

**Naughty Niches**  
**for** **hot** **Profits**



**Make an Absolute Fortune**  
**Finding and Filling Profitably**  
**HOT Niches From Home!**

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HOT Niches From Home!”**

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**Chapter 1:**  
**Niche Marketing Exposed**



## 1.1 Niche Marketing Explained

The word 'niche' is defined as: “**A special area of demand for a product or service**”. 'Marketing' is defined as: “**The opportunity to buy or sell**”. If you put the two works together, Niche Marketing means buying or selling a product or service in a special area of demand. All that really means is that a product or service is being sold to the people who are most interested in that particular product or service and not to the world in general.

Oftentimes big businesses use Niche Marketing. For example, a company that makes computers and computer accessories might advertise all-in-one copy/printer/scanners to the home computer user while at the same time advertising single function machines to large businesses.

One of the things that make Niche Marketing so attractive to sellers is that their advertising budgets go further. It costs less to advertise to a specialized market than it does to advertise to a broader market.

Niche Marketing must be designed to meet the unique needs of the targeted audience. Niche marketers must tailor their product to meet those unique needs. If, for example, you have designed a product to make poodle grooming easy enough for the untrained professional to do it, those who own poodles will be most interested in your product. Those who own Blood Hounds or cats couldn't care less. If you have written an E-Book that will explain how to start and succeed at an online business, those who are looking for that information are your niche market. Those who are happy doing what they are doing are not interested at all.

Niche Marketing is a very effective and cost efficient way to advertise and sell specific products or services to a specific audience or, hopefully, buyers of that product or service.

## 1.2 Niche Marketing vs. Internet Marketing “niche”

Comparing Niche Marketing and an Internet Marketing niche is equivalent to comparing apples with oranges. Apples and oranges are both fruit. Niche Marketing and an Internet Marketing niche are both forms of Internet Marketing but as different as apples are from oranges.

The term 'Niche Marketing' means selling a specific product to a specific type of buyer. There are far less competitive niches than an Internet Marketing niche. Most niche markets are more open to the latest marketing strategies, as well. Small niche markets are not over stocked with gurus and wise men and are much easier for the beginning marketer to break into. A niche market allows you to promote your own niche product or that of a niche affiliate product. There is a niche market for anything and everything you can imagine. All it takes to break into a niche market is a good idea, a good product created by you or someone else that will appeal to certain people, some advertising and the desire to succeed.

The Internet Marketing niche, on the other hand, means that you will be promoting your own Internet Marketing product. This is a very crowded field of endeavor and really difficult to break into. It's a world filled with gurus and wise men who have been playing and winning the game for a long time. This doesn't mean that it is impossible to cash in on the Internet Marketing niche because, of course, you can. It is a world still built on demand and that means that if you have a product that can compete and if you have the willingness to play hard ball with the big boys then you can succeed at the Internet Marketing niche game. Just be aware that there are easier niche market nuts to crack.

### **1.3 What Niche Marketing Really Is**

It is just one of those hard, cruel facts of life that the big boys have all the money they need to advertise and sell their products and us little guys are on advertising budgets that are so small they probably don't add up to what the big boys spend on paper clips in a month. Competing with the big boys isn't feasible...or possible, for that matter. So what are us little guys supposed to do?

Niche Marketing is our answer. We can't advertise our products and services to the world at large but we don't have to be able to do that to be able to make a pretty decent living... thanks to the Internet.

Niche Marketing is selling specific products or services to a limited audience. One person with a computer, an Internet connection and a good idea can go into business for himself on the Internet and target the people who would be most interested in what he has to sell and do all of the above on a very limited advertising budget.

Finding the right niche for what you have to sell isn't really all that difficult. Just think about who the people are who would be most interested in what you have to

sell. For example, if you have concocted a shampoo formula that will take chlorine out of a person's hair, you can't compete with giant companies that sell shampoo but you can narrow your market down to a niche and target sales to those who have swimming pools. You buy a domain, get a server, and build a website to advertise your product JUST to people who have swimming pools.

In essence, Niche Marketing is selling a product or service to those who want or need the product the most.

## **1.4 What Niche Marketing is Not**

Niche Marketing is not about trying to sell your product or service to the world at large. As a small businessperson, you couldn't afford that kind of multi-million dollar advertising budget. It isn't possible. You can, however, with only a computer, an Internet connection and a good idea sell to a smaller audience using Niche Marketing.

Niche Marketing is not about trying to compete. Competition is taken out of the equation when you do Niche Marketing. You aren't out there in the world lined up beside or behind a million other people who are selling the same thing you are selling. You are selling to a specific audience that you have created for yourself with your opt-in email list.

Niche Marketing is not about selling to different people every day of the week. Once you have your list built, you can sell to the same people time and time again. By taking as much time as you need and putting forth enough effort to get to know the people who make up your list of buyers you can continue to sell to them.

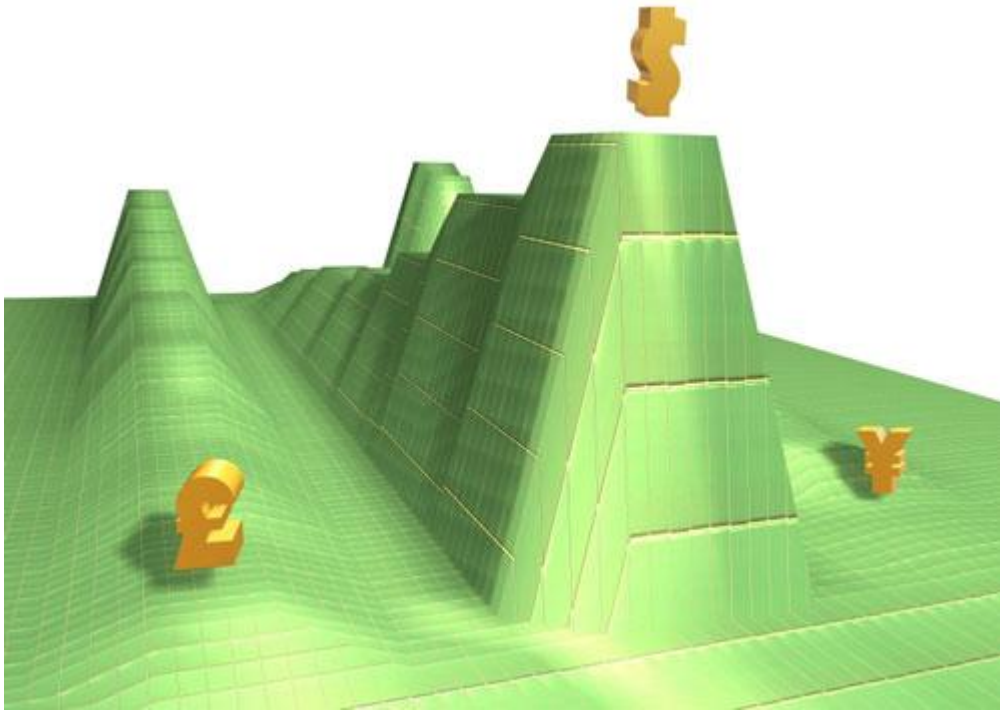
Niche Marketing is not about focusing on the big picture. It is about focusing on the small picture and the smaller the better. Narrowing your niche down to a very specific part of a larger market assures you of gaining a fair market share of that small part. The world is a big place and there are billions of people. You only need an infinitesimal portion of the population to have a huge list of potential buyers of your products or services.

