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Itchin' For Some Nichin'

By Ken Nadreau

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The whole idea of Niche Marketing is exciting! The possibilities are endless, as there are literally millions of people surfing the web, the vast majorities of whom are here for two reasons . . .

Namely, to learn something or to buy something!

The trick, for a salesperson, is to find out what it is they're looking for and get it into their hands.

Niche marketing narrows down the whole process of supply and demand. It enables you to pinpoint the products or services that are most sought after, and concentrate on those. This is helpful because most people who come to the Internet are searching for a specific item or piece of information, and they don't want to invest in a whole lot of time and expense having to wade through stuff they aren't interested in or want.

It gives an eBook marketer the ability to produce informational products much faster than in a more generalized market because he or she is focusing on one issue and so is not required to include all the details of how one arrives at the particular question.

For example, take the idea of "niche marketing" itself. When one proceeds to write about it, it's already a given fact that most people who want to know what it is or how it's done do not need to know everything there is to know about Internet Marketing as a whole.

The given is that, if they are curious about niche marketing, they most probably have already looked into the more generalized category

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and don't need to get into it again. All one has to do then, when explaining niching, is to use references to the general category if need be.

So it becomes a much simpler process of writing about the specific area of Internet Marketing called Niche Marketing. Simpler usually means faster, faster means more production and a greater ability to get product out as the demands and trends change!

Niching also opens the playing field wide, because it allows a marketer to niche his or her niche down even more specifically into smaller and smaller niches. Now, under normal circumstances, this

might be considered marketing suicide, because the smaller and more focused the topic, the less the odds of finding a large grouping of people wanting to know it.

But for your average Nicher, it's a gold mine!

Using the same example above, one could get into smaller niches a couple of ways:

Suppose you wrote a book called " How to Niche Market" and it became a hit. Your next book could be called "How to Niche Market Using Informational Materials", or "How to Niche Market Computers", or anything along those lines.

All you'd need to do is change some of the content of your original book, get more specific in your focus on the announced topic and you're done!

Or . . .

You could approach niche–niching like some of the big name companies do!

Remember One A Day vitamins? Go to the drug store and check them out now! You won't just find the single "one time a day" vitamins that you may have taken as a child, rather you'll find a whole array of One A Day vitamins sitting side by side on the shelf.

There are One A Day vitamins for kids, for sports, for seniors, for expectant mothers, for stress, etc. And they're not the only company doing Niche Marketing either! Take companies like Parker Brothers who produce games like Monopoly. How many "editions" of the same

game have you seen?

That's Niche Marketing at it's best!

So why not "How to Niche Market ~ Newbies Edition", or "How to Niche Market ~ Author's Edition"?

As was mentioned at the beginning of this article, the possibilities are endless! A Niche Marketer could spend years producing "edition" versions of a single eBook, pumping out one a month or even a week, and still have fresh material that would be appealing to someone.

If you understand that you don't have to sell your stuff to everyone to make a good living at marketing, but rather know how to hit your specific target groups over and over again, then you should perhaps consider strongly about getting into Niche Marketing!

Ken Nadreau is the author of the new book, "Get Niche Quick!!!", and has helped thousands of people find a more rewarding future through his consulting and motivational work. He has successfully started and ran more than twenty businesses, for himself and for others, both online and off.

<http://get-niche-quick.com><http://taoenterprises.com>

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