97 because it reveals some very high level ways of profiting from niche markets. And of course, at the end of it I'm going to give you access to a site with lots of fresh niche products for you to go away and profit from. WHY am I doing this? It's simple – I believe that if you give things freely and in good spirits, you will receive many multiples of it back...and I'm not just talking about money here – I'm talking about the creation of goodwill between you and me.

I really hope you enjoy everything in this book – I hope you can use it to create the profits, income streams and quality lifestyle that we all deserve.

**Tuks**

**Lets Talk About You Before We Begin...What's Your  
PLAN?**

You know all about me – now lets find out a little bit about you. You've got hold of a fantastic book on niche products, but **do you have a plan?** I say this and I'm reminded of a very popular old adage:

*“If You Fail To Plan, Then You Plan To Fail”*

It's true. If you don't have a game-plan for what you want to achieve with your Niche products then I'm sorry to report that they will probably just wind up gathering digital dust on your hard-drive. It's a sad fact that while resale rights and niche products offer tremendous potential, very few people actually get around to making serious money with them (you're not going to be one of them now because you are going to write out a plan that suits you, and then carry it out).

People who write down what they want to accomplish, more often than not, get there in the end. I don't know why it's this way...IT JUST IS. This isn't something that I just pulled out of thin air – entire books have been written with this concept. So do one thing – before you hop on over to the niche product download area (I've seen you looking at the link, don't think I didn't notice ☺) just spend five simple minutes of your time jotting down what you want, or what you NEED from niche product marketing. I would love to create a plan for you, but sadly I don't know you or what your circumstances are.

Still struggling? OK well here's how I approach any plan I need to make (be it creation of a new product or approaching the wife to tell her I've broken the antique wine-glass set whilst playing “golf ball Olympics” in the living room).

Here's an example of a very simple plan. Let's say that I'm relying on my niche products business to generate a part time income of \$500 per month – I think most experts would agree

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that this is a fairly achievable target to get within a relatively short space of time. 17 sales of a \$29 would get you this target (that's about a sale every 2 days).

If you wanted something approaching a full time income (say \$4,000 per month) your plan would be somewhat different – some niche products will bring in multiples of that every month but it's still a more challenging target so your plan may be somewhat different (you would need to have access to high quality knowledge, resources and tools – but it is certainly achievable).

My point is determine what you NEED. Then decide on what steps you must take to get to that place.

Don't make the mistake of drifting aimlessly – a plan firmly imprints in your mind where you need to be going and above all it prompts you to take action.

**Niche Products, PROFIT-BURSTING Markets & Why (For Once) You Happen To Be In The Right Place At The Right Time!**

Those of you who have read my recent works will know that, in my humble opinion, we're right at the start of something HUGE as far as making money on the internet is concerned. You see, we're now living in the "information age" – do you know what makes the world turn in the information age? Unless you're sleeping (or incredibly dense ☺ ) you will of course have answered "information".

You see, companies and individuals that are either directly or indirectly involved with the information trade are in many cases enjoying shocking profits. Do you know how successful companies such as Amazon have become? Well to put you in the picture, Amazon (the well known online book retailer) recently reported annual sales of over \$6 billion. Of course it does sell other products too but selling information is a major part of it's core. Look a little closer to home and you'll see that profitable websites are springing up in practically every niche information segment that you can think of - and often, the more specialized the information the more is charged for the information. Often, these niche information sites are set-up in an efficient, autopilot mode and bring in cash for the owner everyday, like clockwork, for months and sometimes years into the future – all with minimal maintenance.

Point in case, my father happens to be a director of a shipping company – recently I noticed him engrossed in a report about international shipping strategies. Obviously, a very narrow and specialized niche. How much do you think that relatively short report cost? Would you believe £75 – that equates to about \$130. I doubt that the author spent more than a week creating that niche report – every shipping company in the world would probably have wanted to order it...do you think the author managed a tidy profit from it? Of course he did.

My point?



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*“Now, more than ever, quality information sells rapidly, and at high prices – the trick is to obtain premium content in high-demand niches with a limit to the competition. Then present this information to targeted leads that are looking for it. Get this right and you’ll enjoy niche profits beyond your wildest dreams.”*

So what exactly is a niche? Put simply, in the world of information-selling, a niche is a very specialized subject. As we saw above, the shipping industry is a very specialized business niche. There are thousands of shipping companies out there – all of them want information on how to make their specific shipping industry bigger, better and more efficient. They want to know the current and future trends that will affect their bottom line. Business owners in the Shipping industry niche are willing to pay TOP DOLLAR for information that will help them do this. They will pay far more for this specialized information than for say a general book on building a business. That is niche marketing, and once you grasp WHY niches are so powerful and how to market to them you can create money on demand. Don’t go away, I’ll show you exactly how to do this.

The great thing about niche’s are that niche consumers are FAR more easy to find, not to mention far easier to sell to. Think about it – consumers who are interested in a specific niche all go to the same online locations...they subscribe to online ezines and post at their relative niche forums. Offer them a fresh new product that targets their interests, needs and desires and they’ll gladly whip out their wallets and stuff cash into yours to get it. Niche markets are my dream, and by the time I’m done with you they’ll be your dream too.

