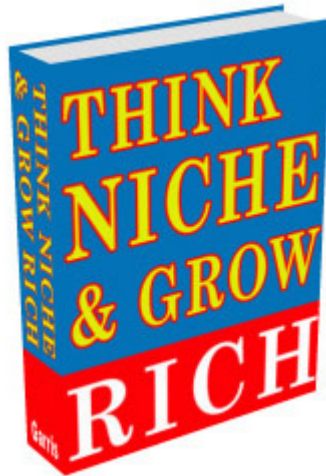


Niche Marketing Mini-Course

THINK NICHE & GROW RICH



The ***Closely Guarded Secrets*** of
Finding and Exploiting Niche
Markets for Incredible Internet
Profits...Without Spending a
Fortune In The Process!

By Joe Garris

**You MAY Give Away This Report
As Long As You Do Not Alter It In Any Way**

**To Brand This Report, Please Join The
Product Idea Evaluator Affiliate Program**

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Part 1 - "Niche Marketing 101"

Maybe you thought your chance to make money online was **GONE**?

Or the only people that were making tons of profits were selling "Make Money Online" products?

Well, just in case you have not been around, I'm here to tell you that there is a revolution rapidly approaching that could literally change your financial future forever.

It is not some **hot trend** that will come and go in a year or so. It is not an area that you have to study for years before you can begin to reap the rewards.

The principles are based on sound business concepts that have been taught and proven for years by some of the most successful marketers in the world.

What I'm referring to is Niche Marketing

After you complete this 6 Part Mini Course, you will have the knowledge and tools you need to find niche ideas, evaluate them, develop products around them, profit from them and then duplicate your

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success in other niche markets.

What is a niche market anyway?

You can loosely define a niche market as composed of individuals and businesses that have similar interests and needs.

A better way to think about this is to imagine you are fishing.

Niche Marketing would be like you fishing in a **small pond** packed with **really hungry fish** and you have the bait they like the most.

The opposite is **mass marketing** which would be like fishing in a **large pond** with a ton of fish spread throughout the pond that are overfed and thus have their choice of meals.

Why Should You Consider Niche Marketing?

In short, you should consider Niche Marketing unless you are a large corporation with deep pockets. If you are a large corporation then by all means, stay with the masses...PLEASE!

Most large corporations ignore the niche markets because they are not trying to make an extra \$1,000 to \$15,000 per month like many small business owners and entrepreneurs.

Instead, they are looking to make extra millions per month.

This is great news for us because we don't have to compete with the advertising budgets of these large corporations.

It is also pretty easy to find potential customers in niche markets. I will go into more detail about this in another part of the course but simply put, People that have the same passion usually read the same things and hangout at the same places.

Just in case you were wondering, here are some examples of Niche Markets - some larger (and weirder) than others:

Winter Camping Enthusiasts

Motor Coach Owners

Carpet Cleaner Business Owners

Ferret Owners

Pyrographers - That's Wood Burning

Cocker Spaniel Owners

Nude Yoga - I really want to comment on this one but my wife says NO!

Scrap bookers - Much larger Niche than it used to be

Before we go any further, here are the **4 most important things you need to know** before deciding which "niche market" to exploit first:

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1. Is the market easily defined and reachable?

Where do they hangout?

What publications do they read?

Do they have clubs or events bringing them together?

Are they looking for information online?

2. Is the market small enough that there are not many competitors but large enough to allow you to make a profit?

You want a small pond but it must have enough "fish" to make it worth your efforts. We will show you in Part 3 how to find out if the "fish" are biting.

3. Will the market actually have and spend money?

Do they actually buy stuff? A good sign is if there are sites selling products for the market. In part 4, we will show you the most profitable products to sell to your niche market - **and it ain't physical products!** But, if physical products are being sold, this is a **good sign** and these businesses are potential joint venture partners.

4. Does the group have ridiculous amount of passion for the hobby or topic!

Do they eat and sleep the hobby?

You are looking for prospects that are so passionate that they must have all the information related to their subject.

A great example....GOLFERS! We have to have the newest equipment, gadget and every golf magazine just in case there is that one hot tip that can change our game and allow us to actually beat our golfing partner next time out.

Part 2 - "The Secrets to FINDING **Profitable Niche Markets** ...Even if You Have No Ideas at All"

Now, we need to find the niche markets that meet our criteria.

Most courses I've read about niche marketing assume you have an idea and try to help you assess that idea. There is definitely nothing wrong with that approach. But, **I've decided to assume nothing!**

In this part of the "**Think Niche and Grow Rich**" mini-course, I am going to show you **how to uncover Killer Niche Ideas** with tons of customers hungry for information and products to buy...and you don't even have to have any ideas at all!

In my "*Worthless to Priceless Niche Idea Generation Report*" which is a free bonus with the purchase of **Product Idea Profitability Evaluator Software**, I go through an offline method of uncovering niche markets in great detail.

Here I am going to summarize those offline methods

Step 1: Visit Your Local Bookstore or Library

Step 2: Write down topics you see with "How-to" books like the "For Dummies" and "Idiot's Guide" series

Step 3: Look for **Perennial Bestsellers** (Books that are bestsellers year after year) like job hunting books, sales letter books, business plan books. Write down possible niche markets for these.

For example, maybe you could create a Business Plan Book for Restaurateurs or Accountants.

Step 4: Spend some time at the magazine rack looking for hobby-related magazines.

Remember, you are looking for niche markets that:

- 1.) are easily reached (if they have a magazine, you can probably reach them!)
- 2.) are not so large that they are crowded with competitors (simply targeting golfers or now even lady golfers would put you in competition with some very deep pockets)
- 3.) spend money (you can scan the ads in the magazines and find out price points of merchandise to help you gauge if they spend money or not) and
- 4.) are passionate about their hobby or topic. This is almost a given if someone actually created a magazine on the hobby or topic.

Here are a few niche markets I've found by browsing the magazine rack:

**Antique Boat Owners
Weekend Cricket Players
Scrabble Fanatics**

But you do want an easier way...Right?

Basically, the foundation for what we are looking for is a market that is trying to solve a problem and a market that is trying to buy a product or service.

Why try to build demand for a market when the easier way is to **find a market ready to buy and get in front of it?**

I believe the absolute easiest way to do this is to use our **Product Idea Profitability Evaluator (PIPE) Software** and follow steps 2, 3, and 4 below.

Since you are taking this course, You can get a **FREE No-Obligation Trial**.

If you haven't downloaded the trial and have a Windows-based PC, preferably with high-speed access, you can get download a trial of PIPE Software by clicking the following link:

[Get FREE 10 Day Trial HERE](#)

The following manual procedure will also allow you to uncover these types of niche markets.

Let's get started...

Step 1: Go to the Overture Suggestion Tool using the following link:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Step 2: Type in the following word: **tutorial**
Copy and paste the results into an excel spreadsheet

Step 3: Type in the word: **guide**
Copy and paste the results into an excel spreadsheet

Step 4: Type in the phrase: **how to**
Copy and paste the results into an excel spreadsheet

Each search delivers a massive amount of results showing you exactly what people are trying to find "tutorials" on, "guides" to, or "how to" do something.

...Take a Breather 😊...

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Examine the lists looking for topics that potential products could be developed around such as:

a "bartender guide"
a product on "how to plan a vacation"
a "photoshop or flash tutorial"

You will surely see many many more as you review the list. Delete the phrases that don't make sense and save the list for Part 3 of this mini-course where we will evaluate the online profitability of the ideas.

