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Top 5 Niche Marketing Tips

By Mike Merz

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Defining, and targeting, specific niches to sell to is easily the best way for the online small business owner to compete ... and profit.

Here's 5 tips to making the most of your niche marketing campaigns ...

1) Define your niche market.

What, specifically, do your current customers have in common?

In what unique way do you satisfy the needs of the aforementioned, compared to your competitors?

2) Find out what your niche market buys and wants.

The best way to find out is to ... ask them!

Add a survey to your site, send one out to your lists, visit niche related forums, bulletin boards, and newsgroups and post your queries.

3) Offer the products your niche wants.

Develop your own product/service, or find existing ones, that satisfy the needs you've defined from your research.

4) Get focused!

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Create your unique selling proposition, site content, and advertising campaigns based solely on these specific demographics.

5) Research, test, track ... continuously.

It's important that you stay on the cutting edge of anything and everything that appeals to your niche.

Everyone wants 'the inside line' to the latest trends, and those on the horizon ... it's up to you to deliver.

Include these five tips in your niche marketing plan, and I'm

sure you'll see positive results. ;)

For in depth discussion on niche marketing, and more, visit the IM4Newbies Forum –

Regards,

Mike Merz
Internet Marketing For Newbies LLC

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Niche Factors
'Need To Know' Niche Marketing Strategies.

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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

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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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