## **What Niche Products Should You Be Selling?**

Now we come to a very exciting part in the book. I'm going to just reveal to you exactly what niche markets are red-hot – and I mean just crawling with potential customers desperate to give you their cash in return for premium information that satisfies their requirements. I'm not going to charge you anything for this information – I'll share it with you freely (there are many places that put this information into an ebook report and sell it – it's VERY powerful stuff as long as you take action and put it into use).

There's one thing – I'm afraid I may be spoiling you by just handing this to you on your lap so you'll have to promise to continue reading the book after getting your grubby little mitts on this info ok? ☺ The reason is that a little later I'm going to SHOW you exactly how you can (and should) research high demand niche markets for yourself.

I've been researching niches for quite some time now – I've noticed that there are some niche categories that are perfectly suited for information products. They fall into these broad subjects:

- **Make Money From Home Niche** – People say that this is becoming a crowded place. Don't believe them, this industry is growing from strength to strength as more and more people venture online to earn extra cash. Given that not nearly the world's population is online YET, the scope to teach others high quality ways of making money using the internet will vastly increase over time. Teach people a convenient and proven way of making additional income streams and you can bet that product will sell very well. Would you like an example? Not many people know the potential behind selling popular music/concert/sports tickets at huge mark-ups. By knowing a few simple tricks you can get hold of popular tickets that are sure to sell out before the event. Then you simply put these tickets in front of millions of ebay buyers and watch the bids accumulate. If you could teach people how to do this for themselves, do you think they would be interested in buying that information from you? Of course they would. See for yourself - "[How To Make HUNDREDS Per Day As A Ticket Broker](#)".

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In my view this is the strongest niche to be involved with – a few good resale rights products here and you really have the opportunity to create some incredibly strong income streams. Before developing my Digital Resale Rights club, one of my strongest selling books was a book showing people how they can earn an income by [recycling cell phones for cash](#). It showed people a very different way to the norm of making money from home in a very lesser known niche. Incidentally, if you're interested in this product it is available with full resale rights with membership of the [club](#).

- **Relationships, Online Dating & Prosperity Niches** – Like the “make money” niche, people want information on how to make their lives happier. There are several niches inside this broad category and we'll investigate a few of the opportunities shortly. Do you know that in the Overture search engine alone there are **over 780,000 searches for “online dating”**? The actual figure for people searching this on the internet would be several multiples of this when you consider that far more people use other engines such as Google. Imagine the potential if you were able to get hold of powerful resale rights products in these niches.
- **Weight Loss, Health & Fitness Niches** – Again, a basic theme that almost all human beings have a vested interest in. People want to look and feel good – they will pay for premium information on how to lose weight, eat healthily and how to generally look and feel good. With high quality niche products you will have the ability to target literally several millions of people who have a considerable desire for the product you're offering. For example, literally millions of people are interested in childcare and pregnancy topics. One book that has always sold extremely well has been the “[How To Choose The Gender Of Your Baby](#)” book. It simply teaches people safe, natural and scientifically proven ways of increasing the chances of conceiving the baby gender of their preference. This one is actually available inside the Digital Resale Rights club along with several other health & fitness books.

- **Recipe, Food & Drink Niches** – Food is BIG business. People want to know how to cook delicious food. Wander into any book store and you'll see scores of recipe books - food books have always been good sellers. I don't know about you but my bookshelf has at least 15 recipe books. Take a look at just one months results on overture for soup related results alone:

**soup 53,203**

**soup recipe 29,715**

**potato soup recipe 11,139**

**cabbage soup 11,663**

**french onion soup 10,912**

**chili soup 10,445**

**tortilla soup recipe 9,950**

**french onion soup recipe 9,156**

**cambell soup recipe 8,769**

**vegetable soup 8,461**

**taco soup 7,863**

**vegetable soup recipe 7,699**

**cabbage soup diet 38,651**

**potato soup 15,051**

**chicken soup 11,112**

**chicken soup recipe 7,823**

**campbells soup recipe 7,101**

**tortilla soup 9,798**

**chicken noodle soup 9,023**

**broccoli cheese soup 8,469**

**soup diet 8,411**

**cabbage soup recipe 8,818**

**chicken tortilla soup 6,315**

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Now this search was done back in April - and it doesn't include the results of the big hitting search engines like Google or Yahoo. The actual figure would be far higher if we included results from those engines. The point is there is a huge demand for soup recipes. Overture alone resulted in 300,000+ results.

Now what if you could instantly provide a high quality product to satisfy the demands of these people? Take a look at this:

<http://www.digital-resale-rights.com/amember/go.php?r=48&l=uggc%3A%2F%2Fjjj.qvtvgny-erfnyr-evtugf.pbz%2F/soup.htm>

(Note – don't buy this product...you'll see why below, I have just used it for demonstration purposes).

There aren't any shortage of ways that this book could be marketed. For example, you could write articles featuring soups and leave your signature link to the full product.

You could create your own info-product - perhaps 20 free soup recipes and promote the full book from within your book. Then give away your product free and create a viral campaign (there are lots of places where you can give away your eBook). If you have access to several recipe ebooks with resale rights you can even set-up a membership site and charge people a reasonable monthly fee to access the site (adding more recipes on a monthly basis of course).