As promised, I gave you 2 words and 1 phrase that uncovered some really hot niche markets.

But let's take it a step further.

Here are a few other words and phrases to try out:

buy
purchase

- These two words help you to find out what people are actually looking to purchase!

learn
training
want
need
step by step

How about these:

problem
solution

People are actually telling you what their problems are or what they need a solution for! How much easier can it get?

I actually have a list of hundreds of very general words like these (and add more weekly) that I use when I'm looking for ideas. If you spend a little time, you can generate your list easier than you may think.

In the next section, I will show you how to evaluate the profit potential of your niche ideas so you don't waste time and money on projects that have little chance of becoming profitable. **After Part 3, you will be able to dramatically increase your probability of online success by focusing on hot and hungry markets.**

Part 3 - "How to dramatically increase your probability of online success"

Now that you have plenty of ideas, the next step is to evaluate those ideas to determine the online profit potential.

In order to evaluate the profit potential of an idea, you should analyze:

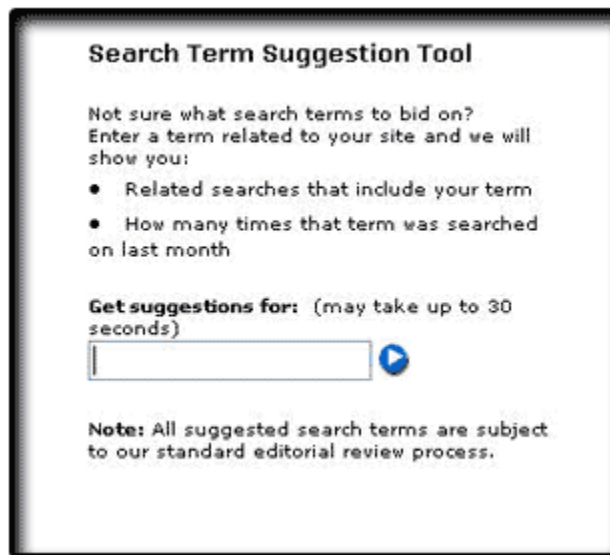
- 1.) The size of the target market
- 2.) The competitiveness of the target market
- 3.) Whether or not people are paying to advertise within the market and if so, how much they are paying to advertise in that market

The following is a manual step-by-step process you can use to find the answers to these questions:

Step 1: Go to Overture's Suggestion Tool located at the following url:

<http://inventory.overture.com/d/searchinventory/suggestion/>

The tool should look something like this:



The screenshot shows a web form titled "Search Term Suggestion Tool". The text reads: "Not sure what search terms to bid on? Enter a term related to your site and we will show you:". Below this are two bullet points: "• Related searches that include your term" and "• How many times that term was searched on last month". There is a section labeled "Get suggestions for:" with a note "(may take up to 30 seconds)". Below this is a text input field and a blue play button icon. At the bottom, a note states: "Note: All suggested search terms are subject to our standard editorial review process."

This tool allows you to look up the number of searches for the previous month on specific words within Overture.com's Partner Network (some partners include Yahoo, Altavista, MSN and CNN). The tool also returns a list of keywords related to the keyword you submitted.

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Step 2: Pick a word or phrase from your list and go ahead and type it into the suggestion tool. We chose the word "bartending" for this example and received the following results:

Searches done in December 2003	
Count	Search Term
16529	bartending
10390	bartending school
2141	bartending job
1688	bartending recipe
1249	bartending guide
997	bartending supply
733	flair bartending
627	bartending center national
562	bartending drink
482	bartending school new york
452	academy bartending
438	minnesota school of bartending
424	bartending book
405	bartending tip
396	bartending license
383	bartending online
373	abc bartending school
366	boston bartending school
366	online bartending school
337	bartending college
320	professional bartending school
306	bartending services
303	bartending for dummy
278	bartending course

The list continues...



This shows that 16,529 people searched for the word "bartending" in a month throughout Overture.com's (a leading pay-per-click search engine) network.

We try to have at least **6,000 searches/month** before we consider the topic worth pursuing (You might decide more is better or less...this is just what we have found to work best for us). However, this one search might not tell the complete story. You may also want to search synonyms for your words. For instance, check out the word "bartender guide". There are 7,371 searches for it alone. You can find alternate words by asking people in the specific industry. You may be very surprised at the alternate words people use.

Here is a great little synonym tool: <http://wizard.imsa.edu/nym>

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Google has a tool called the Google Sandbox that can help you generate a list of words as well. Unfortunately, they don't have any demand information with the words like Overture's search suggestion tool.

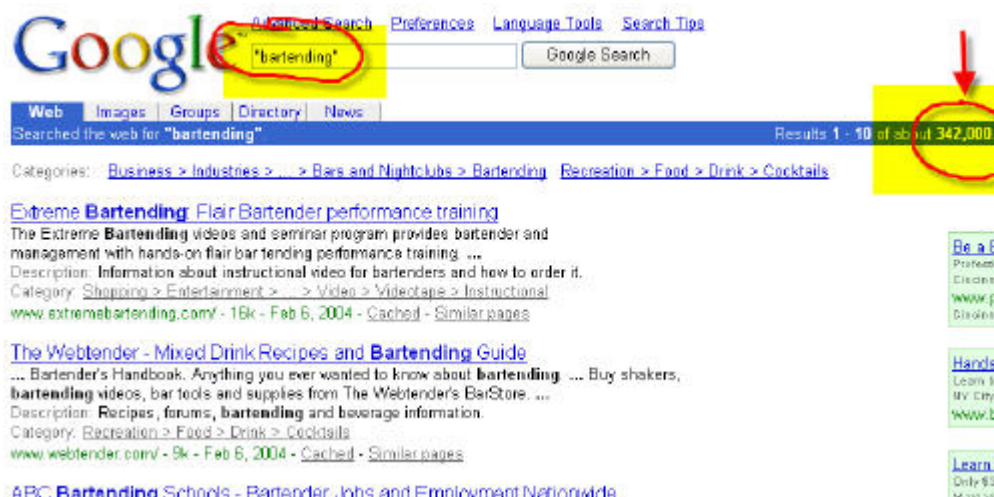
<https://adwords.google.com/select/KeywordSandbox>

Step 3: Go through the list and copy all the words that are **closely related to your idea** with the Count information into a spreadsheet. Add up all the count numbers to get a **total demand figure**.

This information gives you an estimate of the demand or market size for your idea.

