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Finding HOT, Non-Internet Marketing Topics For Your eBooks

By Jeff Smith

It's so tempting to write ebooks yet again, on "How To Make Money on the Internet" isn't it?

You see the thousands of books pitching the next big tip, technique or strategy for making money online.

You get a flood of email from guru's who have made it big in the world of internet marketing products, writing ebooks on that topic. Or have they really made it big?

OK, They Are Going To Lynch Me For Saying This!

Could it be that these gurus HAVE to be highly visible, run seminar after seminar and stay in your face to be able to LIVE marketing to this niche?

Honestly, I know many of the best online marketing professionals out there – and they are far from living like Donald Trump.

Yes, they make take a vacation – but rest assured, at least part of it is a working vacation.

It's true, the internet marketing niche market is quite a responsive one, but there are BIG problems...

First and foremost, it's quite small,

The keyword selection is quite tiny, and...

It is one of the most competitive markets out there

So what am I trying to say?

Make Life Easier For Yourself, Pick Another Niche!

Let me try and make my point. Let's compare the searches for few keywords I came across this last week using the incredible Adword Analyzer Tool ---->

<http://www.infoproductcreator.com/part/adwanalyze>

These are monthly searches, followed by the number of sites that already offer products to this niche and the top bid on Overture Pay-per-click (a definite indicator of competitiveness):

Internet Marketing: 115,903 – 11,600,000 – \$3.51/click

Marketing Online: 23,157 – 11,400,000 – \$6.02/click

Dog Name: 221,290 – 1,950,000 – .10/click

Wood Working: 74,382 – 4,840,000 – .54/click

Storage Shed: 55,252 – 689,000 – .62/click

If this doesn't make you run away from targeting the internet marketing niche – nothing will!

Let's say you focus on writing a special report, book or membership site focused on naming dogs – including other dog-related information.

You would have roughly double the demand, approximately 80% less supply and a 35 clicks more per dollar than Internet Marketing, and over 60 more clicks than Online Marketing.

Bottom line is...Capitalize on Opportunity Filled Niches

There are hundreds upon hundreds of other niche markets with little competition, cost effective traffic and eager customers that you have a much greater probability of getting to.

I have been spending significant time capitalizing on these

niche markets over the last 6–months.

Here's How To Find Hot Niche Markets

Pay attention to what's around you.

Take notice of what books, magazines, media are popular.

What is the latest demand for cookbooks, health, business, exercise, self–help, pets, travel, etc...

Plug those topics into a keyword search tool – I always use Adword Analyzer (<http://www.infoproductcreator.com/part/adwanalyze>) as it gives you supply, demand as well as keyword popularity.

No time to research?

You can try a powerful new program created by respected online professionals Jimmy D Brown and Ryan Deiss – called Nicheology

<http://www.highertrustmarketing.com/part/nicheology>

This site does all the hard work for you – gives you profiles of RED HOT niche markets, several products you can re–package as you like and tons of support creating wealth with niche marketing.

A terrific way to get started is to setup a mini–site, write some articles, create 4–5 product categories and find affiliate products to test out different ideas.

Make sure you collect opt–in subscribers by creating a brief minicourse or automated newsletter. This will quickly give you a market you can survey and discover new product opportunities.

This is a perfect system because you can get started within days, begin earning profit very quickly, start building content to attract search engines and bundle into future products, all the while learning about your target market – identifying new product and service opportunities.

Jeff Smith is dedicated to helping you turn your knowledge into highly desirable, hot selling information–based products (eBooks, booklets, seminars, courses, etc...) Through his highly acclaimed site: <http://www.highertrustmarketing.com> you will find exactly what it takes to create and market high–profit infoproducts.

10 Ways To Generate New Articles Ideas And Topics

By Ken Hill

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1. Brainstorm for new ideas.

Add your brainstormed ideas to an idea file that you can go back to when you are stuck for a topic.

Also add ideas you get from other sources into this file so that you'll always have a fresh source of inspiration.

2. Visit forums and message boards.

Look for an interesting topic or thread in the posts that you can turn into a new article.

3. Check out newspapers and news programs.

Depending on what you like to write about, you could find some new hot topics.

4. Subscribe to e-zines that reach your target audience.

You'll be able to get new, relevant information that could spark an idea for an article.

5. Review your own articles.

Keep your eyes open for things that you touch on in your articles that you could expand into a full article.

Also look for ways to further educate your readers on the topics that you've written about in the past.

6. Read other people's articles.

You could look over the submissions to article announcement lists and article directories, or you could visit a site that has articles you enjoy reading.

You might be able to come up with an original slant that the other author didn't cover in her article or a topic that you could research for your next article.

7. Use questions you get from your subscribers, visitors, or customers for ideas.

Questions that you get on a regular basis can be an excellent source of new ideas and topics that will appeal to your target audience.

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8. Go to a seminar or marketing conference.

In addition, to finding more new article topics, you'll be able to learn new things and gain more contacts.

9. Conduct an interview.

You'll be able to get a new article from the interview itself.

The person you interview could also bring up things in their responses that you could do some research on for a new article.

10. Run a survey.

Ask your participants what topics they're interested in learning more about in your e-zine or on your site, and you'll be able to get more new ideas and topics.

Article by writer, Ken Hill. Save loads of time promoting your articles with this powerful tool for e-zine publishers and article writers. Learn more at: <http://www.scstats.com/r.cfm?i=4604>



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