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What My Cat Taught Me About Niche Marketing

By Doug Smith

Some people are "dog people," others are "cat people." I'm a cat person. Regardless of which pet you prefer, we can all agree that pets enrich our lives in many ways. They provide unconditional affection, they don't care what we look like, and sometimes even they teach us a life lesson.

But I never expected my cat to teach me a marketing lesson! A niche marketing lesson, to be more precise.

At this point, the dog lovers reading this are saying that this cat person is crazy. But I'm not. Here's how it happened.

Like millions of other pet lovers, I bought plenty of pet toys. We all want to be able to interact with our pets, yet still have them not be bored when we're away.

My cat went through the usual toy assortment: feathers, balls with bells in them, foam balls, catnip, string, and an assortment of stuffed rodents. Because we all want the best for our furry friends, I bought the biggest stuffed rat I could find. It received an occasional sniff but was mostly ignored.

The medium-sized stuffed mice received more attention, but only if I moved the mouse or threw it for the cat. He wouldn't play with it on his own.

Then my cat was given a pair of tiny stuffed mice. I thought they were too small and would be ignored just as the giant rat was.

Boy was I wrong!

Like a lion on a gazelle, my cat pounced on the tiny mouse and gave it a beating it would never forget. He played mouse hockey through the house, scoring goals under the refrigerator and under the stove. He played baseball, tossing the mouse high into the air and catching it again, or hitting a home run on the way down. He played jungle lion, proudly carrying his prey back to his waiting pride (me!).

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So what does all this warm fuzzy cat stuff have to do with online sales?

It's a metaphor for niche marketing. The cat is the consumer. The cat toys are your products. The ultimate goal is to match the former with the latter.

Your first product, the giant rat, was of vague interest to the consumer (the cat). The consumer sniffed at your ad or sales page, but did not like what he smelled, and moved on. No sales.

Your second product, the medium-sized mice, were more interesting to the potential buyer. He would take action, but only after intensive prompting on your part. You would probably have to spend a lot on pay per click ads or gave away lots of bonuses to get his business. A few sales might be made, but it would be expensive to get those sales.

But your third product, the mini-mouse, was pure magic! Your cat consumer took one look, something

in his brain clicked, and a sale was made. It was as if your product was a key that unlocked the part of the customer's brain that triggered the buying impulse. Jackpot!

That's what my cat taught me about niche marketing. You must find a product that somebody desperately wants (preferably a large group of somebodies). That product must be exactly what they were looking for, even if they didn't know they wanted it! It must be so tantalizing that your customer is more concerned about playing with his new toy than he or she is about paying for it.

You see, I made a classic info-product mistake with my cat. I gave him what I thought he would like. I wasted money promoting large stuffed rodents and heaps of other toys to him. What I didn't do is ask him what he needed and give him that!

Don't make the same mistake! Figure out what your customers want FIRST, and give them that. Then watch them pounce on it so fast that the payment process is almost an afterthought for them.

I have since learned that the mini-mice are about the same size as real mice. No wonder the cat was sold on them immediately! He had never seen a real mouse, but there was a mini-mouse sized niche in his brain that was instantly gratified by the smallest mouse toy.

Don't give your customers what you think they need. Ask them what they want, and give them that. Then you will have truly created a better mousetrap, and they will beat a path to your door (and your bank account)!

Learn more about making more money from niche marketing with the resources below.

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Cat Training With A Clicker

By Burt Cotton

Clicker training is a reinforcement or reward for a cat when training them. Clickers are use most often for support when training a cat for a reward. Cats associate the clicker with a good behavior they will use for a long time. Clicker training is associated with classical condition (they associate the sound with food.) and operant conditioning (cat performs movement to receive food).

Why use a clicker and not tell a cat or make a sound to get your cat to do a trick? A clicker has a sound a cat can hear and associate good behavior. With words, our tones in our voice can change from time to time, which a cat can become confused with the training. With talking for the commands, a cat could mistake the commands. With using a clicker, it is more of a training tool to get the behavior started with the cat. Then you can put the clicker away for that behavior or trick once a cat has learned the behavior

When taking the cat out for a walk or on a trip, the clicker is a good item to carry along with you. Cats can get distracted with other people, or animals in the area. With using the clicker, it will reinforce the behavior that you have taught them. In addition, a clicker can help you with having your cat walk with you instead of wondering around.

With the clicker, a cat can be trained using three easy steps: Get a behavior, mark a behavior, and reinforce the behavior. Get a behavior is the first step. A good example would be for the cat to jump a hoop. The cat will have to know that when you click that they get a treat. Start with very small treats in your pocket. Clicks, Treat, Click Treat do this for a few times until you see the cat coming for the treat on the click. Next marking the behavior: You will have to show the cat the hoop. Once the cat touches the hoop, click, treat. Then show the cat to go though the hoop once it does click, treat. Continue to do this until the cat goes though the hoop on its own or your command. Reinforce the behavior Remember to have snacks handy so when you do see your cat go though the hoop a snack is available.

Training a cat with a clicker can be fun for both you and the cat. Taking steps in training will be rewarding to you and the cat. Try not to rush a cat in training, as they can become confused especially if they did not get the step before down. The training will take time and steps to achieve this behavior. Patience, love, and rewards will be the key factor in training your cat.

The clicker is a good exercises tool for a cat. 10 to 15 mins a day you should get your cat to exercises. For exercising, you can have the cat use a hoop, play with a toy, and climb on the scratching post or something that focus on the cat getting exercise. Exercises will help the cat to stay healthy and help to keep it out of mischief.

Clickers can come with books to help you train, treats, and a clicker. Clickers come in many different size shapes, and color. You will want to research the clickers out. Check out a pet store, Internet sites

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give lots of information on training and using a clicker. Check out companies that make the clicker by using Internet to see what kind they offer and any additional information that you might need to get the process of training done. Check out articles about the clicker. Talk to someone that has used one. Talk to your area veterinary about training with a Clicker

Once you have used a clicker, the cat will get good exercise and be a healthy cat. The cat will be

happier and you will be happier with the new behaviors that you have taught your cat.

To sum up training your cat, important things to remember is have patience, love and the clicker.

Burt Cotton

<http://www.catcarenews.org>



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