Step 4: Visit Google.com and type in each one of the phrases separately to get supply information for each individual word. Type this information into the spreadsheet in a column next to the Count (Demand) information. **Make sure you use quotation marks (called an exact phrase search) around each phrase so you get a clearer picture of the supply/competition.**

Here is an example of what we would see using the word "bartending":



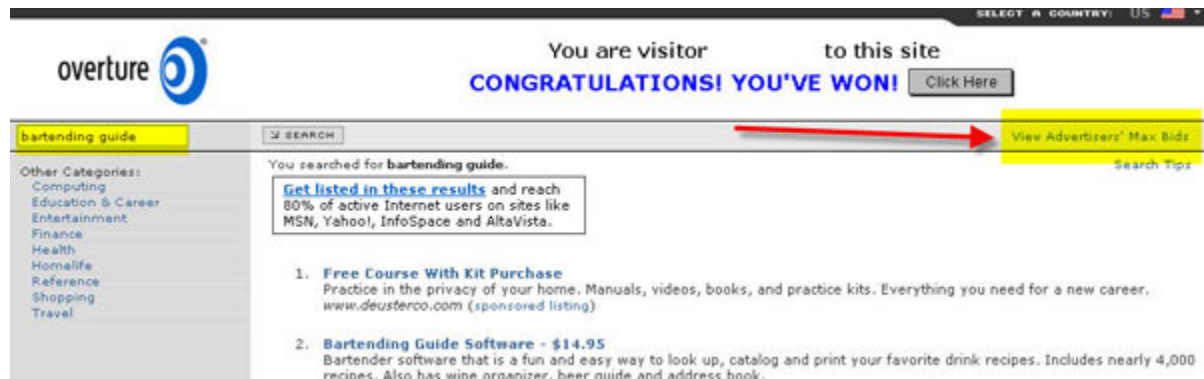
As you can see, our search returned 342,000 competing sites. This is a little more competition than we like to see. Especially if this is your first niche site. However, you may still be okay because you will always have other words in your list that are more targeted. For instance, if you were to combine the phrases "bartending book", "bartending guide", "bartender guide", "bartender recipe", "bartending recipe" and "bartending tip", you would get a demand of around 13,280 searches in a month. A Google search reveals the total competing sites numbering 35,719 with 27,400 coming from "bartender guide". This is a little better and could have potential...Maybe.

We are not quite done yet.

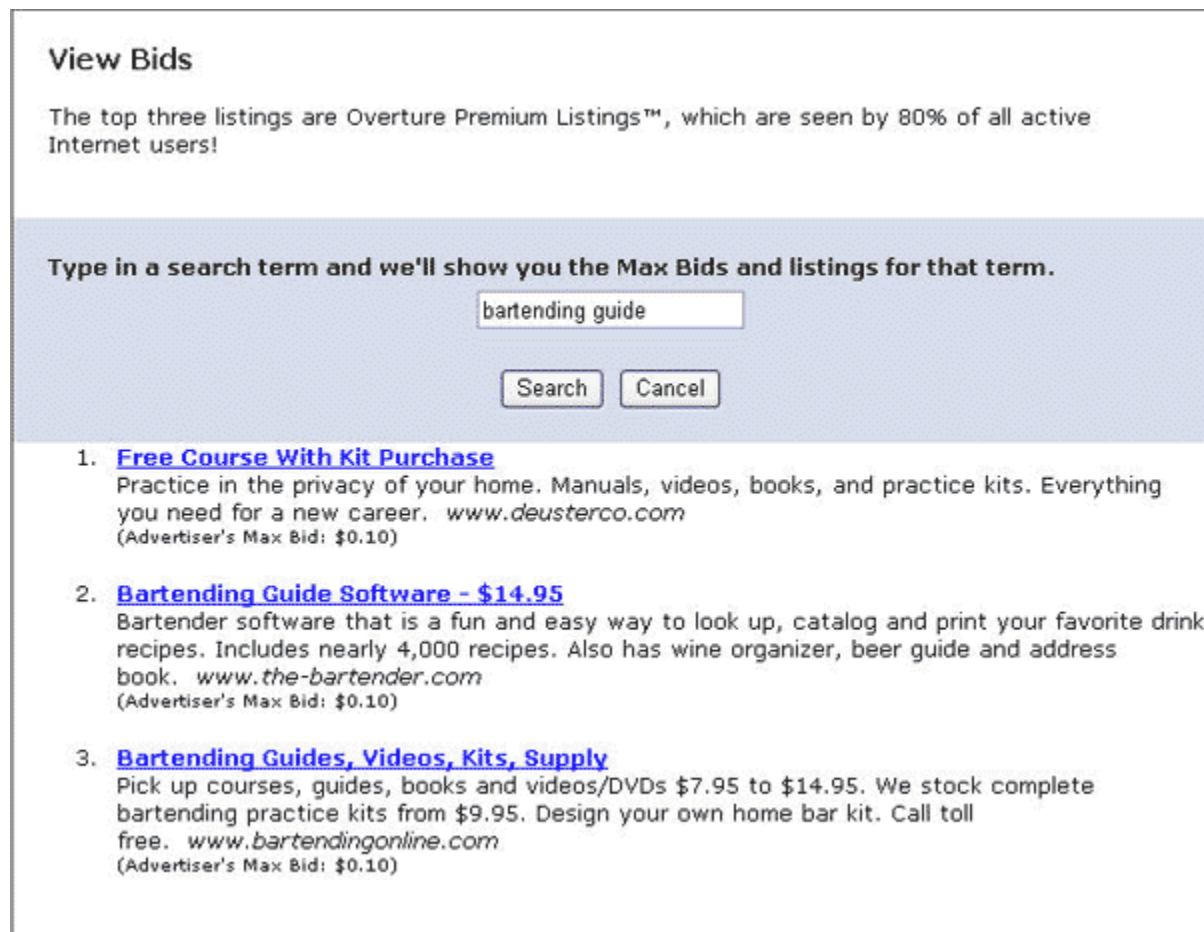
We have a good read of the demand and supply of the market but our philosophy stands that if no one else is paying to advertise the overall idea then it is either a really hot find (doesn't happen too often anymore) or is not able to support the advertising (i.e. people ain't buying). Here is the manual way to find bids on specific keywords:

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Step 5: Go to Overture.com and type in a word or phrase on your list. Click the "View Advertisers' Max Bids" link in the upper right hand corner.



A new window should open (you will have to put in a security code if it is your first search during your browser session) that looks something like this:



This shows you the maximum bid each advertiser is willing to spend per click for their placement. For instance, the first advertiser is willing to pay \$0.10 to Overture.com each time someone clicks their advertisement. You can see that each of these advertisers has the same Maximum Bid. In this case, the company that advertised first will have the top placement.

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We normally use the top 3 bids in our profit potential calculations.

Step 6: You should go through this procedure for each of your words and phrases. This will show all the bids for that particular word on Overture. Write down the top 3 bids for the word and put this in your spreadsheet. You should also do this on several other PPC (pay per click) search engines. You currently cannot accurately calculate the bid price at Google for the listings but the assumption is that if you have to advertise your idea then if you can't make it work on at the Overture bid prices then you probably can't make it work at Google either.

You then repeat the procedure for every keyword you have and list your findings in your spreadsheet with each bid in a separate column.

There are several programs that calculate the profit potential of ideas based solely on the supply and demand data. I for one find this pretty naive. There are just too many factors that can skew that data. For instance, think about all the content sites that are getting high search placement but don't sell a thing. These sites are at first seen as competitors but could be your most profitable Joint Venture partners.

We prefer to calculate potential profitability based on the demand of the market and the advertising dollars that are being spent on the specific idea.

With that said...

Let's calculate the Profit Potential for a Month

The formula is broken into 2 parts. **Revenue & Expenses**

To calculate the Revenue, the first thing you do is take the total demand count for the words that you deemed closely related to your idea from Steps 2 and 3. Let's use our bartending example and assume the total count only included the the phrases "bartending book", "bartending guide", "bartender guide", "bartender recipe", "bartending recipe" and "bartending tip", for a total demand of around 13,280 searches in a month.