By the way as I was saying above do not buy the product from here, as both the soup eBook and an entire suite of premium cookery, recipe and drinks eBooks are available with full master resale rights with your membership of the [Digital Resale Rights Club](#).

- **Plus Several More High Demand Niches** – The above are just some of the proven niches that are out there. The fact is that you can potentially target **anything** that has a

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relatively high appeal where there is useful information that can be packaged into a digital product. It would be impossible to provide you with every single potentially profitable niche market because there are simply too many.

OK, you're now aware of some of the types of niches that have large markets crawling with hungry buyers. Now, we're going to see how you can research niches all by yourself.

## **It's ALL About The RESEARCH!**

Let me tell you one thing very frankly...and this little tip will save you a LOT of time, expense and heartache when you start selling to potential niche markets:

*"It's ALL about the RESEARCH!"*

What does that mean? Well put simply, before you invest your time and money in producing (or purchasing) a niche product to sell, you had better make sure that the DEMAND for it is there. That's what we're going to look at in this section.

So just how and where do you begin? There are millions of possibilities...an endless list of potential niches – pick just one good product in one popular niche and it could mean big things for you. Having said that, it's really not as easy as you might think – you DO need to research thoroughly, then try and find a premium quality product in that niche with resale rights (or learn how to produce the product yourself). It's crunch-time. Grab some hot coffee (or if you happen to be in England like me...some nice tea ☺).

I used to hate maths as a kid. I sucked at it and I could never see the point. One of the things I didn't like about it was that there was just ONE answer. You were either right or wrong. Well the great thing about finding niche markets and niche products to sell is that there are multiple "right answers" – several different ways of doing things to make good profits.

Before going on, I will indulge in some shameless self-promotion and just let you know that if you would like over 100 premium niche products with resale rights you can grab them and start making money immediately – I am of course talking about the [Digital Resale Rights club](#). In addition to a huge array of premium niche resale rights products (including audio & video products – the future of information products) there are exclusive resale rights products that are unavailable anywhere else on the net.

There – I feel so much better now ☺

Now back to our niche researching. Let's identify exactly what we're looking for now when we're searching for a niche market:

- A market with a **relatively large population of prospects**. We DO want a specialized niche, but we don't want to venture into a market where there are too few prospects. Too many people wrongly associate the word "niche" with a small market. No – a niche is simply a specialized and targeted market. A niche can have several million (or more) prospects in it. As we saw above, the home business market is a niche market – so is "advanced rat trapping techniques". Now I don't know about you but I would much rather be involved with the former!
- **There Should Be Limited Competition For The Niche Product You're Selling** – Those of you who read my [Resale Rights Empire](#) book know that it's highly important to resell products that have strictly limited competition. The same applies for any niche product that you're selling...if you're buying a niche product with resale rights then you need to ask yourself how many people are selling the exact same thing. Try and obtain rights with a limit to the number of licenses issued. You will also need to find a way of presenting the niche product with a very unique twist (offer something extra or different that prospects can ONLY get through you).
- **The niche market is in a growing industry** – more and more people should be interested in the theme (as we saw, making money and health/fitness are perfect examples of this). You would not for example want to launch into a shrinking niche...for example technologies that could be deemed to be on the way out such as VHS cassettes (gradually being replaced by DVDs) or black and white televisions!
- **The niche should be reachable** – there should already be several newsletters, forums, websites and even offline publications related to it. This is important because the more



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avenues there are, the easier it will be to present your product to your red-hot targeted prospects (and at a lower cost).

- **The prospects in the niche should be willing to pay for information** – the last thing that you want is to invest your time, money and energy to develop a product that targets a niche where people won't pay for the information. You would not for example start up an "internet newspaper" and expect people to pay money for it everyday...because you already have award-winning sites such as BBC or CNN that do this for free. It's important to set out the plan for your niche product before taking any action.

After brain-storming you may have a number of potential niche ideas – and of course you'll have several keywords for them. I'm now going to share some free tools that you should be using when determining the viability of your niche.

The first tool is provided by Overture (a Pay Per Click search engine). It's totally free and you can view it here:

### [Search Term Tool](#)

**How To Use The Overture Search Term Tool** – let's say you're choosing between two potential niches. One is a book targeted to the home business niche and the other is a book on how to build a rat trap (you understand I'm not obsessed with rats or anything – I just keep using it because it's rather an obscure niche so it highlights my point rather well).

Here's one way you could find out which of these has more potential – use the search term above to find out how many searches were performed on keywords related to your topic – the results will show how many people searched for that term in the previous month.

The home business search returned the following:

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Searches done in May 2005	
Count	Search Term
61755	based business home
18323	based business home opportunity
17214	business home
3006	business home opportunity
1213	business free home
1154	business home insurance
1134	based business home idea
1107	business home idea
1098	business home work
938	business home internet
901	base business home
887	business home opportunity work
734	best business home
662	based business home uk
657	based best business home
654	based business home internet
502	business home internet opportunity
435	based business home internet opportunity

So on overture alone you can clearly see that the top result for home based business returned over 61,000 results in just one month – expect the true value to be far higher than this (for example if you included results from the big hitting engines such as Google). Potential here? Oh yes – lots and lots of people in this niche, many of whom will pay to get information about setting up their home business.

