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Unleash Your Niche

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Niche marketing has always been around. However, for some reason, it has suddenly become a hot topic!

First, let's really define "niche" as many people have a misconception.

Niche is not necessarily a product that no one else has, nor one that has few competitors so the "road is wide open".

Niche is also, what you do with a part of something big.

Let me explain:

MacDonalds has a niche in that it has places for children to play.

So, if you have kids, you take them to eat. Then, you let them play while you visit with your friends, or spouse, and relax.

They later started selling salads because "losing weight" came to its attention, and they marketed that along with kids being able to play at their locations.

Their Slogan, **"You Deserve a Break Today at MacDonalds"**

There are many fast food places, but to create your "niche" in competing with the others, you need your Unique Sales Proposition (USP).

Your Unique Sales Proposition, is basically what you or your company represents.

? What are you bigger and better at, or

? what service do you provide?

Are you competing with quality, or customer support or coming up with things new and unique? What are you doing that makes things easier or faster for your potential customer. What problem will you solve?

These are all niches inside ONE BIG AREA.

Take for an example:

If you landed into learning marketing, maybe you found you liked to play with the search engines and find out how to make them work the best for you, and before you knew it you became an expert on search engines.

Then once you became an expert, you simply, moved in on the territory of the other experts, and tried to build your name and your place in that area.

You make sales; you get some seminars, but your competitors seem to be making more money. The scale doesn't seem very balanced, does it?

But, suppose you decide to test something out. Finding a Niche inside the Search Engine Area, on a smaller scale.

So you discover that you can be an expert on only how one search engine works. There's a good chance that you will make many sales in your "niche" field of expertise. Then, with your market your business can continue to grow.

You'll notice as you narrow your field to a more "niche" area, your competition is not as tough in anything where there are a lot of searches for.

So you see:

(Your competition is getting smaller, as you build your niche inside another niche that may be more flooded.)

There is really no such thing as saturation, there are new people coming on the Internet every single day - lots of them. There is room for any market you choose to build, it's just starting with a "niche" has been proven time and again, to be easier.

By finding a small piece of a big piece of a puzzle, you have found a "niche" to build your name and fame in.

So, I believe you have the idea now.

No Matter What Niche You Choose - Niche is good!

Let me tell you a personal story about how I got into marketing and the steps I took building my business.

I was like thousands upon thousands of others who found on the Internet that you can make money. *And, you can!*

However, I started learning about what I wanted to do, and so I wrote down what I liked to do, and what I was good at doing.

(They usually are the same thing, but not always.)

My skills were people skills, I could type fast and I had freelance writing in my background. Oh, I had others but those were my main focus.

I love to teach and help people. And, I love to create things. (It soon became my "niche.")

My first business was helping people get their books up for sale on the Internet, this led me to become a web host because they needed hosting. It led me to affiliate with services they needed, such as a merchant account, and a domain name.

In the beginning I did a lot of service. I did book editing, proof reading, and did some ghost writing.

I basically did whatever I could ethically do to make money. I learned more web building and how to market as I went along.

As time went by, I realized I had tapped into the Teaching the Internet Marketing Niche. I was doing fine, not getting super rich, but managed to quit my job and work full time at home. And, make more money than I had ever made before.

I was having a lot of fun helping others and writing more books and getting my newsletter out. I was doing all the things a business needs to do to succeed.

I'd write books, or get some products developed and launch them. Some did well, others crashed and burned. It was all in trying different things, and in the learning experience.

And, of course, as time wore on, and my name became more well-known, my income increased. (Which is good, and I'm telling you that you can make money on the Internet, when you decide you want to do that more than anything else you are doing.)

Having your own business is just like having a toddler in the house. It needs almost constant attention. It needs to be fed, changed, and even tested :)

So, I was answering a forum question when someone asked me how he could market his site? It was a little market on personalized children's books.

My fingers were typing idea after idea. I had practically taken him step by step on how to do that.

And, I was thinking to myself. WOW, is it as easy as it sounds to get a niche product off the ground?

YES....

Here's the story:

One day I purchased a falling down business. I was very busy but it looked different and fun. It needed work, and I did not have the time, but I was still intrigued.

The strange thing about the business was I had it for about a week, but received no orders.

Well, I was not yet marketing it, but it was registered in search engines. I did not have the full product yet, but it was in the mail.

So, I looked at the sales page and tweaked it a little bit.

The product was targeting women. So I thought a bit and then changed the way to make payments.

I added:

- ✓ Send check by mail
- ✓ Paypal
- ✓ 2checkout (regular credit card orders)

✓ and/or money orders.

