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

Find Your Niche And Dominate It!

By Detlev Reimer

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Do you know how many people jump on the "Internet marketing bandwagon" each year? I don't know the exact number either but it must be thousands. The competition is getting bigger and bigger. But WHY? Because everyone heard there's money to be made in Internet marketing. "Gurus" with large lists who send an email to their subscribers making them another 70,000 bucks.

They don't see how long it took them to get to this point and how they had to develop an ongoing relationship with their subscribers.

They are just thinking in terms of fast money...

But is it really that easy, that fast? No, certainly not. These so called "Gurus" have been in this field for years when it was not as overcrowded as it is now. Nowadays, it's like being a little piranha in a pool full of sharks. Competition is fierce.

The first ones had a big advantage over others who started later. If you are starting now with another Internet marketing ezine which are dimes a dozen, you will be crushed. How do you want to build a list if you are not unique?

What's your niche?

Find Your Niche And Dominate It!

You should not think in terms of fast bucks but rather in terms of hobbies and interests. This is the only way to make sure that you will enjoy what you are doing. You want to put your energy into something that is fun to you. If you go the Internet marketing way but don't really enjoy it, you will feel like being in another "job" again. It should not be work to you. It must be something you would enjoy even if you would not get paid for it.

Do you like to build model ships? There's a product. Are you a great chess player? There's a product. Do you know how to save hundreds of dollars on holiday travels? There's a product. And then you can start offering your knowledge

in the form of info products which are not restricted to ebooks only. Create audio interviews, create video tutorials, offer a service. Do whatever it takes to turn your hobby into a moneymaker.

Ask your friends and contacts what they would need and how much they would be willing to pay for it. Then give it to them.

Never stop learning...

Only when you are actively searching for ways to improve your abilities and gain more knowledge about your subject, you will be up to date and get an advantage over your competitors. Some people just don't get it. They are trying to accomplish things on their own without even spending a minimum of money on their own education.

So instead of buying ebooks and courses from people who have already done what they want to do, they try to find it out all by themselves and for free. Yes, I must confess, personally, I am an info product junkie and whenever I find a great sales letter that is telling me how get better results in Internet marketing, I jump on it. But only presupposed the price is in my reach...

The most expensive ebook which I have bought so far was \$167 but nevertheless was a great investment. In contrast to this; I bought an ebook for \$47 some weeks ago about how to get more traffic and I must confess it had a terrific sales letter.

But when I read those materials, I had seen that it was nothing more than rehashed material from other sources. No personal experiences, no resources given, nothing. So I simply asked for my money back and that really is the great thing about info products. If you don't like them, you can ask for your money back. I won't mention his name here but I'm sure I won't buy from him again...

Nevertheless, I'm buying new products every month (at least 2–3) and you should too.

How to dominate your niche

Your idea doesn't have to be perfect.

Your site doesn't have to be perfect.

You don't have to be perfect.

You just have to make START.

By far too many people are daydreaming about how nice it would be if they could work from home, enjoying what they're doing. But they never take ACTION! You can always improve things later if you know what the reason for your bad results is. That's why you will have to test and track everything until you know you are getting the best possible results. There are too many people just doing the same that others are doing.

Don't just be a copycat. Get your own ideas and most importantly: Put them into practice! Test and track. Try to come up with products which are so desperately needed that your prospects would pay almost any price to get it. (More on finding and developing your niche can be found in Randy Charach's excellent ebook on the subject called "Niche Magic".) If you have reached this point, you will know when you are dominating your niche.

Finding Your Niche

By Sue and Chuck DeFiore

Have you found your niche?

Find Your Niche And Dominate It!

If you really want to find out, you need to answer the following questions:

1. Is your business the only one of its kind in town?
2. Do people consider your service first and price later?
3. How can prospective customers tell you apart from the masses of businesses in similar fields?
4. Who are your target clients?
5. Who aren't your target clients?
6. Do you turn down certain kinds of business if it falls outside your niche?
7. What do clients think you stand for?
8. Is your niche in a constant state of evolution?
9. Does your niche offer what prospective customers want?
10. Do you have a plan and delivery system that effectively conveys the need for your niche's services to the right market?
11. Can you confidently predict the life cycle of your niche?
12. How can your niche be expanded into a variety of products or services that act as profit centers?
13. Do you have a sense of passion and focused energy with respect to your niche?
14. Does your niche feel comfortable and natural?
15. How will pursuing your niche contribute to achieving the goals you have set for your business?

If you can't answer these questions, you probably haven't found the right niche for your business. So what do you do?

Stop looking! Good niches are never found—they're created, then matched carefully with a grateful audience.

If you want an excellent niche market, try the creative real estate niche of lease purchasing. It allows you to answer all of the above questions.

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Interested in having your own successful, home based creative real estate investing business? Chuck

Find Your Niche And Dominate It!

and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit

for the latest FREE tips

and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our "how to" Home Business Solutions Digest, it's like having your own personal coach:

Finding Your Niche

3 Popular Niche Marketing Misconceptions

Easy Niche Marketing Success

What's Your NICHE market?

Top 5 Niche Marketing Tips

Ready-Made Niche Websites

Home Vegetable Garden

Dream Psychology

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

Scripts2Sell



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