Lets compare it with the rat-trap niche:

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Get suggestions for: (may take up to 30 seconds)

build rat traps 

**Note:** All suggested search terms are subject to our standard editorial review process.

### Searches done in March 2005

Count	Search Term
66	how to build a rat trap

Not really what we would want in a niche market is it? Just 66 search terms in a month. You would also ask yourself, just how much could you realistically charge for this information?

If you have a list of potential niches that you are researching this tool should give you an idea of how many potential prospects each niche may have. Incidentally, there is a free piece of software called Good Keywords that features the same type of search, except it includes additional search engines too. You can [download it here free](#).

Another free keyword tool that I have used before with some interest is Google's very own Sandbox tool. This actually comes up with several additional and complimentary keywords in your niche. This may be especially useful when you're setting up an Adwords campaign as many of you no doubt will go on to do. You can access the [Sandbox tool here](#).

Those of you who are familiar with selling information online will probably be aware that there are no shortage of eBooks & software that exist with the sole purpose of showing people how to identify and set up keywords relevant to their products. One of the best resources I have seen on this is "[How To Build HUGE Niche Keyword Lists](#)" by a rather well known fellow called Louis Allport. This little gem is actually a Video eBook and you may be interested to know that it's actually included with full resale rights with membership of the [Digital Resale Rights club](#).

OK – now you know exactly what types of niches are popular, and you know how to research niche markets for yourself. Hang on tight, I'm going to teach you how and where to create highly desirable niche products that will create powerful income streams for you years into the future.

## **Powerful Strategies For Setting-Up Highly Profitable Niche Income Streams In Record Time**

Remember how math's is evil, because there's only ever one answer to everything? Well you'll be relieved to hear that there are several different ways of setting up profitable niche income streams! It's really up to you how you set-up and create your niche products – some may take weeks (or longer) while with other methods that I will uncover you could be up and accepting orders in as little as a few hours from now. Bottom line – it's time to get hold of your niche products now.

Here are the main routes that you can take to come up with niche products to sell:

### **Create Your Own Niche Info-Product From Scratch**

Assuming you're confident with the research that you've carried out, the longest and hardest way of setting up a niche product to sell is to actually go out and write the product yourself. This may seem daunting if you've never written a book or created a product before, but it's an option well worth exploring. Info-product creators have the luxury of being able to set the terms and conditions of the information they offer for sale.

The actual detail of creating information products is well beyond the scope of this book – if you go down this route it's very important you do things the correct way, right from the start. If you would like to find out more about the best way of creating highly profitable information products I recommend you get hold of [The Complete Info-Product Creation Toolkit](#) – it not only shows you step-by-step how to create info-products from scratch, but it also gives you all the tools you need to create them. These tools would cost from \$19.95 to \$97 individually and they show you how to create PDF files for free, add audio and custom graphics onto your site and a whole lot more. I should mention that the toolkit comes with full master resale rights with membership of The Digital Resale Rights Club.

I'm not saying there is no effort required – creating info-products is a skill that needs to be acquired, but one that is well worth having.

### **Acquiring High Demand Niche Products With Resale Rights**

This is by far the quickest and easiest way of establishing a fast, profitable presence in any niche market. As the demand for premium information grows (in all types of niche markets), so we're seeing more and more resale rights products appear. Now I'd like you to pay close attention to this segment because I'm going to tell you exactly what you need to do with your niche resale rights products to make them sell like hot cakes.

- 1. To Sell ANYTHING Online You HAVE To Offer “Perceived Value”** - You've got a great niche product with rights to resell it. You have the advantage of knowing that you can focus your marketing efforts to a targeted crowd (that you know exactly how and where to reach). A crowd that is very interested in your niche product. You're in a good position – now you need to really to make these guys an offer that they just can't refuse. How do you do this? By creating something called **perceived value**. This simply means that your product has strong purchasing appeal – you have made the deal so good that no one in their right minds would turn it down.

But how can you get your niche product to this stage? Well, get inside your customers minds and ask yourself what it is that would tip them over the edge and make them buy your offer. One good way is by offering a **unique, high value bonus** that is ONLY available through you. For example, lets take a look at another absolutely HUGE niche market – cars. This market has a potential target of several million people and you'll see an endless supply of newsletters, forums, websites etc related to cars. Let's look at a product that would appeal to a huge population in the car niche – [How To Get A Free Car & Get Paid To Drive It](#). You'll see that a lot of people would be quite interested in the product – but take a look at the bonus product. It's a [lifetime membership to a Book & Software Club](#) that ordinarily costs £49 (approx \$84) – can you see how this adds to the entire perceived value of the product? Many people on the edge of ordering would be

swayed by this highly valuable bonus. By the way in case you're interested in obtaining the product and resale rights, it's available with membership of the Digital Resale Rights club.