Niche Marketing is not about seeing only the impossibilities. Niche Marketing is only about looking closely at the possibilities. Small possibilities converted to sales can equal big profits.



## Chapter 2:

# Identifying an Existing Demand



## **2.1 How to Research and Find Your Niche Online**

Deciding on what product or service you will promote in a niche market should be based on a simple principle. There should be a demand for your product or service. You want to offer something that people actually need, something that will make their lives better, make them feel better physically, make them look better, or help them solve a problem.

Once you have chosen a product or service to market, researching to find the right niche for your product or service is the next most important part of beginning a Niche Marketing program. The things that you need to know are where they spend their time online, and what makes them tick from a personal and business point of view. There is Niche Marketing software out there that can help you learn these things about your potential niche market.

The next thing you need to learn as you research your online niche market is what you can reasonably charge for your product or service. The best and most effective way to do this is to visit sites that advertise products or services similar to what you have chosen to sell. It should be easy to see if they are giving away a service or selling the product at a price far lower than you would have to charge.

If you can determine that there are people out there who are willing to spend money to buy what you are selling and you can identify those people then you have a Niche Marketing product or service that can make money on the Internet. Sometimes it takes reframing your product or service to make it more attractive, better or just different than what others are selling it for. Research is the key to successful Niche Marketing.

## **2.2 Age-Old Question Does Your Passion/Hobby Matter?**

Does your passion or your hobby matter? Well, it most certainly matters to you and unless you have a passion or hobby that nobody else in the world has ever heard of, there are probably plenty of other people who share your passion or hobby and may even more into it than you are.

Being deeply involved in a hobby or passion is the stuff that successful Niche Marketing is made of. Most really successful niche marketers have turned what

the care about the most into successful businesses. The reason for their success is their passion about the theme of their websites.

Creating a successful Niche Marketing site takes a lot of time and a lot more dedication. Unless you are passionate about the subject, it is hard to stay focused on it long enough to make it a success. So passion and dedication are your two biggest assets. You must be willing to put in long hours and be willing to accept the fact that it will be quite some time before you start realizing a profit...even a modest one. Keeping on keeping on is the only way you will ever be successful at Niche Marketing.

You can establish a money-making Niche Marketing website with the theme about the very things that you love the most. If you can correctly define your niche, make certain that people are willing to pay for the product or service that you are selling, and locate that specific audience; there is no reason why you can't build a Niche Marketing site that is all about your greatest passion or the hobby that you most enjoy. Imagine that! Being able to make money and do what you love doing at the same time. It doesn't get any better than that!

## **2.3 Using Overture Search Tool**

The [Overture Search Tool](#) is a wonder to behold. There are so many tools and so much help available at the site that when you visit you will be asking why nobody has told you about this before now. The costs are small and the services are large and extremely helpful to Internet entrepreneurs. It is free to join the site and there are so many ways for you to help yourself. You can locate the best keywords for your business you can find out what the top bid is on the best key words and you have to opportunity to place a higher bid. For only the very small price of \$1.99 you can get even more help... and from professionals.

There are a couple of differences to take note of, however. The free service gives you access to the STST. The way that overture will make a profit here, since the service is free, is by selling you the best key words. There's nothing wrong with that...everybody has to make a profit to stay in business. The Keyword tool on Google gives a complete different set of Keywords. They don't sell the keywords so it makes you wonder which list of Keywords are the best.

If you have not yet made use of Overture, this is certainly a tool you should take the time to explore. Bidding very high on the best Keywords can move your

advertisements into the top ten search results in the major search engines very quickly.

We all know that search engine optimization (SEO) is the key to making sales and making use of Overture is one of the best ways to accomplish that task.

Overture was originally named [GoTo.com](http://GoTo.com). It changed its name to Overture in October, 2001 and was purchased by Yahoo in 2003.

## **2.4 Looking for Problems to Solve via Forums**

Niche Marketing as its best helps to solve real problems that real people live with everyday. If you can come up with a product or service to promote in a niche market that will help people solve their problems then you will have a money making niche market website and can quickly build a long list of potential customers.

The things that people view as ‘problems’ run the gauntlet of possibilities... everything from a hang nail to a golf swing to a chronic disease are people problems that they are looking for help to solve.

A good way to find out what people consider a problem is to visit the online forums. People talk about anything and everything online. They discuss subjects that they wouldn’t talk about with their best friends for the simple reason that they can remain anonymous. They look for solutions online for the very same reason. By visiting forums and taking note of what people are most concerned about you can search the Internet for products and services that will help them solve those problems. Gather the information about the topic. Write or have written for you articles about the topic. In this way you can find a topic and build a content-rich website for Niche Marketing that helps with the problem you have identified and that will serve the needs of people.

An additional way to use forums to help you build a niche market website is to join a forum, identify the problem being most often discussed, post a question that will produce many responses and use those responses to write an E-Book on the topic. The fact is that many people will buy an E-Book that is filled with information they could actually gather for themselves. They will also purchase E-Books that will tell them what other people with the same problem they have think about or are doing about their common problem.

## **2.5 Improving an Existing Product**

You may have a Niche Marketing website that just isn't producing sales for you at the rate at which you had hoped it would... or maybe it isn't producing any income for you at all or it could be that you haven't actually figured out that what you are selling is, in fact, a niche market product. You might need to do a little 'tweaking' and modify your strategies somewhat to get the site performing better. There really are some things that you can do to improve your existing product.

Step #1: Bill Cosby, the famous entertainer, once said, "I don't know what the secret of success is, but I know the secret of failure and that was trying to please everybody." He was right. You can't please everybody and you can't sell to everybody either. It's possible that you may simply need to narrow your market, identify your product as a Niche Marketing product and advertise it accordingly.

Step #2: To improve your existing product you have likely overlooked the most obvious solution of all. You could simply ask your customers what they think. They are, after all, the end users of the product or service that you are selling. There is nobody that knows how a product can be improved better than the people who are using the product.

Step #3: Analyze the competition. Take the time and put forth the effort to look at the product or service that your competitors are offering. Identify their strengths and weaknesses. Find out what your competition can't, won't or doesn't really like to do and set about doing those very things yourself.

Step #4: Are you selling your product at the right price? Pricing a product too low makes people think it won't be any good, pricing too high will discourage them from buying it.

## **2.6 Going to Bookshops to Identify a Hot Market**

The day may come when people do all of their researching and reading online but it isn't here yet. Fiction, of course, will always be in print... it would be hard to curl up with a good novel in front of the fireplace on a cold winter day with a computer. Research, however, may eventually all be done online. People buy 'how-to' books and books that are devoted to solving their problems and/or making their lives better every day. By identifying the hot market books that are

being sold in bookshops (online and off line) you can identify a hot Niche Marketing topic.