Since we took the figure from Overture.com, **we multiply the total count by 2.5** to get an estimate of the overall paid search impressions. This is based on our management of thousands of PPC campaigns across many different PPC search engines and can be lowered or raised depending on the current pay per click market share information. Now, if you are only planning on advertising with Google or only with Overture, you can't use this multiplication. You will have to drop it down or don't multiply at all.

The next part of the formula is where we can have a little more flexibility. It is the click through rate that you would expect for your advertisement. We have managed hundreds of thousands of keywords on Overture and Google and have seen very low click through rates and very high click through rates (over 60%). For this manual process, we will use the **click through rate of 1%**. You should easily be able to get your overall average click through rate up to this number with a little tweaking of your titles and descriptions. You can also adjust this figure to see how it impacts your monthly profitability.

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Also, we need the expected sales conversion rate. I normally start with 1% here. That means that on average, 1 out of every 100 visitors to your site will buy. If the idea doesn't show good profitability at 1%, then it is my experience that it will be difficult to make the idea work online.

Finally, we need to figure out the expected average revenue per order. Basically, this is the order price of your product. You can always adjust this figure to see how it impacts the economics of your idea. **For this product, we will assume that the price point is \$19 and it is the only product sold so the same figure is the average revenue per order.**

For the Expenses Side:

In addition to the demand and ad clickthrough information, we also need to figure out the Average Cost per Click Amount you would have to pay for each word in your spreadsheet to maintain a top 3 position. Then, Average that amount across all the words to get your total idea Average Cost per Click. You also may need an estimate of Non-Advertising Expenses. These could be manufacturing costs, printing materials, communications expenses, etc.

So, assume we have the following words and averaged top 3 bids for our bartending idea:

bartending book - \$0.11
bartending guide - \$0.10
bartending tip - \$0.08
bartending recipe - \$0.10
bartender guide - \$0.11
bartender recipe - \$0.08

So, the overall average cost per click we would use in our calculation would be: **\$.10*

***In the [PIPE software program](#), we actually use a weighted average formula since we understand that a keyword with a demand of 8,000 should be treated differently than a keyword that only has a demand figure of 2,000. For example, assume we have only 2 keywords in our list and the total demand of both keywords together is 10,000. If keyword 1 has a demand of 8,000 and an average cost per click of \$1 and keyword 2 has a demand of 2,000 and an average cost per click of \$.50 then the weighted average cost per click would be:**

Keyword 1- $\$1 \times .80 = \0.80

Keyword 2 - $\$0.50 \times .20 = \0.10

Where .80 and .20 are the percentages in decimal format that each keyword makes up of the whole demand of 10,000 (Keyword 1 had 8,000 which is 80% of 10,000 and Keyword 2 had 2,000

You add these together to get the **weighted average cost per click:**

$\$0.80 + \$0.10 = **\$0.90$**

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For the Bartending example, here are the calculations we would use to figure out approximate monthly profit potential using the manual process:

Approx. Total Monthly Revenue = ((Total Count *2.5) * Ad's Clickthrough Rate X Sales Conversion Rate) X Average Revenue per Order)

Approx. Total Monthly Revenue = ((13,280 * 2.5) * 1%) X 1% X \$19 = \$63.08

Approx. Total Monthly Ad Cost = ((Total Count *2.5) * Ad's Clickthrough Rate * Overall Average Cost Per Click)

Approx. Total Monthly Ad Cost = ((33,200 * 1% *.10) = \$33.20

Other Expenses – I usually just take a percentage of Revenue to cover this. Other expenses could include manufacturing costs, printing, office supplies, etc. I stay with information products so my other expenses are normally quite low. We will use 10% of Revenue for this example.

Estimated Monthly Profit Potential = Total Revenue – Total Ad Cost - Other Expenses

For our example, the figures would be: \$63.08 - \$33.20 - \$6.31 = \$23.57 / month

I know it is not too exciting a figure. Remember, in this example, we did use only a few of the keywords listed for this product idea.

Now, as I said before, I like to automate everything. So, we have taken this evaluation procedure one step further. If you have downloaded the free trial of our **Product Idea Profitability Evaluator** software and have used it, then you know how easy we have made this evaluation process. You can view a sample evaluation report by clicking the following link:

[SAMPLE REPORT](#)

Since you are taking this course, You qualify to receive a free no obligation trial of our **Product Idea Profitability Evaluator Software (P.I.P.E.)**.

If you haven't downloaded the trial and have a Windows-based PC and preferably a High Speed Internet Connection, you can get it here

[PIPE FREE Software Trial](#)

Part 4 - "The Secrets of Creating Products Quickly and at a Very Low Cost"

Before we start, I should clarify what type of products we recommend that you create when you are developing your first niche business.

Yes, you guessed correctly. It is the dreaded **e-book**. In the Internet Marketing niche, ebooks have been around for quite some time (some would claim that they are way overused in that field...I would agree). But, most of the people in your niche market (we don't recommend that you pursue the Internet Marketing niche...at least at first) will have limited experience with ebooks.

The positive side is that ebooks will seem cool and "cutting edge" to them. On the other hand, you will need to give clear directions on how they open and use the e-book. In our experience the positive tends to outweigh the negative quite a bit.

Other reasons why we choose ebooks for the initial product in a niche market is that they can be developed quickly, can be inexpensive to create, have a high profit margin, and can be delivered when you are sleeping 😊

With that out of the way, welcome to part 4...

In this part of your "Think Niche and Grow Rich" mini-course, we are going to reveal what is probably the single most important secret when creating products for your niche sites!

The secret is simply...

DON'T CREATE THEM!

Now before you get **mad** at me, let me explain.

If you are a professional writer or JUST LOVE WRITING then please ignore what I'm about to say. As you can tell, I'm definitely not a professional writer and had a hard enough time putting this course together. Therefore, I'm not about to put myself through the torture of trying to write a manual or "how-to" guide for a niche market. However, if you do want to write your own book, there is **ONLY ONE** resource that I recommend. It is Glenn Dietzel's book called ["Awaken The Author Within"](#). Better yet, let him coach you. He helps people write e-books with only 12 hours of writing time.

There are much easier ways to create e-books for your niche market than you actually writing them yourself. I'll share two of those ways here:

1. Have someone else create the guide for you

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2. **Legally** steal someone else's content!!!

Did you know that you can actually have people bid on the chance to write a manual or guide based on your niche idea? This can allow you to get your manual written for as little as a few hundred bucks.

But how do you find this cheap labor you ask?

Easy...there are several web sites that allow you to post writing projects and in turn the sites show the projects to the freelancers that subscribe to the site. The freelancers then post a bid on your project.

The most popular web site offering these services is called Elance - <http://www.elance.com>

When you go to the Elance web site, click on the **Elance Online** tab and browse the categories. As you can see, there are thousands of open projects in every category imaginable.

There is a video tour of the elance site located at:

https://secure.elance.com/images/tutorial/index_buyer.html

Another site I have used for writing related projects is called Creative Moonlighter located at:

<http://www.creativemoonlighter.com>

For directions on using Creative Moonlighter, click the "**New to the Site?**" link on the home page.

Finally, an unlikely source for finding writing talent is at <http://www.rentacoder.com>

At first glance, RentaCoder seems to be a place to find programmers not writers. Although there is great programming talent on RentaCoder, you can also find some good writers. Although the number of bids you receive may not be as large as at eLance or Creative Moonlighter, you can find some really inexpensive help on RentaCoder.

