

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**FIND YOUR OWN NICHE MARKET**

**By Bob Leduc**

**FIND YOUR OWN NICHE MARKET by Bob Leduc**

What is your target market? When I ask business owners that question I usually hear something like...

- \* Small Business Owners
- \* Opportunity Seekers
- \* Doctors
- \* Homeowners

Do you define the targeted market for your business similar to one of these? If you do, you're working harder and spending more money than necessary to promote your business. And you're enjoying only a fraction of the sales you should be getting.

Most business owners recognize the value of targeting a market. But when you target a broad audience like those listed above, you're only targeting prospects who CAN use your product or service. You have to narrow your focus if you want to target prospects who are LIKELY to use your product or service. One of the best ways to do this is to find a niche market.

**WHAT IS A NICHE MARKET?**

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

1. Individuals in the group have the same specialized interests and needs.

## FIND YOUR OWN NICHE MARKET

2. They have a strong desire for what you offer.
3. You have (or you can create) a compelling reason for prospects in the group to do business with you instead of with someone else.
4. You can easily reach individual prospects within the group.
5. The group is large enough to produce the volume of business you need.
6. The group is small enough that your competition is likely to overlook it.

### WHY YOU MUST NARROW YOUR FOCUS

A niche market enables you to target your sales messages with great precision. The more narrowly you define your niche market the easier it is to cater to the specifically defined interests of people in that market.

For example, some businesses describe their target market as "opportunity seekers". But this is a broad audience. You cannot cater to specifically defined personal interests of individuals in this group because it may include all of the following:

- \* Executives who want to get out of the corporate environment and start their own business
- \* New mothers who want to start a home based business
- \* Students who want to generate some extra income

Any promotional message to this group would have to be very general. But people don't respond to general talk. They respond only when they feel you are talking directly to them about their individual needs.

**SPECIAL ADVANTAGE:** A highly defined, small niche market can insulate you from competition. Other small businesses are likely to overlook it. Large businesses will find the market segment too small to bother with.

### HOW TO FIND YOUR OWN NICHE MARKET

One way to find a good niche market is to evaluate your existing customers. Can you uncover a segment of customers with similar characteristics?

## FIND YOUR OWN NICHE MARKET

For example, I recently talked with an MLM distributor for a health products company. About a year ago she noticed that many distributors in her downline were health or physical education teachers. She now has a lot of success targeting a niche market of female physical education teachers who are married, have children and are members of the same professional association.

Another way to find a niche market is to work backward from the benefits you offer. Start by listing all the benefits provided by your product or service. Then list some of the characteristics of prospects whose current situation can be dramatically improved by those benefits. You should begin to see a narrowly defined group emerge as a niche market.

### IT'S YOUR BOTTOM LINE

How specific is your target market? Can you develop sales messages so sharply focused your prospects believe you're talking specifically to them? If not, use the information in this article to help you find a niche market of your own. Then tailor your sales messages to the specific interests and needs of that niche market. You'll see an immediate increase in your sales and profits.

### **What's Your NICHE market?**

**By Gillian Tarawhiti**

### **What's Your NICHE market? by Gillian Tarawhiti**

What's Your Niche Market?

---

Knowing your NICHE MARKET and where to find your NICHE is more important than the product you sell.

Most Netpreneurs take a narrow view of NICHE MARKETING as a limitation on their business, when in fact it is the POWER that provides longevity to their business.

The biggest mistake most new netpreneurs make online is that they have no idea where, or what, there NICHE MARKET is and therefore, sell their product to everyone and anyone and in the end sell to no one.

A common misconception is that - if you build it they will come. The truth is you have to find your

## FIND YOUR OWN NICHE MARKET

NICHE and get them to come to your site.

In talking to new netpreneurs the first question I ask is who are you selling to? The almost instantaneous reply and always the same answer is: 'everyone and anyone'.

The next successions of questions I then ask are:

- what type of product are you selling
- who would use your product
- What problem does your product solve
- Is your product distributed easily
- Who would benefit from using your product

Simple questions, but not so easy for many netpreneurs to answer. If you take some time and answer these very straight forward questions you will find that by defining your NICHE you will be better equip to go straight to the source, than taking a stab in the dark and hoping it will all work out.

You will also find that by defining your NICHE MARKET you will:

- Help define your Internet Marketing Strategy
- Develop products/services that appeal to your NICHE
- Set yourself up as an industry leader
- Optimise your site for search engines so your NICHE can find you easily
- Maximise your marketing budget where it counts.

Once again I ask you: WHAT'S YOUR INTERNET NICHE MARKET?

The truth can be found in your answers

Gillian Tarawhiti  
Community Training Centre  
<http://www.millionairerippleeffect.com>

FIND YOUR OWN NICHE MARKET



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**