Go to the bookshops in your area and take note of the kinds of non-fiction books that are stocked. You should particularly note the ones that are self-help or how-to books. If you can create the opportunity, ask the stock boy which ones are selling the best. He's the one who knows what is being restocked most often. That failing, ask a floor salesperson the same question. Asking the bookstore owner or manager is the last option. They are more likely to be pushing the books that aren't selling well in order to make a sale. Learn by whatever means you can which self-help or how-to books are the hottest sellers.

Another option is the online bookstores. You can't, of course, ask for information from a person but you can research the site and determine which of the non-fiction self-help or how-to books are highest in sales.

Finding out what books people are most often buying can give you some insight into what the hot market subjects are. Armed with this information, you can go about creating a Niche Marketing website that will have a better chance of becoming successful.

**Chapter 3:**  
**Making a Fortune from Niche  
Marketing**



### **3.1 What You Can Do to Make Money from Home**

The need for earning an income in some form is a universal problem. Right now, most people expect to earn that income by leaving home each morning, driving several miles and working eight hours in a brick and mortar building. The future of 'work' is in the process of changing dramatically, however. More and more people from many walks of life are looking for ways to earn their incomes from home by using their computers.

The opportunities for being able to earn an income from home are increasing as the demand for work-at-home jobs rise. Many mothers of young children, those who are disabled and older Americans who need to supplement their retirement incomes, as well as those who are able bodied and young, are seeking online jobs or are starting their own small businesses.

One reason that so many people want to work from their homes is that there is no need for a large financial investment to begin an online business. One doesn't need to invest heavily in product development. Those who have expertise in almost anything can begin by simply writing an E-Book and promoting it or obtaining a website and promoting products that are produced by others. Think of the people who promote products that are produced by others as the modern version of the old door-to-door salesman except instead of knocking on one door at a time they knock on the doors of millions of people at the same time by way of the Internet.

Another attractive reason that draws people to a work-at-home job or small business is the fact that they don't need to incorporate... a sole-proprietorship does nicely. One person working from one computer these days can accomplish the same things that once required many people working many hours to accomplish. A sole-proprietorship business isn't required to file separate tax returns or pay any special taxes on income that is earned in the way that a corporation, an LLC or even a partnership business is required to do. The taxes levied on a sole-proprietorship business are just for personal income.

The Internet isn't called "The Information Super Highway" for nothing. A person can make a very good living selling nothing but information on it. The populations of every industrialized nation in the world have learned that if you want to know anything about anything, you get on a computer and ask the question. They have also learned that you must pay for special information and they are more than willing to do just that. A person who has special knowledge of a subject and could be considered a 'guru' has a market for selling that



information on the Internet. All that needs to be done is to set up a website, publish the information, advertise and sell the information. It's a wonderful concept and information is a wonderful commodity. There is no inventory to maintain and no shipping or handling costs involved to deliver the product. Everybody gets what they want. The seller gets paid for delivering information to a person who wants that information... everybody is happy.

There are so many advantages of working from home for the individual as well as for owners of large businesses that it is truly the way that 'work' will be done more and more in the future.

The advantages for the individual are pretty obvious, of course. Even as small home businesses expand they tend to meet all of their needs for additional help by hiring people to work from home or by hiring other online businesses, like online accounting firms, to serve their needs.

### **3.2 Create Your Own Information Product**

There are several ways to create your own informational product and there is a market for every kind of informational product. The trick is getting it created first and then getting it advertised in such a way as to create sales of your product. That, of course, is true no matter whether you create your own informational product or have others create it for you. Promotion and advertisement are the heart and soul of selling anything and everything including information. But I digress...we are talking about creating an informational product.

If, for example, you know a lot about a subject, any subject that other people would be interested in...and that includes everything known to man on planet Earth...you can create your own informational product on video or in text. Let's say you know how to groom a Poodle. Do you have any idea how many people own Poodles in the United States? Poodles must be groomed on a regular basis and there would definitely be a market for a poodle grooming E-Book or video. If you can do your own writing, videoing and editing, you can have an informational product ready to sell in less than one day.

If you are not a writer and don't have the first clue about how to video something but you have a wealth of knowledge about a subject, you can still create your own informational product. You can hire ghostwriters to produce an informational product for you. You must supply your own ideas. That isn't the job of a ghostwriter. You must have a clear outline of the information that you want to

have written or video taped. You can hire people to create software products as well but you must supply details and an outline of the points that you want to make.

Perversely, you don't have to be a guru on any subject at all to create an informational product. If you have marketing skills, you can create a product by simply interviewing a person who is, in fact, an expert on a subject. The interview can be video taped, edited and sold as an informational product. It can also be audio taped, transcribed and sold as an informational product.

An informational product that can be sold can be created by thoroughly researching a subject that people would be interested in. It is a known fact that people are willing to pay for valuable information on the Internet. They will even pay for information that with time and effort they could find for themselves on the very same Internet but because of the time investment it would take, they choose to buy an informational product that contains the research compressed in the form of an E-Book or a video product.

The term, 'informational product' is a broad one. Information is anything that someone wants to know. Information isn't necessarily 'how to' instruction. Many times people are interested, not so much in the facts about a subject, but what other people think about the subject. By posting a question on a message board that will elicit a great many responses enough information about what people think can be gathered to create an informational product. This is an idea that is being used by a great many very savvy Internet marketers.

Yet another idea for creating an informational product is to search through material such as books, movies, instruction manuals, music, pictures, plays...etc. that are in the public domain. Public domain works include anything that is not protected by copyright. Public domain consists of everything published before 1923 and, in some cases, those published up to 1978.

### **3.3 Selling Other People's Products**

Remember the door-to-door salesmen of old? Way back when, they sold products that others produced for a commission to one customer at a time. Remember Fuller Brush and encyclopedia salesmen that went door-to-door and street by street selling? Maybe you are too young to remember such things... but trust me...that's the way it was. These door-to-door salesmen practically lived out on the road selling their wares and only returned to their homes on rare occasions. It

was a tough way to make a living. This practice began when America was still in its infancy and continues even today.

**Affiliate marketing** can be seen as the modern version of the door-to-door salesmen of old. An affiliate marketer sells products that are produced by others for a commission. Except, rather than selling to one person at a time, they sell to everybody who is interested in what they are selling all at the same time by way of the Internet.

The products that an affiliate marketer can sell on a commission basis are limited only to the number of products that are for sale by businesses who will pay a commission on sales generated by others. And that is a lot of businesses. The products that an affiliate marketer can sell on a commission basis are everything from real world products of every sort to informational products of every variety.

An affiliate marketer can make a commission not only on sales but on traffic generated for a business site. The way this works is that a small website owner registers with a site like Amazon or any other affiliate program. The small website owner then puts ads, banners, and links for products on his site. When a visitor to the small website clicks on an ad, banner or link the small website owner is paid a small fee for generating a lead. If the visitor to the small website not only clicks on an ad, banner or link but also buys the product advertised then the small website owner is paid a commission for the sale. It's a very neat arrangement and profitable to both the producers of products as well as the small website owner.

