

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!**

**Hunting for Niches**

**By John Calder**

**Hunting for Niches by John Calder**

In the previous article we discussed the power of targeted offline advertising, and how to use it to lure in customers who typically do not shop online. Now, it is time to extend that tactic and give it a twist.

**Hunting for Niches**

Niche marketing is the latest craze in 2004. Some Internet marketing experts would have you sort through keyword search data at Overture to find an underserved audience, but you can jumpstart your research by a significant margin when you pay attention to offline media.

On any given day, there are thousands of special interest television shows and radio programs broadcast to a devoted, core audience. When you tune in to these programs regularly, you begin to get a feel for the common goals, needs and desires of this audience. In other words, the niche defines itself before your eyes through consistent themes in program content.

You will often find that listeners are pointed back online for additional information. For example, a guest speaker on a radio program usually provides a web site address on air (or has it linked for a time from the radio station's web site).

This is where things get exciting for you as a niche hunter. This is where offline media can open up to you a portion of your niche's favorite "hiding places" online, thus giving you instant data on potential link partners and advertising venues. All you need is a spare afternoon and the latest release of the Alexa Toolbar running in your browser to start mining for gold.

**Niche Hunting In Action**

In illustration of the process, we will take an example from radio broadcasting. For over 10 years now, AM radio stations across North America have syndicated a unique program called "After Dark" (also informally referred to as "Coast to Coast with George Noory").

## Hunting for Niches

The "After Dark" program focuses primarily on paranormal subjects such as alien abduction and ghost hunting, but all fringe topics are fair game. The beauty of this show is that virtually all of their guest speakers have web sites of their own. A large percentage of "After Dark's" listeners remain connected to the Internet throughout the duration of the show in order to visit relevant web sites and run searches on the topic at hand. Every night this offline medium drives massive amounts of targeted traffic back online. All you need to do is tune in, follow along and chart the path.

### Case Study - An Evening of UFO's

What if you have an idea in mind for a product targeting UFO believers, but you have no idea where to start? If you had tuned in to "After Dark" on Friday, June 4th, 2004, you would be well on your way to identifying your target market's favorite hangouts and trusted sources. You would also have a leg up

on targeting potential JV partners.

The evening's guest speaker, Peter Davenport, is a renowned Ufologist and maintainer of the National UFO Reporting Center database (current Alexa ranking: 405,859). A quick visit to [www.nuforc.org](http://www.nuforc.org) reveals a whole new series of related links you can follow:

- <http://www.cufos.org> J. Allen Hynek's (another well known researcher) Center for UFO Studies
- <http://www.mufon.com> Mutual UFO Network. The granddaddy of all serious UFO researchers
- <http://www.rense.com> Jeff Rense Radio Program

Bingo! The Jeff Rense program and its home on the web mark yet another major destination of your target market. You just discovered a new niche program you can tune into to glean more data. You find a wealth of content at the [rense.com](http://www.rense.com) site that further educates you in your market's interests. Oh, and what's this? It looks like Rense is affiliate savvy. Advertising opportunities abound on this site with an Alexa ranking of 3,995!

You should keep a pen and paper handy as you crawl through these sites. Each site you visit will have its own series of related links. You could literally spend hours following this branching trail across the web. As you go, you begin to create a map of your target niche's online universe. Make special note of any site with a message board, as this will provide you with both advertising opportunities and additional strategic data from those most "in the know" - your potential customers.

Happy hunting!

## **The Pleasure Of Hunting In Canada**

**By Joe Goertz**

Hunting has moved past the origins where it was the search for food only, as today it is a major sport and the competition can be fierce. There are few places on the planet to hunt that are better than Canada. The proof positive of this is the number of trophies and world records that are broken in this land every year. There is truly some great hunting to be found in this wonderful country.

## Hunting for Niches

The best thing about Canada is that there are still massive amounts of untouched acreage to be used as prime hunting grounds. Primitive cabins located deep in the woods with a lake and so on are very popular with the hunting parties from the US. In these cabins you can find solace in the fact that just outside there is prime hunting to be found right outside the door. No more do you have to spend long hours driving to reach the site for the hunt. Some of the finest trophies have been taken at these secluded areas making them highly sought after.

The game is the best thing about Canada. Because of the climate Canada features many species of game that are not found in other parts of North America. The larger species, such as moose and elk are found all over the country, which makes for some prime hunts. The danger factor when seeking out the moose is part of the excitement and the larger the specimen the better it is.

There is also the hunting laws that should be considered. Unlike other parts of the world, the Canadian hunting laws are rather laid back and much more relaxed than that of the US. The Canadian government is tapped in too the fact that hunting is an effective method of population control when it comes to the species that are actively hunted. When the population of a certain species gets out of control it can then pose a serious threat to human life. So the government in Canada allows for more animals to be taken in order to protect the people that live in certain areas.

There is a definite pleasure to hunting in Canada. The bears that live in Canada are by far larger than that of the other areas in the world. This is why so many people are flocking to the country to hunt some of the bears that are living there. The bear population exploded in the last few decades and the number of bear attacks increased many times over. When this started happening, the government opened hunting on many of the species that were at one time protected from being hunted.

If you are looking for some of the best hunting in the world you should certainly take the time to go to Canada. There is nothing that you can not do when it comes to hunting for all of your favorite species. The hunting in Canada is among the best in the world. Just be sure to take the time to get all of the license and permits that you will need. There are stiff penalties for those that try to poach.

Read more outdoors related articles at:



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!**