

Why should you care about Niche Marketing?

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By William E. Petersen

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Why should you care about Niche Marketing? Every Web Guru recommends that you find your niche. All the Internet Marketing experts recommend that find a niche market to worth with. Why? What makes fining a niche so important?

Everyone knows there are potentially millions of people ready to view your website or visit your web-based business. What many people, new to the web, do not realize is that this makes the Web the ultimate "high-density marketplace". This means that the Web is an environment that can support a very large number of specialized markets. You only need to attract a small percentage of the entire audience in order to be successful in a high-niche business. Because the audience size, meaning all the people on the Internet, is such a large number, if you manage to attract only the people with quality "A" or people looking for information on just subject "B", you can be very successful and generate a great deal of traffic to your website.

However, working within a specialized niche can be very time consuming and require research. This is why all the experts agree that if you are going to create a web-based business, make it niche that you enjoy working. If you enjoy it, you are more likely to succeed and it feels less like work. If the niche you choose also happens to be a subject that you already have some expertise, the better you will be and the easier and more you may enjoy the work. Finding a subject that captures your interest that you will enjoy researching or writing about. This is one way to increase your chances

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of success.

Another reason to find your niche is to avoid competition. Which would you prefer? To try to compete with some of the world's largest companies, with the most established names and huge budgets? Or would you try to find a specific topic that will allow you to appeal to people just interested in your specific topic? The choice is obvious. However, this means it will require some research before choosing a niche topic. There may be many topics that you are interested in that would make very bad choices because those are the topics that have the well-established competition. Do a

search on web marketing and you will find millions of websites on the subject. If you are looking for a small amount of competition, this is not a good choice.

What very large numbers of people do is try and compete with the entire web all at once. They try to build the "superstore" web site by joining dozens, even hundreds, of affiliate programs; then try and promote them all. Not only are their sites unfocused, but also they often remain unfound and unused. You have probably heard the phrase you can't be all things to all people. This is very true on the web. You can't join a hundred affiliate programs and expect to be able to successfully promote them all. What ends up happening is that you succeed in none. Once you fail to sell anything you lose interest and your web-based business fades into nothing.

Instead you need to focus on a niche you know and love. Why? Because that is the only way you are going to be able to devote the kind of time and effort to create a meaningful web site with good content.

The reality is that putting up a web site alone just about guarantees that no one will find or visit your web site. Creating a website with good content takes a lot of work. If it is not a niche you know and love, you will not be able to devote the time and energy to creating a website that is meaningful and full of good content. If it is not a niche you know and love, you will not enjoy what you are doing.

To increase your chances of success, please keep in mind that you really want a topic that you know and love when you

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look for your niche.

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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 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

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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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