The small website owner advertises products that relate to the theme of his website. For example: a small website owner's site might be dedicated to work-at-home information. In that case, he would advertise products that would be of interest to those who are interested in working from their homes. These products would most likely be informational products concerning how to set up an online business or how to do affiliate marketing. The small website owner would not advertise dog food or toothbrushes. He would only advertise products that are related to the theme of his website. He will have built a list consisting of the email addresses of people who have visited his site and that list is what the producers of the products that he is advertising are most interested in. If he has built a list of people who trust what he says then when he advertises a product they are more likely to buy it because of the relationship they have with the owner of the small website.

Affiliate marketers should never advertise an inferior product to their list for the purpose of making a sale. This can cause him to lose credibility with those who

are depending upon him to point them to the best products that are related to their area of interest and do exactly what they say they will do.

In essence, the affiliate marketer is the door-to-door salesman gone high tech.

### **3.4 Publishing Your Own Online Newsletter**

Every website owner has gone to trouble and expense to create a website that provides specific information to people who are interested in having that information. These website owners have gone to the trouble to set up an opt-in email list the main object of which is to keep their subscribers informed. The people who have opted into that email list expect the website owner to keep them informed of changes to the website and to update information concerning the theme of the website and they expect to have updates on a regular basis. They have a right to expect this service and publishing an online newsletter is the vehicle by which to supply that information.

There is, however, a big difference between giving wanted information by publishing your own online newsletter and generating SPAM... the unwanted and unsolicited advertisements that laws are being created to prevent.

There has long been a debate about just how often a newsletter should be published. Everyday is way too much... every week isn't much better. It takes a lot of work to publish a newsletter that is worthy of the time it takes a recipient to read it so even once a week requires too much time from the sender as well as the receiver. Once a month isn't often enough to publish a newsletter. In a month the members of a list can forget what the newsletter is about. It is generally accepted that a bi-monthly newsletter is just about right.

Another debate that continues about publishing an online newsletter is whether it should be published in an HTML format or a plain text format. Each format has its own pros and cons.

Using HTML lets you lay out the letter in any form that you want to use. You can use graphics, multiple columns and various fonts and colors all of which makes the newsletter visually appealing. HTML allows you to add tracking code which lets you see how many of the newsletters were actually opened and if they were passed on. The downside is that some companies don't allow any emails to be opened that contain anything other than text and many AOL users can't open HTML either.

Plain text formatting will assure that it will be possible for all of your subscribers to open your newsletter but plain text is much more difficult to format and make direct the eyes of the reader to the important words and phrases.

One solution to the HTML vs. Plain Text dilemma is, of course, to send both versions. Not very practical but it would work. There are mail services that can auto-detect the browser so that the right version shows up for the user.

The most important part of publishing your own online newsletter is, as always, content. A website owner should never view his online newsletter as a license to advertise. The people who opt-in to an email list do so for the specific purpose of getting information they are interested in and not for the purpose of being advertised to.

That is not to say that advertising is prohibited because it certainly isn't. Recommending products and services to your list by way of your newsletter is not only acceptable, it is expected. The members of your opt-in list will be relying on you to provide them with up-to-date information about products and services that relate to the subject they joined your site to get.

So recommending good related products and services are an important part of an online newsletter they just should never be the purpose of the newsletter.

### **3.5 Getting Rich with Content Rich Sites**

A savvy entrepreneur can make a lot of money from a content rich website if he knows what he is doing. Building a website that is content rich and easy to navigate requires following these rules that will help to make a content rich site make you rich.

**Rule #1: Your website must be specialized and focused.** You must sell items that feature a broader selection within a product or service category, that are of a better quality, that can be priced lower or that just aren't available anywhere else.

Large brick and mortar businesses like JC Penny, Target or Wal-Mart can do very well on the Internet with sites that are certainly content rich but very generalized because they are already established. You might have to click through 20 pages on one of those sites to find what you are looking for but you do it because you

know it is there... somewhere... and if you just look long enough you will eventually find it. That's fine for the big guys but it's not okay for us little guys.

**Rule #2: You must work hard to build confidence between yourself and your customers.** Never skimp on content that builds customer confidence. This content should focus on what the customer gets, not on what you offer. Outstanding customer service is a must as is a fair return policy. If what you are marketing has benefits that are tangible such as feeling better, looking better or making more money, testimonials written by satisfied customers should be posted on your website along with all of the association approvals and endorsements as you can get.

**Rule #3: Content rich websites give readers more than what they ask for or even more than what they need or expect to find.** Go the extra mile. Don't just post a picture of a product and a brief description... go beyond that. Provide your customers with such things as dimensions, size charts, customer ratings and feedback, expert reviews, warranty information, shipping costs, expected delivery timetables, or additional product or service ideas.

**Rule #4: Get your website organized.** The single most frequent complaint about websites in general and content rich websites in particular is that the customer couldn't find what he wanted. If he can't find it...he can't BUY it. Use the "three-click-rule". What, you ask, is the three-click-rule? It simply means that it takes no more than three clicks from your main page to get to any other page on your site.

**Rule #5: Set up a blog or a message board on your site to encourage interaction between the visitors to your site with each other and with yourself.** We all know that customers do not spend but a very short time on each site they visit. The more time you can encourage visitors to stay on your site and interact with one another the better chance you will have of keeping them involved in a positive way with your business.

**Rule #6: You should have a firmly established privacy policy.** Information sharing is a two way deal on a content rich website. The customer provides information about himself while you provide information about a subject he is interested in or about available products or services. When a customer shares information with you, he wants to know what you plan to do with that information. He needs to be assured that the information he provides to you will not be shared with others and will not be used to fill his in-box with an untold amount of SPAM by you or anyone else.

### **3.6 Selling Physical Products**

People buy ‘stuff’...all kinds of ‘stuff’. They buy it every hour of every day of the year. They buy everything imaginable. They buy out in the real brick and mortar stores and they increasingly buy on the Internet.

In the early days of the Internet, before real security measures became available, it was a bit risky to buy things on the Internet. The risk of having one’s information stolen was a very real concern. Today, however, buying anything via the Internet is completely safe. More and more people everyday are using the convenience of Internet shopping and that number will only increase over time.

The largest drawbacks to selling physical products are and always have been the problem of keeping an inventory of the products, packaging them and shipping the products. Warehouse space can be expensive and personal garages don’t hold all that much. Hand packaging is just plain hard work not to mention expensive and lugging boxes to the post office is a real pain. All of the above, of course, can be done...and it IS being done.

There’s a better way, though... a way that requires no warehouse space, no packaging, no handling and no shipping of the seller. It’s called ‘drop shipping’. Savvy Internet entrepreneurs use this all the time now. They can sell everything from tiny items to huge pieces of furniture and never have to warehouse it, package it or ship it themselves.

The way that drop shipping works is simple. An arrangement is made between the manufacturer or distributor of the product and you. You make the sale, take the order, collect the retail price from the buyer and then either email, phone or fax the order to the manufacturer or distributor and he ships the product directly to your customer. The label on the box has your company name and address on it. You collect the retail price up front, subtract the wholesale price from that amount, send the wholesale price to the distributor and the difference is your profit.