Allow me to illustrate another example of how to create perceived value (and this is more for those of you who will go on to produce your own niche products). One of my recent releases was an all inclusive resource called [The Complete Info-Product Creation Toolbox](#). There have been some real best-sellers out there showing people "how to create an eBook in X days" and so on, a couple of them being quite good in fact. However I noticed one thing in even the best of them – they only gave advice. Every time the newbie info-product creator needed to get hold of software, for example to create PDF files or add audio onto their site, the book would point it's affiliate link to a recommended resource – so much so that the reader had to end up paying an additional \$150 or so to do everything the books suggested. There was my opening – When it came to producing The Complete Info-Product Creation Toolbox, I immediately scooped up the master rights to several resources and software that every info-product creator needs in addition to the basic "how to" info, and included them as part of the package. The result? Instant perceived value.

What do you think most potential info-product creators would prefer – a "how to" eBook, or a "how to" ebook plus all the software needed to get started? Pretty obvious isn't it. Here's another method of creating instant perceived value if you're an info-product creator. Throw in unique bonuses that your prospects just can't get anywhere else. Get this right and not only can it be the difference between a hit and miss sale, but some customers may buy your product especially for the bonus – if it's something so unique and valuable that they haven't seen elsewhere. Now I'm not suggesting you spend a week of 12-hour days slugging away to produce the "bonus of the decade". No, you simply have to identify your customer's needs and figure out what other information you could provide that will clinch that sale for you. That bonus could come by way of a high-power special report or perhaps even a piece of complementary software that could benefit the user.

Hopefully you now understand the importance of creating a high level of perceived value in the minds of your customers and prospects. When you think about it, we live in the internet age where online information is available everywhere – much of it free. What’s the difference between your prospect choosing between your product, a competitors product or free info? Perceived value of course.

- 2. To Rise Above The Competition You Need To Imprint Your Unique Selling Point (USP) On Your Product!** If you have obtained resale rights to a niche product that a lot of several thousands of people are selling, what will you be doing to differentiate yourself from them? It’s the very thing that makes you “different” that is your **unique selling point**. We saw above how critical it is to create perceived value – equally so, your unique selling point follows on from that. Here’s how you can create instant USP for your product:

First, **differentiate from the crowd** – create a “unique selling point” that is not available anywhere else. Instead of just uploading your resale rights products as soon as you purchase, why not add to the offer by throwing in some alluring bonuses? What other resale rights products do you have that will “**compliment**” your featured product. Let me show you what I mean. You may or may not know that it’s possible to make a lot of profits just by adopting a few simple strategies on online forums. One piece of software that is highly regarded for this is **Russell Brunson’s Forum Fortunes** – now a lot of people recognized just how powerful this software was, and like me, they got hold of the resale rights once they were available. The software appeals to just about anyone who has an online business. Great, but how did I manage to compete against the many others who also purchased the rights to the software? Simple – I put my own USP in – I offered two bonuses that potential customers could only get from me. One you’ll recognize is the same Book & Software club, and the other was another exclusive product only available through me - an Advertising Toolkit (as many people who would be interested in the software would also want to know how and where to find highly effective advertising).

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Here's the [potent package](#) that I created with my resale rights product. Very different to what a lot of people would have done – simply upload the offer just as they purchased it.

The second thing you can do to add perceived value is tweak the sales page a bit. Some resale rights products have questionable sales copy and graphics (even if the product is great). This is wonderful news for you – get in there and make it better (making sure of course that the author allows it – most do). I assume you read your resale rights products before selling...so what benefits most impressed you about the product? What about the format and graphics of the product – can you create “instant perceived value” by improving these? These adjustments should take no more than a day, yet the positive benefits will be clearly seen through increased sales of your resale rights product.

### **A Highly Powerful Niche Profits Strategy That You Can Use Right Now To Create Instant Profits With Your Niche Products In Record Time**

Now I'm going to show you a simple, yet little known strategy that you can use right now to break into instant profits with your niche products. I'll also show you a neat and easy way of getting instant recognition as an info-product creator and getting back-end income from your niche resale rights products.

At this stage you'll have identified the niche product that you wish to sell. I am assuming that you've purchased the resale rights to a quality niche product and a few relevant bonuses. Here's what you do:

1. Create an info-product which contains the download links for your niche resale rights products inside. Along with the download links you can direct the customers to your other products that would be beneficial and of interest to them. You can write a short paragraph about using the benefits of the product before directing them to the sales page. It's very important that you provide some informational value before directing them to the sales page. You should have quite a bit of knowledge on the niche you're selling to (you may have researched it pretty well to get to this stage) – so add in more valuable



content that the product you are selling does not include.

2. As the customer downloads their products from within your book, they will read your insightful comments and this will create a positive vibe in their mind. Even if you don't have other products you can include an affiliate link to another high quality product that they may be interested in. This will create a viral income stream for you as several targeted prospects are viewing your other products/affiliate sales links while they download the initial product.

This technique is called “working the backend” and it's one of the biggest advantages that info-product creators have over resellers. Well guess what – now you can have the best of both worlds. Just be a little careful and make sure the resale rights products that you're selling are allowed to be used in this way. Mainly there should not be a problem, but always check the terms and conditions before doing anything creative with your products. You never know how an author may react if you trespass their terms and conditions.