Here are a few points to remember when posting freelance projects:

1. Give as much detail as possible to the freelancer. I even give a ton of information in the initial post. I have found that eager freelancers will mock up a sample chapter or design for you to try and get your business.

At times, it makes sense for you to ask the bidder to sign a non-disclosure agreement. On all three sites you can find sample non-disclosure agreements in the resources section after you have registered. *Registration on all 3 Sites is **FREE for Buyers**.

2. Always ask for writing samples. Don't take any mumbo jumbo from freelancers saying all their work is confidential. Get Samples!! Better yet, put in your initial bid that you require a few pages on your topic.

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3. Never Ever release payment until you have completely reviewed the final document. Some freelancers will try to push you to release the payment as soon as they have sent you the draft. Review it and then release payment.
4. Don't always go for the cheapest bid. If you can get an experienced bidder with a lot of positive feedback, spend the extra bucks. It may be worth it in the long run.

The second way you can use to get your products created really fast is to simply **LEGALLY STEAL** the information.

Did you know that any book published in the U.S. prior to 1923 is most likely in the Public Domain?

That means that **no one owns the copyright** of the material and you can use it freely.

Also, books published between 1923 and 1963 may be in the public domain if the copyright was not renewed before the 28th year. (the copyright office has published that around 90% of book copyrights are not renewed). I only search for works between 1923 and 1963 if I can't find anything before 1923 on the topic I'm interested in.

Warning: The copyright laws can be modified by court rulings and you should always consult a copyright attorney before publishing any work you find.

Here are a couple of resources for copyright law updates:

http://copylaw.com/new_articles/PublicDomain.html

<http://www.authorslawyer.com/c-term.shtml>

A great course that covers public domain in detail and explains how to go about verifying the copyright status of works between 1923 and 1963 is called **Public Domain Riches**

[Turn Public Domain Information Into Cash Here](#)

Here is the initial process that I use to find public domain works.

Step 1: Go to Alibris.com and click the advanced search button. Choose to search in "Books" with a publication year before "1923". You can try general words related to your niche idea at first and get more specific. You can also perform a similar search on publication year - after 1923; before 1963 - to get potential public domain works.

If a book is found, you can usually purchase it directly from the Alibris.com site.

If the price looks good, go ahead. If it is a little more than you want to pay, don't give up.

You can take the author's name or the title of the book and do searches on your favorite search engine, amazon.com, ebay.com, abebooks.com and/or a number of other auction sites or rare book sites.

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*Always make sure the work you are purchasing has not been updated or modified in any way as that will change the copyright and could make the work copyright protected.

I recently found a book on alibris.com that was one of the first "how to" guides written for a dog related niche that I am targeting. The book was written in 1915 and was selling for over \$500. I started searching for the same book using Google.com and ended up finding a copy for \$150. Although I know that I could have made a profit in the niche even paying \$500 for the book, it is nice to know that I'm starting out \$350 ahead just because I spent 20 more minutes hunting down a better deal.

After you have found and purchased the book, you need to get the work scanned into a digital format.

When you are looking to get the work digitized, you want to make sure the company doing this meets the following criteria:

1. They do not destroy your original book and return it to you
2. They don't just scan the book. The work needs to be editable so you can add your own introduction - when you edit the work, you own the copyright to the edits.
3. They must be able to turn the job around within a week
4. They keep your work confidential
5. They don't charge unreasonable rates

I use a company called Improvium Technologies. Their site is located at <http://www.filekit.com>

In my opinion, they meet all 5 criteria and their **approximate** prices are:

Books from 1-100 Pages - \$100.00
101-300 Pages - \$150.00
301-500 Pages - \$200.00
501+ Pages - \$250.00

They send you back your book, send you a downloadable file in rtf (rich text) format, and put your book on CD and normally have a turnaround time of 4-5 days.

If you are a do-it-yourself type of person, you could go buy a high quality scanner for around \$150-\$200 and a professional Optical Character Recognition (OCR) software like OmniPage Pro Office 14 for around \$600 and scan your book into an editable format yourself.

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You can also create an audio version of the book or a home study course based on the material or even a seminar. The marketing opportunities are limitless.

[Check Out Public Domain Riches for Examples of How this is Being Done](#)

Now, if you still believe that you absolutely have to create the product yourself, but can't imagine actually writing it, then simply have someone interview you on the topic and record the conversation. This will make it much easier for you to put down on paper. Or even better, you can have the recording transcribed for around 1 cent per word at <http://www.idictate.com>

Part 5 - "Getting Your Niche Market Business Online in 7 Days or less"

If you've made it this far, I am assuming you are convinced that there are many niche markets that are waiting for someone like you to sell them a product or service.

Now it is time to get things rolling...

I'm going to assume that you have a product idea by now and you have evaluated the profit potential of that idea. Since you also know that in order to get your niche product online fast, you should be outsourcing the development or using a Public Domain work, I'm going to assume that you will either have the book ready or have it close to development before you move forward with the 7 day plan.

Before I take you through a step-by-step process that you can use to get your business online in 7 days or less, there are a few things you should remember:

1. DON'T WORRY ABOUT EVERYTHING BEING PERFECT!

Making money online is all about testing and tweaking. I know quite a few Internet Millionaires that made their fortunes after the dotcom bubble burst and they would all tell you that they have made more mistakes with marketing than they have gotten right. You only have to get a few things right to make a lot of money. But, you have to **track so you know what you did wrong and don't make the same mistake over and over.** Testing is a part of doing profitable business online. **PERIOD!**

2. DO NOT SPEND A TON OF MONEY ADVERTISING YOUR BUSINESS UNTIL YOU GET SOLID CONVERSION NUMBERS!

Get some small wins and let those profits fund your other marketing efforts. For the first few weeks, you want to learn what works and what doesn't work. Be smart about your marketing!

3. DON'T CREATE ANOTHER J-O-B FOR YOURSELF.

If you want this business to be a job then you can definitely make it one. I suggest that you try to automate as much as possible up front. The whole point here is to create multiple streams of income that allow you to leverage your time. Trading time for dollars rarely makes you financially successful.

4. CONSTANTLY INVEST IN YOUR MIND

Look, I'm not saying go spend \$25,000 on an Internet Seminar when you are just getting started. There are some great guides that you can purchase for under a few hundred and even under \$50. I personally started out reading Internet related books and courses by Ken Evoy, Michael Campbell and Corey Rudl. That was several years ago but it built a foundation. I will give you some information later on courses and books that I've reviewed and I am reviewing now.

5. DON'T BET THE BANK ON ONE IDEA

I have met so many people at seminars that are very new to the Internet and they get caught up in the excitement and sometimes hype of the lifestyle some of the "making money online" guys portray! It is possible to make money on the Internet! A lot of Money! But, it is not something you are going to snap your fingers over and make it appear. There is work involved and the really big money may not come for a while so don't go and quit your job next Monday and think you are going to be a millionaire the following Monday because you got your first niche business online.

Remember, many small wins can lead to victory in the battle

With that said, let's start with Day 1.

DAY 1 OBJECTIVE: To register a domain name and get hosting setup

To register your domain name, you first need to analyze the keyword list you either created manually or created using the Product Idea Profitability Software (PIPE). Put the phrases at the top of the list that have the highest profit potential using the formula in Part 3 of this course or highest PPCEI if you are using PIPE.

