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How to Easily Discover Niche Markets, Quickly Know What They Want, and Earn Massive Profits Again and Again

By Jeff Smith

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Do you wonder what it takes to develop your own book, manual, special report, course, audio or video program and earn over \$50,000 in less than 6-months?

The answer is, to quickly capture hot selling topics from niche markets you already know about.

Wait a minute?

Why would I intentionally limit my market to a smaller group of potential buyers?

Aiming your infoproduct business at niche markets has several advantages...

1. You've located a group of eager buyers before spending any time on your product.
2. You know exactly where to go to research your and test your ideas, concepts, products and marketing.
3. Niche markets provide a lifetime of fresh product ideas – all with very little effort.

4. You can reach your buyers much easier, with less money while getting 10 times the sales and profit from non-targeted audiences.

5. Continue to build your infoproduct empire by adding value with additional products.

The trend toward niche publishing is exploding.

Most new publishers are small, niche focused and highly profitable.

So how do you find and narrow down your search for your niche market.

There are 3 steps: Identifying, understanding and qualifying niche markets.

1. Identifying Niche Markets

A niche market is really quite simple to identify. What you are really looking for is a group of people who...

- a) Have similar interests and desires
- b) That can be located
- c) That can be easily targeted and accessed and...
- d) That are willing to spend money on your products

In order to quickly understand and make money from your niche, you want to make sure you identify niches that you already have experience with, some level of understanding or have significant contacts in.

Some examples of niche markets include:

Mega Publishing Star Dan Poynter's book on Hand-Gliding

Willie Crawford's successful Soul Food Cookbook

<http://www.chitterlings.com>

and Damon Zahariades excellent book on writing Special Reports

<http://www.infoproductcreator.com/part/damon.html>

2. Understanding Niche Markets

99% of the time buyers make decisions based on emotions rather than need.

They may NEED a new car, but they WANT a BMW!

They may NEED information on self-publishing, but they WANT to see it on video from an expert in the field.

Live a day (or several days) in your market's shoes.

Read what they read. Go where they go. Monitor what they say. Ask what they want, but more important find out WHY?

What have they purchased in the past? What types of messages work – what entices them to take their wallet

out again and again.

That's what understanding your niche means. The golden key to earning BIG profits from niche markets is understanding that market at a level you much deeper than you may be willing to learn. You now know the difference between massive wealth building and struggling business

3. Qualifying Niche Markets

OK. So you have identified a target market, you understand their needs, wants, desires and motivation for such desires.

Next question!

Will they buy what you are offering? Will they continue to buy to satisfy their need?

You can qualify by asking the following questions:

1. Do they have the means? Do they have discretionary money to buy your products?
2. Have they bought before? You like to see a pattern of

spending on products in your area of focus.

3. What is the emotional driver behind people buying products in your market?

Have you identified a niche market that meets these criteria?

If not, please stop whatever you are doing and spend some time on this.

Identify, Understand and Qualify your niche market and you can turn peanuts into pure gold!

3 Popular Niche Marketing Misconceptions

By Steve Schwartzman

Specializing in Niche Markets has never been as crucial as it is today. Long gone are the days when you can target general, broad markets and make money from them.

To make money in today's Internet Marketing environment, one must specialize in well defined niche topics.

Lets examine a few misconceptions when it comes to niche marketing.

Misconception #1: You do not have to be an expert in the Niche field you choose!

Everyone says you should only choose a Niche that you are an expert in...nonsense!

The Internet is so impersonal that you can easily appear as an expert and not know anything about that particular niche topic. The key is to appear as an expert. How? You can outsource, build niche sites with no interaction such as blogs, purchase resale rights to an ebook in a particular niche. You see, you can choose to profit from any niche you like.

Misconception #2: Choose one niche market and stick with it.

Not true! Once you establish yourself in one niche and develop a profitable system, choose another one and run with it. You can even choose a pen name if you like, it's common practice to do so.

Niche marketing is a numbers game. Once you find a profitable niche put it on auto-pilot and choose another niche market to get into.

Misconception #3: The best way to make money in the niche game is to promote niche products as an affiliate.

Wrong again! Sure, becoming an affiliate and promoting niche products can be very profitable, but if you are doing this, you're not maximizing your income.

You need to promote your own landing or squeeze page where you collect the e-mail address of the visitor, and then sending him or her to the niche product you are promoting. You should also send out an e-mail course with informative information pertaining to that particular niche market to gain the visitors trust. Since your subscriber now trusts you, you can recommend products in that niche again and again, knowing your recommendation holds a lot of weight.

Those are three popular misconceptions when it comes to niche marketing. Follow the tips above, and you will be more likely to succeed. Remember, it is important to find a profitable niche, set it up so it is on auto-pilot, then move on to the next niche.

Not all niche markets will be a slam dunk, so don't get discouraged.

Even if one out of ten become really profitable, sit down and smile, you've hit the jackpot.

Steve Schwartzman is a veteran Internet Marketer and founder of the popular membership site Niche Time. He will take you by the hand and show you how to profit from at least 3 different niche topics each month, even if you know nothing about them! Build many e-mail lists and profit from them for years to come. Visit



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