By the way, for those of you who have never written an info-product before do not worry. This is very different from writing a full book – you're simply adding some useful light content to your already fantastic niche product. If you have access to Adobe Writer (or [The Complete Info-Product Creation Toolkit](#) ) you can literally create this kind of package at the push of a button.

### **It's Vital That You Capture Your Prospects Email Address**

In case you've never heard it, there is a very potent adage in the world of online marketing that goes something like this:

*“The Money Is In The List”*

It's a short, snappy and very true piece of advice. Here's how it works – you gain the niche customers trust (for instance by providing highly valuable content by way of a newsletter or free

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bonus item). You then keep in contact with the person, again by providing valuable content through your newsletter. When they trust you they will hopefully purchase your niche product. Now as you get more and more subscribers to your niche newsletter, you can offer additional products to these people that will be of interest to them. It's very important that you constantly aim to grow your list, and of course build a very good relationship with them.

### **Set-Up A Turn-Key Niche Product Site – Get It Profitable – Sell It For A Huge Mark-Up...**

#### **And Repeat!**

This strategy can be implemented in a few days and can be used to generate some very good profits from niche products. As you may know, niche products are being sought after more and more. Good quality products with high-converting sales pages can sell at a real premium. Here's a strategy that you can implement with a view to setting up and selling niche product websites:

1. Find a niche market with high demand and relatively low competition. Locate a premium quality product in that niche with resale rights (the product should be relatively fresh). Find additional bonuses that can be added to create a quality package with high perceived value. Of course, if you're inclined (and have the time) you can also create a brand new niche product yourself.
2. Create a high quality sales page & graphics for the product, making sure it is loaded with a sense of perceived value and has a unique selling point.
3. Set-up a domain name for it (these can be snapped up for a few dollars these days).
4. Set-up promotional materials for the niche product – banners, articles, solo adverts and even an email course that can be plugged into an autoresponder.
5. Set-up a way of accepting payment for the product that works. If you have the ability start pointing traffic to it too.

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Do you see what you have done? You have created a turn-key business that you can sell at a significant premium. The more unique your niche product, the more “punch” you’re able to give it, the better the response will be when you try to sell it. This sort of package CAN be put together in a few days and sold for a few hundred dollars. You can even keep doing this and create an income from setting up specialized niche products if you wish.

## **Niche Marketing Strategies – How To Drive Targeted Traffic To Your Niche Website**

Traffic is the lifeblood of your niche product. Not just any traffic but highly targeted traffic. This is what I'm going to teach you in this section. Before starting, you should be aware that the art of marketing is absolutely huge. Entire books and membership sites have been created focusing on internet marketing. If you'd like to know more about some highly effective ways of marketing niche and resale rights products then the Learning Center that comes with membership of the [Digital Resale Rights Club](#) will do just that. Incidentally, in case you're in need of a highly reliable and all in one hosting solution for your site I highly recommend Kavi's [Ultimate Marketing Center](#). Aside from the quality hosting, you get a suite of additional features such as ad trackers, auto-responders, affiliate management systems and far more. Above all, Kavi's customer service is fantastic.

That said, lets look at the basic proven strategies that you can use right now to generate traffic (and more importantly, sales) to your niche products:

### **Create A Marketing Plan**

It's incredible the number of intelligent people who don't draw up a marketing plan for their products. A plan should set out exactly what you wish to achieve with your product and how you wish to achieve it. A plan focuses the mind and helps you get to your end goal. It's critical to do this. Here are just a few things that your plan should cover:

- What price you will set your niche product at.
- The exact methods you will use to reach your target customers.
- What advertising methods will you employ? What budget have you set for this?

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- What methods will you employ to get big-hitting Joint Venture partners on your side?
- What various methods will you use to get targeted traffic to your site. There are no shortage of options – SEO, PPC, JV traffic, forum participation and article/free report distribution are just a handful of ways of doing this.

Once you lay out your plan you're ready to get stuck in and do what it takes to get targeted traffic to your site. Just remember that this can take some time, so if you do not see results instantly do not panic. Good marketing is a long term effort – as your skills and efforts develop you'll see a build up of sales, hopefully each and every month until you get to a stage where you're earning an actual income from your activities.

The below activities are highly recommended for you to gain targeted traffic to your niche product:

### **Online Forums – A Great Source Of Targeted Traffic & Potential JV Partners**

The great thing about niche marketing is that a lot of your prospects will be visiting the same forums – find the forums that are related to your niche and provide answers to the questions that are being posed. This will establish you as something of an expert. Of course, when you contribute positively you can also leave your signature link to your niche product or newsletter. Not sure exactly where your niche forums are? Don't worry, I've provided you with a list of Forum Search Engines that will spoon feed you the forums for your particular niche:

[Find Your Forum](#)

[Forum Guide](#)

[Forums Info](#)

[Forumzilla](#)

[Forum Showcase](#)

[Forum Finder](#)

[Forum Directory](#)

[Forum One](#)

[Board Reader](#)

Some forums have several hundred thousand members, while others may only have a few hundred but the point is that here you have **HIGHLY TARGETED** prospects, all in one place. There is a way to generate a lot of profits from forums, and when it boils down to it they are a great chance for you to gain publicity for your product/service 100% free. Most forums do have rules that you need to follow so do not just jump in and start placing blatant adverts – they will be deleted and you will almost certainly be banned from making future posts.