The keyword research is very important and should not be taken lightly. You can do additional research using the Google Sandbox tool from Part 3 and also by using [Wordtracker](#).

Here is an example:

Let's look at "bartender guide" and "bartending guide" used in Part 3 of this course.

Below is a sample keyword report from PIPE Software:

MARKET ASSESSMENT TABLE

Keyword	Supply	Demand	KEI	PPCEI	Average CPC	Average Bid Price		
						1	2	3
bartender guide	26700	18428	12,719	983	\$0.12	\$0.12	\$0.11	\$0.10
bartender recipe	328	5358	87,525	340	\$0.11	\$0.10	\$0.05	\$0.17
bartending recipe	432	3455	27,632	158	\$0.15	\$0.16	\$0.06	\$0.29
bartender school	4880	6545	8,778	143	\$0.31	\$0.45	\$0.44	\$0.43
bartender bible	5120	2050	821	114	\$0.12	\$0.10	\$0.10	\$0.17
bartending guide	6180	2540	1,044	111	\$0.15	\$0.10	\$0.10	\$0.29
bartender drink guide	541	1152	2,453	77	\$0.10	\$0.10	\$0.10	\$0.10
bartending book	759	1035	1,411	51	\$0.14	\$0.12	\$0.10	\$0.08
an online bartender guide	0	715	0	48	\$0.10	\$0.10	\$0.10	\$0.10
bartending tip	274	1068	4,163	47	\$0.15	\$0.10	\$0.05	\$0.29
bartender book	705	862	1,054	40	\$0.14	\$0.11	\$0.10	\$0.05
bartender drink recipe	157	768	3,757	40	\$0.13	\$0.18	\$0.16	\$0.10
bartending for dummy	51	712	9,940	35	\$0.14	\$0.14	\$0.10	\$0.06
bartending course	1810	1395	1,075	31	\$0.30	\$0.43	\$0.42	\$0.42
bartending online	309	772	1,929	30	\$0.17	\$0.10	\$0.29	\$0.12
bartender black book	1860	412	91	25	\$0.11	\$0.15	\$0.14	\$0.10
bartender drink list	19	372	7,283	23	\$0.11	\$0.11	\$0.10	\$0.10
bartender training	1460	1162	925	22	\$0.36	\$0.80	\$0.79	\$0.79
bartending course online	0	318	0	21	\$0.10	\$0.10	\$0.10	\$0.10
bartender trick	50	340	2,312	21	\$0.11	\$0.17	\$0.05	\$0.10
bartender magazine	2310	498	107	20	\$0.16	\$0.25	\$0.24	\$0.17
bartending trick	39	622	9,920	20	\$0.20	\$0.29	\$0.12	\$0.10
bartender handbook	1960	512	134	20	\$0.17	\$0.17	\$0.10	\$0.10
bartender tool	268	415	643	20	\$0.14	\$0.10	\$0.24	\$0.20
bartending information	10900	425	17	20	\$0.14	\$0.12	\$0.05	\$0.29
bartender tip	163	330	668	18	\$0.12	\$0.10	\$0.05	\$0.17
bartender free guide	0	255	0	17	\$0.10	\$0.10	\$0.10	\$0.10
bartending instruction	2360	422	75	17	\$0.17	\$0.05	\$0.29	\$0.27
bartender cheat sheet	37	240	1,557	16	\$0.10	\$0.10	\$0.10	\$0.10
bartender manual	106	232	508	14	\$0.11	\$0.05	\$0.17	\$0.10
becoming a bartender	276	328	390	14	\$0.16	\$0.16	\$0.16	\$0.10
bartending kit	1040	370	132	13	\$0.18	\$0.23	\$0.10	\$0.29
bartender guide to mixed drink	30	245	2,001	12	\$0.14	\$0.14	\$0.10	\$0.10
bartending training	1610	448	125	11	\$0.28	\$0.39	\$0.38	\$0.36
bartender course	179	378	798	10	\$0.26	\$0.18	\$0.15	\$0.51

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As you can see, words we show with the highest PPCEI (most effective if you are buying advertising) are "bartender guide", "bartender recipe", and "bartending recipe". Many of the words on the list would be considered profitable keywords. Further research would even uncover additional profitable words on the topic.

Taking what we have here, we would then go to a domain registrar and find out what is available.

My favorite is [Godaddy.com](http://www.godaddy.com) because it is

- 1) Inexpensive
- 2) Allows for Easy Management of Domains - **Especially DNS Changes**
- 3) Free Forwarding and Domain Parking

There are many domain registrars out there.

Here are a few others for you to check out:

<http://www.namesecure.com>

<http://www.networksolutions.com>

<http://www.hostway.com>

To find even more, go to [Google.com](http://www.google.com) and type in "domain registrar"

Just make sure the one you pick meets all criteria listed above.

Search for available domains using the most profitable keywords. For this example, I tried bartenderguide.com but it wasn't available, so I went further and chose bartenderguidebook.com and it was available. I also like to pick domain names with hyphens for traditional search engine optimization purposes. The domain name is an important part of getting high search engine ranking. ***Remember, Google can change their algorithm (the way they choose what is important for site rankings) anytime. Tomorrow, domains with the keywords in them might not be very important for search rankings. It is an ever changing game.**

For example, most search engines would probably only pick up the word "bartender" in the domain bartenderguidebook.com but if you had bartender-guide-book.com then most search engines would pick up the words "bartender", "guide", and "book" plus the phrases "bartender guide", "bartender guide book", and "guide book". In this case, I would buy **bartenderguidebook.com** to use in any offline marketing and forward that domain to **bartender-guide-book.com** which would be where all my site files would reside. I have seen many people do well without hyphenated names so it is not required. I simply like to give myself every advantage possible.

One more thing. I rarely purchase anything other than a .com name. There are just too many .com names available.

The following screenshot illustrates the power of a small site getting high rankings using a hyphenated domain name.

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The screenshot shows a Google search for "cheap computers". The search bar contains "cheap computers" and the "Google Search" button. Below the search bar, there are navigation links for "Web", "Images", "Groups", "Directory", and "News". The search results show "Searched the web for cheap computers" with "Results 1 - 10 of about 4,670,000. Search took 0.15 seconds." A tip says: "Tip: In most browsers you can just hit the return key instead of clicking on the search button." The first result is a sponsored link: "Buy Cheap electronics" from ElectronicsPromo.com, advertising BOSE Systems, Laptops, Cameras for \$300 with free shipping. The second result is another sponsored link: "Cheap Computers" from dell4me.com, offering free shipping at Dell. Below these are category links: "Computers > Hardware > Systems > Notebooks and Laptops > Vendors". The "Product Search" section lists items like "Compaq Desktop Pro - \$20.00 - iOffer", "Compaq DeskPro 4000 Desktop Complete System - \$130.00 - Yahoo! Auctions", and "Intel Pentium 4 1733 Series System - \$376.20 - AVADirect.com". A "Sponsored Links" section on the right includes "Cheap Computers at SEARS" (HP Computer system with Flat Screen, Only \$699.99), "CyberWarehouse.com" (Your source for great deals on new and refurbished computer stuff), and "Cheap Computers" (Save Up to 80%! Factory Refurbished Computers w/Warranties - Stop Now). A yellow highlighted result at the bottom is "Guide to building your own cheap computers from cheap computer ..." from cheap-computers-guide.com, described as a step-by-step guide to building a cheap computer from parts.