Drop shipping is a beautiful arrangement that is profitable for both the manufacturer or distributor of products and for the savvy Internet entrepreneur. There is practically no start up fees for a website to sell products using a drop shipper. There is no need for a large outlay of cash to buy inventory. There is no

need to pay for warehousing inventory and not shipping or handling costs for the seller to bear.

Once a seller has established a clientele and has zeroed in on what sells the best, he may then find that he can buy in bulk from the manufacturer or distributor of the best products and make a much larger profit on each sale. This certainly isn't unheard of. Sometimes you can find items that will sell that are at liquidation or closeout prices.

Another way to sell physical products online is to put them on online auction site like [eBay](#) for example. You can set a minimum bid price, which will insure that you make a profit and possibly make a larger profit that you had anticipated. In this case you charge for shipping and handling. Everyday seven million users spend over fifty MILLION dollars on [eBay](#) alone and they aren't the only game in town.

Shopping online has come of age and will continue to expand hourly into the distant future. People buy things. Some of those things could be bought from you. All you need to do is to find products to sell, advertise the products or auction the products and you can sell physical products on the Internet like millions of other people are doing every day.



## Chapter 4:

# Niche Fortune Tactic #1 – Selling Info Products



## **4.1 What Do You Need**

There are a lot of people who would love to be able to create a cool informational product and be able to make a great living (even get rich) while sitting in a comfy chair in front of their computers knowing that never again would they have to drive in rush hour traffic with all those crazies or put up with an unrelenting, over zealous boss who never had and never would or could be pleased. What a beautiful vision! The truth is that that lovely vision can become a reality but you will have to pay your dues first. Successful niche markets for an informational product don't grow on trees or fall out of the sky.

The first thing you need and must have to create an informational product is an idea...a subject...a topic...that will fill the needs, solve a problems, or just make life better for some particular and very specific segment of the general population. You are surrounded by ideas if you just look. Look at yourself first. What is your biggest problem? Do your friends share the problem? Are you passionate about a hobby or a sport? These kinds of things are the stuff of which informational products are made of. So the very first thing you need is to identify a topic and, thereby, a market.

Another thing that you need to have in order to create an informational product which will become successful is research. Every topic and every subject are not going to make money. Many of them will...but just as many will not. The best research is accomplished by reading and talking to people who have succeeded in Niche Marketing informational products. Savvy niche marketers can spot a great topic from forty paces with one eye shut. Ask. Read. Research.

When you have an idea and have done the research that has proven that there is a market for your informational product, the rest is just a matter of creating the product building a great website and advertising it.

## **4.2 The Pros**

Niche Marketing of informational products is probably the last great frontier for the small business or even modest sized businessperson in today's world. Out in the brick and mortar world it is very difficult, if not impossible, for a small business to compete with the industry giants no matter what the industry is. In the same way that mom and pop grocery stores can't meet the prices of grocery items offered by big chain grocers, neither can a small golf shop compete with the

prices of golf clubs and accessories offered by large sporting goods companies. The Internet, however, has leveled the playing field in many ways. People need information and big companies don't supply that commodity.

1. **Informational Niche Marketing is aimed at a very specific segment of the population.** The neat thing is that the specific segment includes the population of the entire civilized world and not just the population of a small town or city.
2. **Because an informational niche market website is under the complete control of one or two people, it can be nimble and quick.** Where it would take the industry giants months to effect a change, a niche marketer can make necessary changes within minutes.
3. **An informational niche website can dare to be different.** Huge companies all come stamped from the same mold. If you've seen one Wal-Mart, you've pretty much seen all of them. A niche marketer has the freedom to do things his own way.
4. **The informational niche marketer has the ability to cash in on the trend toward casual that is so prevalent in today's world.** People live much more casual lifestyles today than they have in times past. The savvy informational niche marketer has the wherewithal to make that work to his advantage.
5. **The informational niche marketer can be as picky and choosy as he wishes to be when promoting a product or when hiring people or business to promote it for him.**

### 4.3 The Cons

Informational Niche Marketing is the wave of the future for the small business owner. It is true that the Internet has leveled the playing field so that small Internet niche marketers are more able to compete with the big businesses of the world. Everything, however, is not quite as rosy as it first appears to be. If there is an upside, you can bet there will always be a downside. Niche Marketing...even informational Niche Marketing is no exception.

1. **Determining the price for an informational product is difficult.** Large real world and online companies can easily determine the going

price for any product. The informational niche marketer has a much more difficult task. First the information offered is usually unique and must be priced so that it is not too low or too high without much to base that decision on.

2. **People are fickle.** An informational product can be going great guns today and be in the toilet tomorrow. Informational products must constantly be tweaked to allow for the changing tastes and needs of their consumers. A niche market product never reaches a completed form. Constant change is a fact of informational Niche Marketing.
3. **The informational niche marketer must constantly deal with price increases.** This includes everything from the cost of producing the informational product to increasing prices of services and delivery costs.
4. **The time commitment that a producer of an informational product must make** in order to create and sustain the success of a product is detrimental to his or her personal life and personal relationships.
5. **Big businesses have moved into the informational product arena now and the competition is tough.** Where niche marketers once only had to compete with other niche marketers they now must compete with the big guys.

## 4.4 Starting Your Niche Business – Step-by-Step

Informational Niche Marketing websites are the last frontier of hope for the aspiring entrepreneur. The guru sitting alone on a mountain top and charging whatever he wanted for information is a thing of the past. No longer can small business compete in the real world with the giants of big business. The Internet has given those with the ability to produce an informational product a big edge, however.

Here are the steps needed to establish an informational niche market website on the Internet:

1. **The first thing to do is to choose a topic...** a theme... a subject that your product will be concerned with. The trick here is to get the topic narrowed down as far as it will go. Go from the general topic of dogs down

- to small dogs down to Poodles down to Toy Poodles... down to how to groom a toy poodle, for example. The more specific the topic, the better it will perform. Choose a topic that will help people solve a problem, make their lives better, and make them look better or feel better or give them specialized information that they need. Choose several narrow topics that you are interested in yourself.
- 2. Research the market available for the topics you have chosen.** There are many avenues open to you to accomplish your research. Ask questions. Visit websites with topics that are similar to the topics you have chosen. Read articles. Learn everything you can before beginning the construction of your informational product.
  - 3.** Once you are satisfied with your topic, have done the research and determined that there is a viable market for your idea, the next step is to **choose a domain name and buy it.** There are several places on the net to buy domain names one is Godaddy.com but it isn't the only one out there. Choosing a name is usually done by the process of elimination. Make a list of acceptable domain names that describe the topic of your website. Start with the one with the least number of letters in it... less than 20 is better.
  - 4. The next step is to get a host for your website.** There are hundreds... more like thousands of companies that host websites. There are free ones and ones that are paid for. There are a variety of options. You will need to do some research and choose the type that is best for you. In very general terms there are shared host servers, dedicated servers and your own servers. It is not practical to try to detail the options in one article.
  - 5. Other than your own informational product you need to choose related content for your website.** There are many many places on the Internet to find content for a website dedicated to almost every topic under the sun. Some content is free for the taking...some must be bought. You can write or video tape your own website content. You can have content written by others. Content is the backbone of your website and this isn't the place to cut corners. All content needs to be relevant to the theme of your website. It is best that it be original, as well.
  - 6. Find and sign up for affiliate programs** for products and services that are related to the theme of your informational product.

