

# How To *Quickly* Create Your Profitable Internet Empire Using Guaranteed-To-Succeed ‘Secret’ Niche Marketing Systems

An **EXCLUSIVE** Special Report

brought to you by  
Jeremy Gislason

***Revealed: TWO Breakthrough Models To Make Your Online Fortune – The Lazy Way!***

I understand niche marketing. Practice niche marketing. Teach niche marketing.

So people ask me questions about niche marketing. One of the most frequent questions is this:

**How To Profit From Niche Markets – Every Time?**

The answer I give them is the seed for this exclusive special report. It reveals the TWO ‘tested-and-proven’ systems to guarantee success in your niche marketing – every time!

And it’s a simple formula – not complex at all. So simple that it’s easy to ignore – and lose! Don’t make that mistake. Read this report. Think about it. Plan your approach.

Then, **TAKE ACTION**

Your niche marketing success is guaranteed.

All success

**Dr.Mani**

**By Dr.Mani Sivasubramanian**

Copyright © 2005, Instant Niche Business & Dr.Mani Sivasubramanian.

All Rights Reserved <http://www.QuickNicheProfits.com>

## Two Approaches To Niche Marketing

There are two ways to profit from hot niche markets. You've probably heard them before. What you haven't is the 'finer points', the real secrets to making either approach work – for YOU. That's what you'll learn from this report.

First, understand this – the **two ways** to approach niche marketing are:

- Follow your **passion**
- Follow the **money**

### FOLLOW YOUR PASSION

Many beginners – and experts too – choose this route. Why?

*It's easy*

You are already an expert – or can quickly become one. And since you love what you're doing, you'll be good at it.

Here's a ready-to-roll niche marketing model you can use with this approach. It is flexible enough to adapt to any kind of niche, and virtually guarantees your success at whatever you do.

#### Build Your Content Site

Your niche website will be chockfull of content.

- Articles
- Special reports
- Ecourses
- Information products
- Video tutorials
- Audio courses

And you'll turn this wealth of online content into cash – by implementing some **revenue models**.

**Advertising:** Relevant, high quality content sites are an advertiser's dream. By hosting their ads on your content resource, they get the best, most targeted eyeballs to look at their offering – ensuring their highest return from advertising dollar.

**Direct Selling:** In context selling of relevant products and services on your content site is relatively easy, as the audience attracted by your content is the best fit for what you sell. It is a very profitable approach.

**Selling Content:** Your content itself can be your product! And you can sell access to it, provided the content is of high enough value to your prospect. Many membership sites operate on this model – and make a pile of cash, residually for a long time.

**Licensing Content:** Instead of selling your content directly, you could allow others to use it – in return for a fee. Such content licensing models are also very lucrative, especially in certain niches which place a high value on exclusive, timely and useful content.

So what's the downside?

First, you'll need to invest a lot of time and effort – or money – creating the high value resource. Building a content site is hard work – as is keeping it up to date and fresh. There are some tools that make it easy by handling most of the technical stuff. It's also fun – especially if you love your niche.

But more important is the possibility of working in a niche that's *just not profitable!*

I've made this mistake in the past – staying stuck creating awesome content resources that drew tons of targeted visitors... but remained stubbornly unprofitable.

And that's the strongest positive thing about the next approach, which is to...

## FOLLOW THE MONEY

Your field of interest or passion may not be lucrative. While it's fun, you won't get rich!

So, another proven model for online success in niche marketing is to go where the money is – even if it doesn't excite you, the financial rewards are greater.

If you're considering going this route, remember...

### The Approach Is Different

- First, you'll have to **research HOT niches** and find ones that are highly in demand.

- Then, you'll **identify keywords** people are using to search for information on those niche areas.
- Next, you'll **design websites** optimized for each of these keywords so they'll rank well on search engines.
- Finally, you'll **put up as many pages as possible** on related keywords, so you reach as large an audience as possible within your niche.

With this approach, your revenue models will be:

**Pay per Click Advertising:** Pepper your niche website with ads that earn you money every time a visitor to your site clicks on them.

**Brokering the Traffic:** Direct the traffic hitting your site to others who are looking for this specific audience, and are willing to pay you for sending it to them.

**List Building:** Get contact details of a targeted group of prospects interested in the topic of your niche, so you can later offer them products and services related to this interest – either your own, or as an affiliate.

**Direct Selling:** This is also possible on such niche sites, by placing a short endorsement or review of a product related to the niche, but expect the results to be inferior to what you'll get from a focused, hard-hitting sales letter.

What's wrong with this idyllic picture?

The biggest pieces missing from the puzzle are

- the need for **expert niche research**
- **search engine optimization** and
- the ability to **create multiple web pages** quickly.

Some products offer a ready-made, off-the-shelf solution to speed up the process.

## Did You Find This Report Helpful?

Hopefully you've gained some insight into the two potential models to profit from niche marketing, either as a raw beginner or a seasoned expert.

Whichever route you ultimately choose to follow, one thing is abundantly clear.

**There's money in niches. BIG money.**

Grab your share of it – TODAY!

All success

**Dr.Mani**

**Dr.Mani Sivasubramanian** is a niche marketing expert and webmaster of '[Instant Niche Business](#)'. His '[Quick Niche Profits](#)' newsletter offers a near-instant 'Follow The Money' niche marketing solution so you can get started within an hour!

### Did You Like This Special Report?

**Give it away FREE - And EARN CASH!**

You can make money by giving this book away on your website, passing it on to your subscribers and telling others about it. [Click here](#) to make sure you are giving away the **latest version** of this report - and get more details to [rebrand it with your name and link](#).