Cheap-computers-guide.com is #2 on Google for the keyword "cheap computers". As you can see in the upper right hand corner of the screenshot, there are 4,670,000 competing sites for that keyword phrase.

Now that you have registered a domain name, you need to get hosting. Hosting charges can go from \$0 to hundreds of dollars per month. Here is what you should look for in a host:

- 1. Reasonably priced** - I would rarely pay over \$10/month for Unix based hosting.
- 2. Allows you to have full FTP Access.** FTP stands for File Transfer Protocol and it simply allows you to transfer files from your computer to the server.
- 3. Allows you to turn on FrontPage Extensions** - FrontPage is a very popular web page editor. This is the program I started out using many years ago. If you are experienced with web design and use another web page editor like Dreamweaver or Go Live or for heaven's sake you actually write out html code, then the FrontPage extension option is obviously not important for you. If you have a web designer, find out from them if they need this option.
- 4. Server Space** - This is the amount of space your web site takes up on the server. Although most web sites don't take up much more than a few MBs of space, I like to have at least 30MB of space just in case.
- 5. Bandwidth** - This has to do with data transfer from your site. I would look for at the very least 40GB of data transfer per month.
- 6. Email Accounts** - Your host should at least allow for 5 POP Email Accounts.
- 7. Unix or Windows** - This simply has to do with the type of operating system on the server.

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Unix/Linux is free software and Windows as you could probably guess is not free. So, you usually see Unix hosting costing much less than Windows-based hosting. For most of your sites, Unix hosting will work fine.

8. Web Stats - Make sure you have a web statistics program that at a minimum shows: Unique Visitors, Page Views, Referrers by URL, Keyword Searches, Entry and Exit Pages.

If your hosting company does not provide the service, you can use a third party web statistics program like one of the following:

<http://www.webtrends.com>

<http://www.hitslink.com>

<http://www.hitbox.com>

FREE Resource: <http://www.extreme-dm.com>

You can go to hosting review sites to find hosting options like:

<http://www.hostreview.com>

<http://www.hostsearch.com>

My Favorite is: <http://www.1and1.com>

Also, I've had good experiences with the following discount hosting companies:

<http://www.hostsave.com>

<http://www.powweb.com>

<http://www.ipowerweb.com>

No matter what hosting company you choose, you will need to make sure you point your main domain name to the servers at that company. Usually, the welcome email will give you this information. If not, look under the words "nameserver" or "dns" in the help section of your hosting company's web site.

You will modify the DNS at your domain registrar. At godaddy.com, you simply log into your account by first clicking the "My Account" option, then you choose "Manage Domains", select the domain you want to modify, click "Set Nameservers", select the option for "Custom Nameservers", type in the nameserver information from your host and click Save Changes. The propagation usually takes 24-48 hours so you will want to do this right away - even if you don't have your site design ready.

DAY 2 and DAY 3 OBJECTIVE: Site Design and Content

KEEP IT SIMPLE! You don't need a ton of content pages to sell an e-book. Think about how you buy books in the bookstore. You first look at the Title right! Maybe it is the front cover or spine but the first thing that catches your attention is the title. Then, you usually turn the book over and read

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the back cover to find out what specific topics the book covers and to see the price! Then, you probably read the table of contents and maybe the first chapter. Then, you look at the price again and buy or put the book back.

This is how you should think about your web site. You want to get the attention of the browser very quickly with a benefit driven headline. Then, you need to get their interest and connect with them. You are trying to show them that your book is the only or best answer to their specific problems. Your research should have shown you what people are looking for in your specific topic.

You can do this in a few pages (or even one page) and it can be very effective at converting visitors into buyers. The freelancer writing your book may be able to write the content for your web site. If you are writing the letter, you can take a look at the following free e-book or if you are having your freelancer do it, make sure they follow the steps outlined in the book. Since you are targeting a hungry niche market, you really don't need to have the best content in the world.

Remember...get something up - then test and tweak!

[Click Here for Your Free Web Copy Analysis Book](#)

Also, you can check out the following sites for examples of niche sites that are doing very well using the sales letter approach:

<http://www.yourparrotwilltalk.com>

<http://www.nursinghomesecrets.com>

Marlon Sanders has created automated software that makes it very easy to create sales letters for your niche sites. I use it and recommend it highly. You can check it out here:

[Push Button Letters by Marlon Sanders](#)

If you don't have time to learn FrontPage or some other web design editor, post a project on Rentacoder.com (or another outsourcing site) for a "Simple Site Design and 3-D book cover". You can tell them what the book is about and have them model sites like the two above. Within 24 hours, you should have many bids to choose from and several sample sites already created. Make sure they build out the html pages for you. Some will even put the content in for you and upload them to your site. You can usually get all this done for under \$150 - \$200.

I've actually had it done much cheaper than that. Make sure you pick a bidder that can get everything done within 24-48 hours after you accept the bid.

Reminder: NEVER Release payment for an outsourced project unless the project is completely finished by the freelancer.

DAY 4 OBJECTIVE: Be prepared to accept credit cards.

For e-books or other digital products, I recommend that you sign up for a 3rd party merchant account provider.

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Here are two popular providers:

Clickbank.com

2Checkout.com

Both can easily be setup within a few hours.

DAY 5 OBJECTIVE: Research and Prepare for your Basic Marketing Attack

On day 5, you should begin researching for advertising and other marketing opportunities.

When creating your Initial Marketing Strategy, you will want to include the following channels:

>**Pay-per-click search engines** (You place an ad and if someone clicks it to visit your site, you pay a certain amount of money. Examples are Overture.com, Findwhat.com and Google Ad words) This is where we recommend you start your marketing. More specifically, we recommend you start with Google Ad words. You can get tutorials by clicking the **Quick Tour** and **Program Details and FAQ** links at the following url:

<http://www.google.com/adwords>

You can go ahead and read through the Sign-up Tutorial. On Day 6, you will go ahead and sign-up for an account.

A list of other pay-per-click search engines can be found here:

<http://www.payperclicksearchengines.com>

>**Ezines** - Ezines are basically email newsletters. You should be looking for ezines that are related to your topic. You can write short articles or tips and submit to the ezine editors. They are always looking for good content. You can go to Google and type in "ezines + your topic" to get you started. Also, here are a few places to search for ezine advertising opportunities:

[John Labovitz's Ezine List](#)

[Ezine Universe](#)

[Top Ezine Ads](#)

[LifeStyles Pub](#)

[Ezine Ad Auction](#)

>**Discussion Boards** - Discussion boards are exactly what they sound like. Places people of like interest discuss topics. You can find many discussion boards by going to the Groups section at Google.com

- Make sure when posting responses or questions that you don't blatantly advertise your product or service. You should create a signature file with your name and information on your product. When you post, you add the signature file.

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You can find more forums by typing in "forum" or "discussion forum" plus your topic.

Traditional Search Engines and Directories - There are also search engines and directories that still list sites for free or for a fee that is not based on per-click.

The following articles and sites are great resources for information on traditional search engines:

<http://www.searchenginewatch.com/links/article.php/2156221>

<http://www.searchengineguide.com/marketing.html>

<http://www.jimworld.com/apps/webmaster.forums/>

I also recommend that you check out a service called PositionTech. It is located at:

<http://www.positiontech.com>

WARNING: Stay away from the types of programs that advertise submitting your site to 5,000 + search engines. There are only a handful of search engines that get 90% of the traffic so you should focus on those engines.