7. **Build your website.** In times past you had to know HTML code and how to use it to build a website but that is no longer the facts. You can find WYSIWYG (What You See Is What You Get) programs that you can use to build your website without needing to know the first thing about HTML.
8. **Advertise your informational product.** There are many ways to do that but the most common way is by using Google Ad words to get started.

## 4.5 How to Make Money

Making money from your informational product and your website is always the thing that defines the success or failure of your product, isn't it. No matter how great it is if you can't make any money from it then what good is it?

There are many different kinds of informational products such as:

1. Articles
2. Columns
3. Special reports
4. Audio cassette tapes & CD-ROMs
5. Videos
6. E-Books
7. Newsletters and E-zines
8. Seminars
9. TeleSeminars
10. Recorded and transcribed phone calls

These informational products can be sold as stand alone products, of course. If they contain information that is unavailable elsewhere and if that information is of great value to your niche market then you can advertise it and sell the product. It has been proven time and again that people will happily pay for information that will solve their problem or make their lives better in any way.

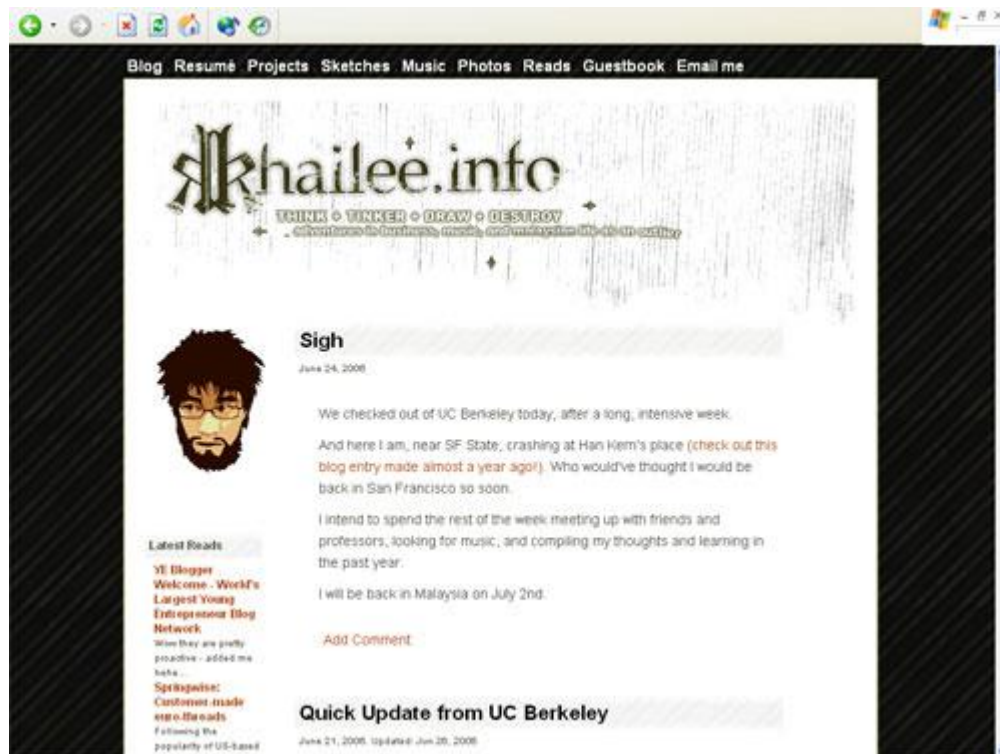
Informational products can also be used in other ways to make money:

1. Informational products can be used as lead generators. When they are loaded with links to your website and listed in catalogs that are made free for others to use on their websites, they can help you become considered a guru in whatever your field of endeavor is and draw potential customers to your website.

2. Informational products can be used as free gifts for your list when links to them are included in your newsletters. The link takes them to your website and provides you with yet another opportunity to make a sale.
3. You can use an informational product to draw those customers who have gone over to a competitor back into your fold by sending it to them as a free gift and a message letting them know that you would love to have them back.

## Chapter 5:

# Niche Fortune Tactic #2 – Building Content Rich Sites





## 5.1 What Do You Need

One way to do successful Niche Marketing is by building a **content rich website**. A content rich website is one that is loaded with information about a particular subject. It is one that will provide, if not all, at least the greatest majority of information available on a given topic or area of interest.

The content must give your website visitors easy access to the information they are looking for and the information must be timely, pertinent and effective. One of the facts that marketers need to be aware of is that those who surf the net looking for information spend less and less time on each web page and are looking at more and more web pages each time they surf the web. In order to build an effective content rich website there are several things that you will need to do.

You will need to be certain that you have narrowed your topic to something that is very focused and specialized. Huge national and international companies that have built a reputation out in the 'real' world don't need to focus or specialize. They already are established and can sell everything to everybody. In order for the small business to thrive on the Internet, they must offer a larger selection or better quality products than the big businesses that sell the same general type product do.

The owner of a Niche Marketing website must build confidence. The content that will help build customer confidence should be uppermost in your mind when building your site. There must be a generous return policy and customer service should be top drawer. Be sure that you include such things as testimonials and any kind of endorsements that you have.

The content rich website must give more than the customer expects. Don't settle for a simple description of a product... go the extra mile. Provide such things as dimensions, size charts, expert reviews, warranty information, shipping costs and delivery timetables.

Content rich websites by definition contain a lot of information but they still must be easy to navigate. Visitors must be able to quickly access the information they are looking for. No page should be more than three clicks away for the site's main page.

## 5.2 The Pros

There are many advantages to building a content rich Niche Marketing website. Out there in the big bad 'real' world, big business can easily squeeze the small business owners out.

They can offer lower prices and a broader range of choices than the small business owner and leave little or no chance of competing against them. The wonders of the Internet have gone a long way toward leveling the playing field for us little guys.

The Internet has even given us a few advantages over the big guys.

1. **The owner of a content rich Niche Marketing website has a greater opportunity to connect with his customers than big business.** Because the website owner is aiming his message at a very specific segment of the population and addressing a problem or providing products or services that will aid that segment, he has a better chance to get to know his customers and can better serve the customer's needs.
2. **The content rich Niche Marketing site is controlled by one or two people.** Changes can be made with a few clicks of the mouse instead of having to be processed and approved by several levels of management in big business. So, Niche Marketing websites quicker and more nimble.
3. **The content rich Niche Marketing website has the ability to take full advantage of trends and the casual lifestyles of today.** Big business can't easily adjust to people changing their minds or wanting something different than what is being offered for sale in their stores.
4. The owner of a content rich Niche Marketing website **has much more flexibility when choosing what products to promote** and when hiring or firing employees than big business does. Big business must follow many rules and regulations regarding product promotion and hiring and firing policies.

