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## E-covers For Your Niche Market

By Andrew Eaton

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Make your cover come alive for your target market!

When creating an e-cover the what's the first thought that comes to mind? How do I do it? What software do I need? How much will it cost? How quickly will I have it complete?

Most people will start searching for software to automatically create the cover. There are several "cookie-cutter" software packages available to create e-covers for e-books, and software boxes.

Most of these packages come with pre-designed templates. It's very much a fill in the blank scenario and out pops the cover. Give strong consideration to this one area.

Do you really want a "cookie cutter" designed e-cover? Although the templates you may encounter are very impressive, you will be sharing your layout template with 100's, maybe 1000's of other sites. The reason why they are so cheap is because those "specific templates" are sold and re-sold as much as possible!

Just like the theme of your website, your e-cover should complement and initiate the emotions of your niche market causing them to buy your product or service. Some items for consideration when defining your niche market are:

Lifestyle: conservative, exciting, trendy, economical

Social class: lower, middle, upper

Opinion: easily led or opinionated

Activities and interests: sports, physical fitness, shopping, books

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Attitudes and beliefs: environmentalist, security conscious.

Age: children, teens, young, middle, elderly

Gender: male, female

Education: high school, college, university

Income: low, medium, high

Marital status: single, married, divorced Ethnic and/or religious background

Family life cycle: newly married, married for 10 - 20 years, with or without children.

Always keep the "eye candy" of your niche market in mind when creating e-covers, graphic headers, or even the background.

Look at your competition. How do you set yourself apart? Create the picture of your product or service to completely identify with your niche market.

That's why I believe the first step in creating good graphic design for e-covers should be the specifics of your niche. Take some time to really determine every unique aspect of your niche market before you begin your graphic design.

You want to appeal to their specific desires, fears, and needs. You'll want to carefully craft your unique selling points around those unique desires, fears, and needs. Choose the color, the tone, the size, the words, the fonts, and the overall theme to match the profile of your niche market.

You don't want your e-cover to simply look good. You want it to evoke the buying emotions of your niche prospects.

While it's very simple and easy to get the software and create a cookie cutter e-cover make sure it will give you the return on your investment you want.

Sometimes the return on your investment may be much higher if you choose to have your e-covers and other graphics for your site professionally designed.

The investment to have your e-cover professionally designed probably is not as expensive as you may believe. Often it's even cheaper than purchasing the software and spending the time to do it yourself. The professionals spend each and every day concentrating on the uniqueness of niche markets.

They are quick and adept at knowing how to target the emotions of the niche using graphics to evoke the desired response. There's a big difference in "looks professional" and "being professional."

Remember, "A picture is worth a thousand words." Take the time to make sure YOUR picture

matches your market. And then ---- Watch your profits soar!

Andy Eaton is one of the most sought after graphic designers on the web, not only does he create quality graphics, but he also teaches you how to create them step by stem in his video membership site GraphicSecretsExposed.com He Also Provides A Brand New Product Where You Can Create Amazing Header Graphics In Minutes! Visit

<http://www.graphicsecretsexposed.com/adtrackz/go.php?c=templates>

## **Easy Niche Marketing Success**

**By Steve Schwartzman**

One of the keys to Internet Marketing success is finding and exploiting underused niche markets.

Once you find these niche markets, here is what you must do:

1. Collect e-mail addresses.

This will be the key to your online niche business. When you are collecting e-mail addresses, you not only sell to your niche prospects immediately, but you can sell them other products in this particular niche market over and over again.

You must collect e-mail addresses!

2. Provide your subscribers with great free articles.

If you have chosen a niche market that you are not familiar with, you can still provide great articles. There are hundreds of article directories that provide free articles that you can use.

You can also go to any of the freelancer sites and have articles written in any niche market.

3. Provide your subscribers with free niche reports.

By now, you have loyal e-mail subscribers within your niche, and it's time to provide them a report.

The easiest way to do this is to assemble a series of articles in your particular niche market and put them together into a niche report.

Within this niche report, make sure to add many affiliate links to products within your niche, along with links to your website. Also, be sure to allow subscribers who download your report to be able to give it away to others for free. This will create a very powerful viral marketing effect, and will drive a lot of traffic to your niche website and to your affiliate websites.

4. Offer a product for sale within your niche market.

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Now it's time to take your niche site to the next level. By now you should have a great deal of knowledge of your niche market.

Either write an ebook yourself, or go to one of the many freelancer sites and have one created. There are also some easy niche product creation solutions available on the net.

That's enough to get you started.

The key is to create a lot of articles, a lot of reports, and a lot of products to sell in any niche market you choose. Don't worry, It's not as hard as it seems.

You don't have to be an expert, you just need to find an easy product creation solution.

Create an unlimited number of Niche Products in hundreds of Niche Markets with just 1 click! The most revolutionary niche product creation system available on the Internet is taking a limited number of signups.

<http://www.nicheseeker.com>



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