DAY 6 OBJECTIVE: Testing Your Site and Beginning Marketing Integration

Start Day 6 by going through all the links on your site and making sure they work. Also, go through a test order to make sure the download process works properly.

Next, you should begin your marketing. I suggest that you start with Google Ad words. Go to the following url: <http://www.google.com/adwords>

Now you should re-read the Google Tutorials and sign-up for an account. When you sign-up, you will need to create one ad. Don't worry about the ad too much. You can quickly "Pause" it

If you are interested in pursuing advanced Google Ad words tactics, you should check out a handbook written by Andrew Goodman called

[Google Ad Words Handbook: 21 Ways to Maximize Results](#)

DAY 7 OBJECTIVE: Expand Your Marketing and Start Testing and Tweaking

There are many additional marketing opportunities for your site. In addition to the list you compiled on Day 5, you should also begin exploring the following opportunities:

Adding an Affiliate Program

Adding an Optin to Collect Names and Email Addresses - You can give reports, mini-courses, etc. in exchange for the name and email address of your visitor.

Searching for Linking Partners

Improving the Search Engine Optimization of your site so you rank better in the traditional engines

Posting Classified Ads - Ablewise.com, USAFreeAds.com

Try to find sites that sell complementary products and services. Use the search engines to find the sites. Check to see if they have an affiliate program first. If not, check their site for contact information. If you can't find it, then go to <http://www.betterwhois.com> , type in the url of the site and you can find the Administrative Contact Information. Email or call them and find out if they have an affiliate program or you can see if they are interested in sending your offer to their list.

Make sure you keep careful watch over your Google Ad words Campaign. You are looking for words that convert to sales. Google actually has tracking code that you can have your webmaster insert into your site within a few minutes that will show you which keyword campaigns are actually converting to sales. If you are using Clickbank or 2checkout as your merchant account, make sure the page your visitors see after they order (called your thank you url), is located on your web site so you can add the tracking code (ex. <http://www.yourwebsite.com/thankyou.html>).

There are also other Ad Tracking Tools that can be used to track the performance of all your advertising. This is very important as your site grows. You will need to be able to tell which marketing is working and which is not so you don't waste money on the marketing that doesn't. Some popular programs are listed below. They vary from being a monthly service to a one-time charge and most offer a Free Trial.

<http://www.hypertracker.com>

<http://www.proanalyzer.com>

<http://www.hitslink.com>

<http://www.adminder.com>

<http://www.clicktracks.com>

If you are new to online marketing, I highly suggest that you take a look at Yanik Silver and Jim Edwards' course called **33 Days to Online Profits**. This course is one of the best I have seen for taking people from zero to making money online. They cover some of the things I've shared here but go into much greater detail.

[Click Here for More Information on 33 Days to Online Profits](#)

In the final lesson below, you will learn how to scale your niche market business through duplication and multiplication.

Part 6 - "How to Duplicate and then Multiply Your Niche Marketing Efforts" Step by Step Plan for Building Your

Niche Marketing Empire

I should have called this issue the "**Wash, Rinse, Add New, and Repeat**" Issue.

Basically, that is what you can do to build a niche marketing empire.

After you have automated your first niche site, you can do many things to try and increase the profits to that site.

Step 1: Increasing Profits

To add profits to your first site, you will want to begin to look for opportunities to sell your customers and subscribers more stuff!

You can start by finding affiliate opportunities with businesses selling products related to your topic. These can be digital products or hard products. A place to start finding digital products could be Clickbank - <http://www.clickbank.com> . For hard products, you could start with these:

Commission Junction - <http://www.cj.com>

Associate Programs - <http://www.associateprograms.com/search/index.shtml>

Linkshare - <http://www.linkshare.com>

or simply use the keywords you've generated related to your topic and perform a search on Google and other search engines with the "**topic keyword**" **+affiliate** or "**topic keyword**" **+partner**.

This should return sites that have a link on their pages to their affiliate programs.

You can send email offers of these products to your customer and subscriber list.

You can also produce related products yourself. Look for micro-niches within your niche. For instance, if you were selling a dog training manual, you could add additional information targeted to the care of specific breeds. You can easily find the names of breeds that are the most popular and target them first. Also, you could look for other public domain books related to your topic.

The point of all this is that if you create your niche product and immediately move on to another market, then you could be leaving a ton of money on the table.

Step 2: Duplication

After you have built your product line for your 1st niche site, then you are ready to move on to another niche market. This is the easy part. You simply repeat the process that has been outlined in this mini-course:

1. Find a Potential Niche Market - Focus in on filling a need - either solving a problem or

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giving information to a hungry market.

2. Evaluate the Profit Potential of the Niche Market - Use [PIPE Software](#) to evaluate the potential of the market before you invest your hard earned money.
3. Create Products Quickly with the Outsourcing and Public Domain Strategies
4. Create a Marketing Plan and Implement It

Now that you have duplicated your efforts, it is time to Multiply them.

Step 3: Multiplying Your Profits

Think about it this way: You start with 1 Niche Product and then add Related Products for Backend Selling. You then find another Niche Product and begin selling it. The logical thing to do is to find related products for the second niche business and begin selling them to those customers and subscribers. When you begin to do this several times, you start to see your profits multiply. You can also test cross-selling niche products to buyers of your other products.

Step 4: Wash, Rinse, Add New, Repeat!

You will only get quicker at creating these niche businesses.

AND THAT IS PRETTY MUCH IT!

I've only given you the basics of duplicating and multiplying your niche businesses. If you would like much more on the strategy of Niche Marketing, check out this excellent manual by niche experts Jimmy D. Brown and Ryan Deiss called:

[Niche Factors: 6 Strategies for Striking it Rich Online With Niche Products](#)

You just learned a solid foundation for the basics of starting your niche marketing empire. The size of this opportunity is **HUGE**.

Plus, with as many interests as people have, there will always be room for someone to fill a niche. There will **ALWAYS** be an opportunity for YOU to get your piece of the pie and make money with niche marketing.

I really want to encourage you to go out and get started right away. Give this a try. I guarantee you'll be "hooked" once you get your first site rolling! It really is so much fun.

Once you get the hang of it you'll be able to **MULTIPLY** your efforts and make more and more money -- hopefully, eventually being able to operate your businesses **FULL-TIME** if that's

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what you want to do.

I wish you the best of luck!



Yours for Online Profits,

Joe Garris

A handwritten signature in red ink that reads "Joe G" with a stylized flourish.

I hope you have found this course useful.

If you are interested in finding out more about our breakthrough Product Idea Profitability Evaluator Software,

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About the Author:

Joe Garris has been a Drug Discovery Chemist at a major Pharmaceuticals company, an Internet Marketer at a catalog company with yearly **ONLINE revenues** exceeding \$120 Million and has worked with over 100 small business owners (many with successful offline niche businesses) helping them to profit from niche marketing on the Internet. Joe has also co-created with Ben Hathaway the "**Product Idea Profitability Evaluator**" software to help entrepreneurs **find ideas and evaluate the online profit potential of those ideas in minutes.**

If you have any questions or comments about this mini-course or the PIPE software, please email us here: **[Contact Us](#)**

Learn **EXACTLY** how to
Uncover and Evaluate **Killer Niche**
Product Ideas with Maximum Profit Potential
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The banner features several US dollar bills on the left and a money bag with a dollar sign on the right.