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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!**

**Your Niche In The World**

**By Wild Bill Montgomery**

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The lifecycle of the Niche as seen through the Eyes of Wild Bill:

1. Creation
  - For everyone there is a place. You must find your Niche. Your special place in the marketing world.
2. Development
  - Once created, you must finely tune your Niche as you would a musical instrument.
3. Exercise
  - Like muscle tissue, you must exercise your Niche with State of the Art Marketing & Advertising.
4. ReCycle
  - Occasionally you must recycle all or part of your niche to stay competitive.
5. Death
  - Everything has a time to die, and although many products seem to go on forever, sooner or later they come to their conclusion.

To have a "real" edge over your competitors you must know your market, who's going to buy your product and the strategy you will use to get them to do so. You have to know what business you are in and what product you sell. This sounds rudimentary, but all too often it is not. This my friend will be your Niche In The World.

How you develop your niche largely depends on the niche you have created already, knowingly or unknowingly.

## Your Niche In The World

Creating a Niche is quite like creating an entity unto itself. Creating, Developing and Nurturing your Niche can be the difference between failure and success.

Your Niche can make you stand head and shoulders above your competition. It can give you the ability to corner your own little piece of the consumer world.

Get a "Unique" Niche! Your Niche should allow your prospective client or customer to visualize that they are receiving something special, something only you can give

them in a way that no one else can. How do you make your Niche stand out above the rest?

Major Market Niches: Service, Quality and Guarantee. These are 3 words to always remember:

1) SERVICE: Consumers, no matter what kind, expect and demand to be pampered and waited on. Pay attention to their wants and needs, and fulfill them to the best of your abilities short of effecting your efficiency to serve others or your "Bottom Line".

2) QUALITY: Poor quality is going to get you two things: Complaints and no repeat customers. If you expect to spend any time in business, do yourself a favor; Don't "lie to", "steal from" or "cheat" your customers. Provide them with truthful information, honesty and integrity, and give them the best product you can provide for the price that you set without effecting your bottom line profit margin.

3) GUARANTEE: In today's world of the "fast buck" rip-off artist, especially on the Internet, people are hesitant to buy anything without a guarantee. If you want to make sales, make a guarantee, but don't over do it. Don't make such a ridiculous guarantee, that it can't be believed or will cost you so much that your profit margin takes a nose dive.

When deciding what your Niche will be, first decide how it will attract and benefit your customers, and how you will divert them from patronizing your competitor for first time or repeated sales. For example, your Niche may also be providing more information and services in your area than

anyone else in the market.

In closing, no matter what your Niche, you will always find someone else in the same market. Always study your competitors. Approach them (their site) as you would if you were really a prospective customer looking for their product. Would you be more likely to buy from them or from you. Why? Why Not? These are points that you should be constantly examining, researching and striving to make better.

### **Finding Your Niche**

**By Sue and Chuck DeFiore**

Have you found your niche?

If you really want to find out, you need to answer the following questions:

1. Is your business the only one of its kind in town?
2. Do people consider your service first and price later?
3. How can prospective customers tell you apart from the masses of businesses in similar fields?
4. Who are your target clients?
5. Who aren't your target clients?
6. Do you turn down certain kinds of business if it falls outside your niche?
7. What do clients think you stand for?
8. Is your niche in a constant state of evolution?
9. Does your niche offer what prospective customers want?
10. Do you have a plan and delivery system that effectively conveys the need for your niche's services to the right market?
11. Can you confidently predict the life cycle of your niche?
12. How can your niche be expanded into a variety of products or services that act as profit centers?
13. Do you have a sense of passion and focused energy with respect to your niche?

## Your Niche In The World

14. Does your niche feel comfortable and natural?

15. How will pursuing your niche contribute to achieving the goals you have set for your business?

If you can't answer these questions, you probably haven't found the right niche for your business. So what do you do?

Stop looking! Good niches are never found—they're created, then matched carefully with a grateful audience.

If you want an excellent niche market, try the creative real estate niche of lease purchasing. It allows you to answer all of the above questions.

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Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit

for the latest FREE tips

and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our "how to" Home Business Solutions Digest, it's like having your own personal coach:

Finding Your Niche

3 Popular Niche Marketing Misconceptions

Easy Niche Marketing Success

What's Your NICHE market?

Your Niche is Not Your Client

Ready-Made Niche Websites

About Niches

Home Vegetable Garden

Dream Psychology

Scripts2Sell



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