Generally, the main thing that you should be careful on forums is that you do not “spam” – as a general rule, try and leave your signature file (one that points to your website or newsletter signup) whenever possible – but try and contribute something when you do this. For example if you ANSWER a question that helps someone at a forum – go ahead and leave your sig file. If you’re just asking a question then it’s best not to. You’ll quickly discover (like all the gurus that are making fortunes online) that forums are a great source of free advertising, knowledge and more.

Forum marketing in my view is just an awesome way of getting a stream of laser-targeted visitors, subscribers and ultimately customers at zero cost. The best thing to do is get started as soon as possible and get yourself organized. I also really suggest you take a good look at the [Forum Fortunes Software](#) that we talked about earlier in this book – it is in effect a **forum**

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“secretary” and when used correctly will probably pay for itself within one day and generate a great deal of profits for you far into the future.

### **Write & Submit Articles**

I’m sure you’ve heard of the potency of writing and submitting articles for a stream of long term traffic. The big guns do it all the time – and if you can read and write, so can you. Let me illustrate why article writing is so phenomenal...you whip up an essay of between 500 to 1000 words on your niche. It has to be premium, highly interesting content (or it will not be published by anyone). You then blast this to as many article directories (and forums that accept articles etc) as possible – there are several thousands of them out there now days.

Every article you publish has the link to your website at the end. Over time people various will come looking for specialized content for their newsletters and websites. They see your fantastic article and it would be a great read for their prospects. It’s free for them so they publish it – send it to their lists. Have you any idea the amount of traffic this would generate for you? One article alone could get you many thousands of targeted hits in the space of a few weeks or months. At a 2% conversion rate (hardly spectacular) one good article that picks up 3,000 hits over 6 months would get you 60 sales – if each of these were just \$29 you would have made \$1,740 for about an hours work. Can you imagine the benefits of writing a highly targeted article every day? Over time you could have hundreds of highly targeted articles swirling around the internet, being published and seen by tens or even hundreds of thousands of people. What do you suppose that would do for the sales of your niche products?

I’m a firm believer in the power of articles – I write as many as I can and I still get sales for products that I had written years ago, purely on the back of quality articles. To find out more about how to harness the power of article writing I strongly suggest you check out the most [powerful article submission software](#) (& course) around.

### **Joint Ventures**

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The internet is growing beyond your wildest imagination. As we speak thousands of new sites are joining the world wide web. In almost all niches, there will be many opportunities for alliances with complimentary websites. Don't underestimate the importance of this! When you find complimentary joint venture partners you effectively find a way of growing both your business and theirs (and provide customers with what they're looking for in the process).

Finding profitable Joint Venture partners has the added bonus of being absolutely free – you make your offer available to people who ordinarily would not see it, and you only pay your partners when you actually make a sale. It's a win-win situation.

I really believe in the power of Joint Ventures – I also believe that your partners are helping you to succeed so it's important to treat them well. For example, you should offer a minimum of 50% commissions on your products (more if possible).

So how do you go about finding Joint Venture partners? Well, whatever niche you have chosen, you're ideally looking for complimentary sites that ideally have their own ezines. Because of this, you can find many potential JV partners by browsing ezine directories. Here are a few to get you started:

[Free Ezine Web](#)

[Email Universe](#)

[Go Ezines](#)

[Ezine Links](#)

[Inkpots Ezine Directory](#)

Generally, if you're just starting out you're more likely to have more success with some of the smaller, less known ezine owners. They may still have highly responsive lists but are more likely to give you a positive response to your offer.



I highly recommend that you first subscribe to any ezines that you intent to contact the publisher with. Get a feel for the newsletter content, the style and also the owners website. This will be very handy when it comes to crafting your actual JV proposal.

Joint Ventures are certainly a tool that every reseller should be using to get (effectively free) advertising, build profitable relationships and, ultimately, improve their sales and revenues. A successful Joint Venture partnership is likely to continue long into the future as both parties build their businesses and add additional products to their portfolios.

Your relationship with other marketers is by far the biggest thing that will mean success to you whether you create your own niche products or repackage resale rights products. A joint venture with someone with a good sized list can put you on the marketing map literally overnight.

### **Advertising In Newsletters & Ezines**

The effectiveness of Ezone advertising has been debated in recent times, mostly due to spam filters increasingly blocking valid emails. While this is a genuine concern ezine advertising still continues to offer a good, instant source of targeted traffic at a reasonable cost. You can browse the internet for newsletters that your prospects would potentially read – and offer the publisher a JV proposal as we saw above, or at least ask if you can purchase an advert in his publication.

### **Set-up & Write Your Own Blog**

Blogs are becoming a highly popular way of communicating information. Increasingly, people are using blogs as a medium to broadcast their newsletters. Blogs also have an additional advantage in that it is possible to set-up further streams of income such as AdSense advertising through them. You can setup a Blog free of charge from [Blogspot](#) (I use the same service for my [Digital Resale Rights Blog](#)). You can also use your blog to get people to sign up for your newsletter and to inform them of additional products and services that they may be interested in.

Setting up a Blog is very straightforward – you simply use the interface provided and simply fill in the blanks.