## 5.3 The Cons

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Maybe it can be called a law of nature but if anything has good points it will always have at least as many bad points. A positive seems to always have an equal and opposite negative. The Internet, Internet Marketing and, even more specifically, content rich Niche Marketing sites are no exception to the rule.

1. **It is true that the Internet has leveled the playing field and allows small business to be able to compete with big business.** However, the Internet is an equal opportunity equalizer. Big business can connect to the same Internet and use it to their advantage just like the rest of the world... and they are connecting and they are competing. Even worse, they are moving into what was once considered the domain of the small business entrepreneur... the content rich Niche Marketing website. So the competition is getting stronger by the minute.
2. **It is very difficult to set prices for products and services for niche market website owners.** We can only be guided by what the competition is charging for similar products and services. If a product or service is priced too low, people think it must be 'cheap'. If a product or service is priced too high, they can't or won't buy it.
3. **The modern consumer is fickle. They change their collective mind at the drop of a hat.** What was hot today is below freezing tomorrow. They constantly want new or improved...not just 'want'... they EXPECT even DEMAND constant change.
4. **The time commitment required to set up and run a content rich Niche Marketing website is astronomical. You can forget the 40-hour-work-week.** What you really need is 40 hour days. You can forget about any semblance of a personal life, as well. Oh, and let's not forget personal relationships... you can bet those will do a lot of suffering.

## 5.4 Starting Your Niche Business – Step-by-Step

Starting any online business will consist of a few basic steps to get a website up and running. The tasks involved may look a bit daunting in the beginning but the initial steps are really pretty simple. In order to set up a website for any purpose you must:

1. Buy a domain. You go to a site like [GoDaddy](#)...there are many such sites... and purchase the rights to a name. Since there are no two names alike, you

must choose something that is original. These sites have a place for you to type in your choices and find out what is available. The cost is under \$15 per year for a domain name.

2. **You must get a host for your website.** There are thousands of companies on the Internet that provide web hosting services. In general terms there are three types of servers. There are shared host servers, dedicated servers and your own servers. You must do some research and find the one that is right for you.
3. **You must build the web pages that will make up your web site.** In earlier times you had to know HTML code and how to use it to build a website but that's no longer the case. You can find WYSIWYG (What You See Is What You Get) programs that you can use to build your website without needing to know anything about HTML.

The above are just the basic steps to setting up a website for any purpose. Now here's the part about setting up a content rich Niche Marketing website.

The first thing to do is to narrow your topic down as far as you can take it. The more narrow the topic, the better your chances are for succeeding. What is meant by narrowing down your topic is this: dogs – small dogs – Poodles – Toy Poodles – Tiny Toy Poodles – Caring for a Tiny Toy Poodle. By making the topic of your website as narrow as possible you will have an audience (potential customers) who are most interested in what you are offering.

Many websites consist of only 1 or 2 web pages. A content rich website will consist of many many pages. The key word here is 'content'. The content must be directly related to the topic of your website. It must be timely and relevant. If your website is about 'Caring for Tiny Toy Poodles' there shouldn't be any content about anything else. The content must be organized in such a way that no page is more than three clicks away from the main page.

The information needs to be categorized. Staying with the 'Caring for Tiny Toy Poodles' theme, the information can be categorized into sections such as; *Feeding, Special Needs, Grooming, Pedigrees, Training, etc.*

Content can consist of written information like articles or E-Books or it can consist of audio or video products.

The products that you advertise or recommend on your content rich Niche Marketing website should always be directly related to the topic of your website. For example, you wouldn't advertise products related to bicycles, washing machines or other breeds of dogs on your site about 'Caring for Tiny Toy Poodles'. It just won't compute with your customers.

Your customers will want and expect the content of your site to be kept up-to-date at all times. You will need to actively search for, or produce yourself, new material for your website.

Finally, a content rich Niche Marketing website should supply a message board or blog as a service to their customers. Customers like to be involved in a website they believe in and buy from. They want an opportunity to share their knowledge and exchange information with others.

## **5.5 How to Make Money**

Making money from a content rich Niche Marketing website can be very easy, very difficult or impossible. First let's define and describe what a content rich niche market website is and how it works. You won't find a list for "Niche Markets" anywhere. There isn't one.

A person will find niche marketers when he types words into his favorite search engine and hits search. Let's say he types in "Improving my golf score". He will get many hits that will provide links that take him to Niche Marketing sites. On these sites, he will be asked to enter his email address and opt-in to receiving a newsletter. Since he is in need of learning how to improve his golf score, he willingly does that.

On the content rich site he will find articles and other information about improving his golf score and advertisements for products and services designed to help him improve his golf score. In the future he will receive a newsletter, about every two weeks usually, and he will have become a niche market customer.

If you are the niche marketer, the opt-in email address supplied is pure gold because you will have a customer or a potential customer. When he buys the products and/or services that you are advertising on your site, you will make money. Having a content rich site enhances the possibility of sales.

The trick to making money from a content rich Niche Marketing website is to have a topic that helps people solve their problems, makes them feel better or look better, or supplies them with information that they need. You will need to have related products and services advertised on your site since that is where the income actually comes from. The website content is what makes people visit your site again and again. The more content rich it is will determine how often they visit and how long they stay. The longer they stay the more opportunities you have to sell to them.

## Chapter 6:

# Niche Fortune Tactic #3 – Publishing Newsletters



## 6.1 What Do You Need

Niche Marketing can be done several ways. One of those ways is by publishing newsletters which are sometimes called e-zines and selling subscriptions to them. Niche marketers who publish newsletters have a great advantage over brick and mortar publishers of newspapers and magazines. 'Real' world publishers must send their material to printers and then get it distributed to their readers. This takes a lot of time. Publishers of online newsletters and e-zines are not limited by the necessities of printing and distribution.

The first thing that the publisher of an online newsletter or e-zine needs is a topic. In order to choose a topic that will be successful, he must do the required research to determine if there is a viable market for the information he wants to publish. He needs a topic of interest to a narrow segment of the population. The topic needs to be one that covers information that changes and grows quickly and steadily or is of continuing interest to his readers. Sometimes a newsletter or e-zine can be based on continuing education in a specific field... Internet Marketing, for example, and can be limited to a specific number of newsletters or e-zines. Other times it can continue for an unlimited length of time with subscriptions being renewed annually.

Once a publisher of an online newsletter has chosen a topic, the next thing he needs is a list of subscribers to his publication. This is where Niche Marketing comes in. The publisher of a newsletter will need to have a website dedicated to the topic that his newsletter will be about. In order to do this he must build a website and attract those people who are most interested in the information he will be publishing. He must have opt-in email software installed on his site that will make him able to build his list.

## 6.2 The Pros

So why start a newsletter, you ask? Well, you will do well to consider the following advantages publishing a paperless e-zine versus conventional newsletters:

1. **Starting your own e-zine requires an auto responder at the bare minimum in the software department.** You don't necessarily need to own a website to run your own newsletter, believe it or not.



