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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**What's Your NICHE Market - III ?**

**By Gillian Tarawhiti**

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What effect are the baby boomers having on the economy I hear you ask. Folks, in 2005, the economy IS the boomers!

Boomers represent the vast majority of the work force. There are 76 million of boomers in the US alone; they ARE the economy. (That is not an exaggeration; that is a statistical reality.) Baby Boomers represent only 28 percent of the US population - yet they represent 50 percent of the economy.

The Baby Boomers are obviously aging and because of this are willing to spend anything to stay young, healthy and full of vitality.

So keeping this in mind the NICHE market to take full advantage of (drum roll please) is the Wellness Industry.

According to research, the wellness industry is headed for over ONE TRILLION dollars by the year 2010. This wellness movement will surpass the dot com revolution.

Paul Zane Pilzer Economic Advisor to two presidential administrations and three-times New York Times best-selling author explains The Wellness Revolution.

"The boom in the Wellness Business is ready to explode in a way never before in our history. At over 12 billion dollars in the U.S.A. and Canada this is just the tip of an ever-growing iceberg."

Paul goes on to say ... "there's a great window of opportunity for network marketing companies to educate consumers about wellness products and services."

"I see great opportunities coming for the network marketing industry because network marketing is clearly the best vehicle we have today, in the United States and around the world, to educate people about new products and services."

"I see great opportunities for network marketing and network marketers because they're the fastest way to get the new information out there."

(Exerts from An Interview with Paul Zane Pilzer By John David Mann and John Milton Fogg From Network Marketing Lifestyles Magazine Sept. 2001)

So to summarise, the seemingly untapped NICHE at this time is the WELLNESS industry and your market are the BABY BOOMERS.

To your Success!

## **Easy Niche Marketing Success**

**By Steve Schwartzman**

One of the keys to Internet Marketing success is finding and exploiting underused niche markets.

Once you find these niche markets, here is what you must do:

1. Collect e-mail addresses.

This will be the key to your online niche business. When you are collecting e-mail addresses, you not only sell to your niche prospects immediately, but you can sell them other products in this particular niche market over and over again.

You must collect e-mail addresses!

2. Provide your subscribers with great free articles.

If you have chosen a niche market that you are not familiar with, you can still provide great articles. There are hundreds of article directories that provide free articles that you can use.

You can also go to any of the freelancer sites and have articles written in any niche market.

3. Provide your subscribers with free niche reports.

By now, you have loyal e-mail subscribers within your niche, and it's time to provide them a report.

The easiest way to do this is to assemble a series of articles in your particular niche market and put them together into a niche report.

Within this niche report, make sure to add many affiliate links to products within your niche, along with links to your website. Also, be sure to allow subscribers who download your report to be able to give it away to others for free. This will create a very powerful viral marketing effect, and will drive a lot of traffic to your niche website and to your affiliate websites.

4. Offer a product for sale within your niche market.

Now it's time to take your niche site to the next level. By now you should have a great deal of knowledge of your niche market.

Either write an ebook yourself, or go to one of the many freelancer sites and have one created. There are also some easy niche product creation solutions available on the net.

That's enough to get you started.

The key is to create a lot of articles, a lot of reports, and a lot of products to sell in any niche market you choose. Don't worry, It's not as hard as it seems.

You don't have to be an expert, you just need to find an easy product creation solution.

Create an unlimited number of Niche Products in hundreds of Niche Markets with just 1 click! The most revolutionary niche product creation system available on the Internet is taking a limited number of signups.



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