### **Using Pay Per Click Search Engines**

PPC's allow you to “switch on” instant, targeted traffic to your niche product. A lot of people struggle to achieve profitability with Pay Per Click engines and it does take quite a bit of effort to set up campaigns that provide positive results – though once you master it, the skill is priceless to have in your marketing armory.

With a PPC program, such as Google Adwords or Overture, you bid on certain keywords that you believe your potential customers may use in the search engines. The higher your bid (a few cents to several dollars) the higher you will see your advert displayed in the search engine. When perfected, PPCs are a very cost effective way of getting targeted traffic and sales for your information product. PPC campaigns can become quite expensive so it's important that you derive as much benefit from the traffic it yields – not only in terms of sales but by ensuring that you capture the email addresses of interested prospects. For PPC to be worthwhile you must have a website that converts viewers into buyers – here are some strategies that you can employ to do this:

- Consider setting up a “**Landing Page**” – a page that is setup to capture the persons email address before they go on to the ultimate site. You can do this by perhaps offering a free gift etc for newsletter sign-up.
- Your page should be **specific** – that is directly to the information product that your customer was interested in...not a general page that makes them work to find the product they came for.
- Make your keywords **highly specific** - more keywords may generate more clicks but those that are not specific to your product will just lead to a more expensive campaign without yielding additional sales. This is not what you want.

- Decide beforehand what your **bidding limit** is – come up with an advertising budget and stick to it. It's all too easy to create loss making campaigns because you have not created a plan.
- **Do not get obsessed with a number one ranking** – generally, as long as your advert is displayed within the first couple of pages, you'll get a lot of exposure and clicks. You'll have to see if paying the extra amount for a first ranking is worth the expense – if bidding gaps are tight then it may be so. However if there is a massive gap in price for you to get displayed a couple of places higher, ask yourself if it is worthwhile.
- Are there **any mis-spellings or alternative keywords** that you may be missing out traffic from? People generally all go for the same keywords in a particular niche.
- Can you breakdown your search into **more specific keywords**? For example an info-product about pet illness remedies may be broken down into more specific searches such as “how to cure a dogs cold” and so on. Scour your product for keywords that may be used – and these highly targeted keywords will probably cost you less than the more popular ones.
- There are some niche areas that have whole search engines dedicated to them. It is worthwhile finding out if there is such an engine set-up for you. [Visit Pay Per Click Search Engines](#) to find a list in your area.
- In my opinion, Google Adwords is the best engine for information products – Overture has a much higher minimum bid although many still use it. However there are other PPC engines that you may wish to experiment with such as:

[Looksmart](#)

[Find what](#)

[Kanoodle](#)

[Espotting](#)

Done right, a good quality Pay Per Click campaign is a very effective way of getting instant, highly targeted traffic to your site at a reasonable cost. There are literally hundreds of books and reports on creating profits with Pay Per Click search engines. However, I strongly suggest that for information products you start with [Google Adwords](#).

**You Have Everything You Need – Now It's Up To You To  
Put It All Into Place!**

I hope you've enjoyed reading this book, and that you've come away with a few ideas on how to take ordinary niche products and turn them into high-demand products that will keep churning out cash for you for months and years into the future.

Remember one thing – even with the new knowledge you have (and the niche products that I'm going to give you shortly) nothing will be accomplished unless you put things into place. Get out there and get involved with niche product marketing. Even if you make only a couple of sales it will encourage you...and the momentum will have begun.

There is an old saying – “All ships rise with the tide”...what this basically means is that the industry that you are in is as important to success as the quality of product/service you provide. Those of you with stock portfolios will identify with this – if you have a banking stock and the financial services industry is booming then ALL banking stocks will reap the benefits, and more than likely rise. It's exactly the same with whatever industry you choose to earn an income in.

The niche information product and resale rights industry is BOOMING right now, and we're just seeing the start of a trend that will probably last as long as the information age itself. Right now, there are absolute fortunes being made by ordinary individuals who have discovered a rather simple way of obtaining exclusive, high quality resale rights and private rights products and selling them to hungry customers for \$9.97, \$29, \$49 and even up to \$97.

You're in the right business – however, as with anything that is worthwhile you have to keep educating yourself - this really is the key to long term success.

If you would like to learn more about niche marketing and have exclusive resale rights to some stunning niche digital products then please do drop by the [Digital Resale Rights Club](#).

**And Finally – Some Quality Niche Products That I’m Handing You The Resale Rights Keys To...”The Niche Products Vault!”**

When I started drawing up a plan for this book, I wanted to provide every reader with the most complete package possible – that meant providing not only the strategies for succeeding with niche products, but also a suite of quality niche products that come with full resale rights.

So, to accompany the Niche Profit Streams I have set-up “**The Niche Products Vault**” – a collection of quality niche products with master resale rights that you can start selling immediately. Just remember to keep in mind everything that you have learnt here while you start your niche marketing campaigns. The profits and customers are out there – you just have to go and find them!

[You Can Access The Niche Products Vault Here.](#)

You now have everything at your fingertips to at least make a start with selling niche products.

I wish you every success!

Tuks Engineer

CEO, [Digital Resale Rights](#)