2. **Running your e-zine can be almost zero cost.** This is because there is no need for you to buy papers and print cartridges as you send emails to your subscribers. There is no postage required, an advantage conventional newsletters do not have.
3. **You can deliver your newsletter issues to your subscribers in almost instantly** or a short period of time, depending on how huge your database of subscribers is.

### **And what about Internet Business-wise?**

1. **Internet users today are more accustomed to receiving newsletters** into their Inbox for reading pleasure.
2. When you make your money (more on this in the later chapter), your investment returns can be almost infinite, considering you start this business on a low-cost model.

## **6.3 The Cons**

There is a rather dated movie that starred the late George Burns called “Oh, God II”. In it, the little girls asks God, (played by George Burns) why he made bad things. ‘God’ answered that he had never figured out how to make a good without a corresponding bad... like up has to have down, left has to have right, etc. That is true when it comes to Internet Marketing in any of its forms. There are pros...and then there are cons.

1. **Where the Internet once gave home field advantage to small online publishers, the giant publishers that have very deep pockets have moved right in.** They are big but they are learning to be agile as well. One can subscribe to many online publications produced by huge international companies and get instant online access to their newspapers and magazines. The competition is getting stiffer... a lot stiffer.
2. **The quantity and availability of information to even the most novice of Internet users is becoming easier and easier to locate as the search engines become more and more refined.** Coming up with specialized information, which is the stuff that newsletters and e-zines are made of, is becoming more difficult all the time.

- 3. The amount of time that the publisher of an online newsletter or e-zine is required to invest in their publications never decreases with time. It will take as long to gather the information and publish a news letter this week as it did last week or last month...** maybe longer. As a result of this required investment of time (not to mention effort and energy) the possibility of a personal life of any substance for the online newsletter publisher is most difficult to maintain. Editors do miss a lot of important events in the lives of their families and friends.

## 6.4 Starting Your Niche Business – Step-by-Step

The creation of an online business...any online business...requires doing certain things.

An online publishing Niche Marketing website is no different in the basic requirements of buying a domain, getting a web host, and creating web pages. All Niche Marketing websites, in whatever form, share the basic concept of narrowing the topic down to its lowest common denominator...that is targeting a very specific audience who are most interested in the very specific topic that the website and the newsletter will be concerned with... a topic that has been chosen after a lot of very careful research to determine if there is a market for it.

Here are the step-by-step instructions for doing all of the above:

- 1. Find your topic:** The topic of the newsletter that you intend to publish needs to be chosen with care. It is best to choose a topic that you are passionate about and one that will help people solve a problem or make them look or feel better. The topic needs to be about something that you have a great deal of personal knowledge about.
- 2. Do the research:** You will need to do some research to determine if there is a market for the subject that you want to cover with your newsletter. This is best accomplished by asking questions of those who are in a position to know the answers and by visiting websites that are dedicated to the same or a similar topic to determine how they are faring.

3. **Buy a domain:** Go to a site like [GoDaddy](#)...there are many such sites... and purchase the rights to a name. Since there are no two names alike, you must choose something that is original. These sites have a place for you to type in your choices and find out what is available. The cost is under \$15 per year for a domain name.
4. **Get a Web Host:** You must get a host for your website. There are thousands of companies on the Internet that provide web hosting services. In general terms there are three types of servers. There are shared host servers, dedicated servers and your own servers. You must do some research and find the one that is right for you. There are free hosts and paid for hosts. Be aware that free hosts put their own banner ads on your site.
5. **Build your pages:** You must build the web pages that will make up your web site. In days gone by you had to know HTML code and how to use it to build a website but that's no longer the case. You can find WYSIWYG (What You See Is What You Get) programs that you can use to build your website without needing to know anything about HTML.
6. **Add opt-in software:** This software is a necessary part of your website. It will build your list to send your online newsletter to.
7. **Add testimonials:** You will need to gather and add to your site testimonials about how your online newsletter has been of help to those who subscribe to it.
8. **Set a publication schedule:** Remember that putting together the required information to publish a newsletter takes a lot of time, effort and energy. Set a reasonable publication schedule... one that you can live with. If your newsletter or e-zine is a continuing series, you might be able to publish once a week. Once a month is not often enough... that's what real world publishers do. Once every two weeks or bi-monthly is the norm. You must never fail to meet a publication deadline.

## 6.5 How to Make Money

The object, of course, of any Niche Marketing business adventure is to make a profit. When people subscribe to your online newsletter or e-zine, their object is to get the information that you are able to provide to them. When people

subscribe to your online newsletter or e-zine, your object is to make money by supplying that information. This is a simple concept that is easier said than done. Making a website profitable...any website... isn't easy or quick. Try to remember that anything worth doing is worth doing well even if it takes more time than you thought it would.

If you have chosen a topic that addresses the needs or wants of a specific segment of the population and if you have set up your opt-in software correctly, you have a list of potential customers. If they have subscribed to your newsletter, then they obviously believe that you have information about a subject that is near and dear to their hearts. They must consider you to be an expert maybe a guru. If you have worked hard at building your customer's belief in your own credibility, then you should be able to make a nice profit from your newsletter.

You can advertise products and services related to your topic on your website. This can be done with logos and banners that contain links to the products and services. When visitors to your site click on an advertisement, you get credit for a lead and if they buy the product or service you get a commission on the sale.

You can use your newsletter to recommend products and services to the members of your list. Some companies will happily pay you for simply recommending their product or service to your list and give you a commission on any sales that your recommendation generates for them.

**Chapter 7:**  
**In Closing**



## 7.1 Why Niche Marketing is the Way to Go in Succeeding Online

Niche Marketing is the last **great frontier** for the small business entrepreneur. Out there in the 'real' world, small businesses don't have a half fair chance of competing against the giant international corporations of the world. The Internet has evened the odds for small business. The Internet has created a real equal opportunity for those who are willing to use it.

There are several different ways to make use of Niche Marketing and succeed. All of the ways require getting a domain and a web host, building web pages and adding content. Those are just the basic basics of Internet Marketing in any form. Then there are the choices of how to go about building a successful Niche Marketing site that will provide you with a profit... hopefully a very large profit.

1. **You can create an informational product.** An informational product can be articles, reports, columns, audio or video, or other things. These can be sold as stand alone products or used for advertisement or promotional causes.
2. **You can build a content rich web site** that will be so interesting it will draw potential customers again and again.
3. **You can publish newsletters** and e-zines that are so full of pertinent information that people will happily pay for subscriptions to them.

All of the above listed ways can be used to create a Niche Marketing website that has the capacity to make money. There are two things that all of these methods have in common.

1. **The topic must be one that helps people solve a problem**, makes them healthier or happier, or provides them with information that they want or need in some way.
2. **The content of the website, no matter the topic, must be relevant, timely and interesting** to the people who are reading it and the website must be easily navigated.

And these are what make the secret ingredients of Niche Marketing success .

You are now armed with all the information you need to get started in a more profitable market beyond the boundaries of Internet Marketing itself. And all that make the differences now is for you to:

**TAKE ACTION!**