

"We quit our day jobs" -- the NicheFinder interview

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By Gary Harvey

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Sixty dollars is what it cost Val and Helen to start the business that now supports them full time.

"My wife Helen and I are professional software developers" said Val Danilchuk, from their home in the Ukraine. "We used to develop web sites for e-business owners, as well as some client-side desktop software."

But they wanted a better way to sell their skills. So, with a special interest in Internet marketing, they developed their own unique method of evaluating the profitability of business ideas.

"Then we completely automated it", Val told eProfitNews. "As professional programmers, it wasn't hard for us to develop a program that did it hands-free."

The result?

NicheFinder.

It's a market research software tool that helps people find business ideas and products that are in high demand but low supply. A clever niche finder!

It also identifies the most popular keywords for a web page. And even helps you figure out the best domain name for your web business.

That \$60 paid for the domain name NicheMarketResearch.com as well as web hosting. But there was also "a massive amount of time invested. We devoted hundreds of our working hours to this project."

At the very beginning, they weren't sure they could profit from the idea so they decided not to invest much money into it at the start.

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"Our costs were small, but our investment was large at the same time," says Val, referring to their 8 months of self-education, research and development.

Now, just 4 months after launching the business in July 2002, Val and Helen are pleased.

"We have quit our day jobs, and are currently living off our NicheFinder sales. And of course, we also reinvest money into the business."

Their marketing mix includes a 2-tier associate program (paying 50% and 10%), joint ventures with other marketers, a newsletter, and their free ebook "Beginner's Guide to Niche Marketing".

"And most recently we have started an active link exchange program."

"We should have started doing links exchange earlier. I think it is the easiest and the fastest of all low-cost ways to bring in traffic, find business partners, and improve your search engine ranking."

A unique business idea plus "a massive amount" of hard work is paying off. Now their software is helping others find high-demand low-supply business concepts.

You can learn more about NicheFinder at <http://eProfitNews.com/NicheFinder.html> and get a FREE copy of the "Beginner's Guide to Niche Marketing" ebook.

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Crazy Interview Questions

By Joel Vance

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If you want to get that amazing new job, you are first going to have to learn the answers to common job interview questions. The majority of the interview questions that you have thrown at you will be typical interview fare, but a company may decide to throw you a curve ball in the form of a crazy job interview question. This is starting to happen more and more, it is becoming quite a trend actually, so you need to take some time to learn what these interview questions might be so that you can answer them quickly and in a manner that leads to you getting the job.

There is a method to an employer's madness when they use an 'out of the ordinary' job interview question – and that's to get you thinking fast. In most cases the employer is testing you to see if you can think on your feet or if you are creative enough to work well in this job position. If the interviewer

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doesn't think you have what it takes because of your answers to the job interview questions, then you will not get the position.

Before you go into any job interview try to keep an open mind. Prep your imagination a bit to get it flowing freely just in case you get some of these crazy job interview questions asked of you. You can't afford to freeze up during an interview; because if you do, it is all over. So go in prepared, or at least as prepared as you can be.

Here are a few of the strange and yet rather common job interview questions that you may run across:

Q) If you were an animal what kind of animal would you choose to be?

Choose an animal that is efficient at everything that it does and one that is often very busy.

Q) What kind of fruit would you be?

You should choose a fruit that tastes good in a fruit salad along with many other fruits. This can be used to show that you are a team player who works well with others all of the time.

Q) What would be the very first thing that you would do if you won the lottery?

This is a gauge of your priorities. Whatever you do don't say you would quit your job.

Think about the answers to these sorts of job interview questions before you go into the interview. This way even if these particular interview questions don't get asked you will still have an idea of the types of answers that you should be giving.

Joel Vance is a Human Resources 17-year HR expert who's taught at 4 major universities around the country and currently has a best selling book on interview questions at

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