

Want A BIG Boost In Sales? Market To Lots Of Niches.

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By Carol Cook

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When most of us think of racking up massive sales, we imagine a product or service that EVERYONE will want. The person who comes up with the next paperclip or comb will strike it rich, right?

Mass appeal products do garner massive sales, BUT getting your product on the radar screen of millions of consumers is an extremely difficult and expensive task. Even large corporations who spend millions often miss the mark and their product winds up remaindered on the shelves of discount dollar stores.

A much better way to turn your ideas into profits is to market to niches. A niche is a tightly defined group of consumers who are deeply interested in a specialized line of products or services.

Not everyone is interested in fine clocks, but thousands of people ARE and will pay good prices for them. A web site that becomes known as a center for fine Austrian grandfather clocks might easily outpace a site selling \$10 watches. Put simply, it is better to sell to a few people who REALLY want your product than a lot of people who don't care much about what you sell.

This is particularly true on the Internet. Sites like Amazon.com and E-Bay are jockeying for the 20% anchor store position. Meanwhile, niche audiences account for a whopping 80% of online consumers and commerce.

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You can turn niche sales into big sales by catering to lots of good niche audiences. At AllenBeys we offer a very large collection of carefully niched pages offering 16,000 items from 15 countries.

These aren't the kinds of products you would likely find at Walmart or Kmart. People flock to our online store to discover the stunning, the unusual, the hard to find, and the one-of-a-kind.

History buffs revel in our replicas of blunderbusses, suits of

armor, Samurai swords, and Sherlock Holmes Chess Sets. Think about it a moment. Where else can you find a realistic blunderbuss if that's what you really want? – (and you might be surprised at the thousands of people who take great delight in historical objects like these).

Start creating your niche empire. Find an audience that deeply craves a hard-to-find item. Then add to your success by uncovering more niche groups whose loyalty and sales you can quickly attract by satisfying their specialized needs.

### **Learn How To Identify Profitable Web Niches For Your Business!**

**By Per Strandberg**

Most get it wrong when they start an e-business! They start building a business on the web by picking the wrong market.

Many start by giving advice on how to start a home business or by marketing Internet marketing information. This is the wrong way to do it!

Or even worse, become trapped by the many business opportunity programs that are out there. Many of them are nothing more than pyramid scams in disguise.

Why do so many try to market Internet marketing products online? One reason is that this is a subject that people get interested in and they soon see themselves as experts in this field.

You find another reason when you look and examine Internet marketing materials. What have most of the marketing of these products in common?

The answer is that they are marketed by slick copywriters. The marketers want to promote their own

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products, so they naturally promote these products on their websites, newsletters and where ever they can.

Of course, they don't tell you the truth! The harsh truth is that if you are a beginner in web business and start by promoting web marketing products, you will fail.

To start with, you don't have the right experience and you don't have the traffic that you need.

You are much better off, if you focus on web markets that are not as saturated by competitors as in the internet marketing field. One secret to successful Internet business is by find niche markets where people are spending money and the markets are not saturated.

So how do you find suitable web markets that is right for you? That will depend on how you plan to market. Do you plan to build an information theme site, mini sites, work with Pay-Per-Click marketing or do you plan to make a product to sell on the Internet?

If you target information theme sites or mini sites, then you want to find web niches with little competition and you also want to identify web niches where the bid values on pay-per-click are relative high.

If you use Pay-Per-Click promotion you might want to find niches with low Pay-Per-Click bid values and a lot of traffic.

And if you want to try to a market product you have produced, you want to make sure that there is a market for the product. You also want to know if there is a need for the product and that people are

spending money on products in this Internet market.

A final key point is to find niche markets that you have an interested in or at least have some knowledge in. It is much easier to work in a niche that you are interested in than in a niche that have no interest in at all.

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Per Strandberg is a web site maker and software designer!  
Find new Web Niches with The Niche Market Database!  
at ==>

He also has a site with information on data backup at

==> Visit his site with web traffic generating tips  
at

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An Internet Marketing Lesson I Learned From My 7 Year Old Grandson

About Niches

The Great Big Book of Internet Marketing

24 Prophecies fulfilled in 24 Hours

HIV/Aids Healed by the Power of God

Traffic Boost News Ticker



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