Then, i linked my websites to it, giving it a little boost in popularity. (Yes, I had a slight edge since I had been online marketing for quite awhile and popularity helps with the search engines.)

And, soon, after about two weeks, the orders started coming in.

The sad thing was I had not gotten the CD part of the product to duplicate and send out to people. There was a problem getting the full package I had purchased. It was in the mail.

But, I was busy figuring I'd be getting that CD in the mail any day. Finally, since it didn't come as I waited each day, wondering where it was, the orders were sitting on my desk.

I didn't have the product. So, I wrote on the website,

'PLEASE don't order.' A few days later and many days later after that, MORE checks and money orders came in the mail!

It wasn't a big money maker. It cost me an hour of time and about \$8.00 to create. So, I was looking at making about \$11.00 an hour not including marketing time. It was not all that exciting to me as I already was making more than \$11.00 an hour and was very busy.

But still, I could not believe people were ordering with **the "do not order sign"** from the site.

HUH?

I was getting orders from people I told not to order from me.

What was this?

It's a NICHE... the product advertised was exactly what they were searching for and they found it and they wanted it.

It's when someone searches in the search engines and you only have a couple of competitors, and you have managed to get your site to come up when people do their searching.

Well, finally, I got the product. By that time I had to handle past unhappy customers and I had sent money back. I was about to beat my head against the wall. I was so overwhelmed with work.

Then a past customer got me the CD I needed. She put it in the mail. Hey, it came! But, when I got it I was very disappointed; it was not very easy to use. It was also not on autorun and I did not know how to make an autorun CD. And, I was just too busy with my other endeavors.

Look, you could see my problem. I had a site that was getting hits from potential customers that wanted a product that I could not deliver!

I didn't want to take it down and lose that position.

Do you blame me?

I'm not faulting the previous owner, either. With the hits that were coming to the site at that time, she probably figured she had a lot of time to get me the rest of the product. She had mostly been selling it on eBay and I know she was moving on with her life.

So, what else was I to do?

Delegate! You don't learn how to be successful, if you cannot learn how to delegate.

I recruited my oldest son.

I told my son, I needed his help and he pitched in.

Thankfully!

It's now two years later with a much more elaborate website, a far better product, a higher price, and the business is thriving.

I watched in awe the difference between struggling to make a name for myself competing in a very competitive market such as what I had started, to completely taking my son and showing him how to do it with a product defined as a NICHE.

Yes, he had already learned web skills. He had tried other things with selling. And, yes, he took the ball and ran with it. He worked on new ideas, and he was constantly improving the product and still is. I highly doubt that I could have done the same thing with the product. You see, I was already doing what I loved to do.

When you find something that you love to do, it becomes a big part of your life.

He started out to help me, and ended up loving it so much he wanted the business for himself. Well, it is his. I am very proud of him. Oh, he had to pay for it. I did not raise my sons to expect gifts. He had worked hard for it. Plus, he had to pay cash for it, too.

Which reminds me that there is a NICHE in that story about finding businesses that are not doing well, getting them off their feet and selling them. If you love to start things but get bored easily, that would be a perfect little niche for you.

I wanted this little story to hit home to you a little bit.

The reason is: Too many people are getting online and finding products that teach marketing and are then trying to start an ezine leading those who are purchasing the products, but are not an expert in their field yet.

It is TOUGH. It's not impossible, but it is tough. They get frustrated fast and think that the only the lucky can make any money. Luck has nothing to do with your success.

I see it a lot. A person is set up to sell a book that teaches marketing, and they come to a forum and ask how to market the book. One, they probably thought it might be faster to ask questions than to actually read the book, and/or 2.) The book they are selling may be only be a piece of the big puzzle in marketing.

In marketing your product there are many things to consider, and once you decide on how you will be doing the marketing, you'll continue to test and test and test again, until you have a great product/service or website that leads to other people's products that make you money.

So, let's just see what we can do for you to YES, learn how to market. YES, find a product to develop, or find a product that is already developed that you can affiliate with.

This report is not going to teach you marketing. You can find all kinds of information on how to market elsewhere.

The reason I do mention it is because whatever you decide to do to make money, you will need to consider how you are going to get it to the public.

This report is simply to help you find your NICHE.

NOW, let's talk about what you can do to find your niche.

You can:

Streamline what you are doing now and close in the field.

In other words, if you fell into the teaching marketing, like many of us did, find what you love the most about it, and simply make that your expertise and your target market!

If you love the service rather than the sales, then be the best at the service you give.

If you want to be in the sales end of it, find products, that you love to sell and sell them, and either develop one or two products of your own, or become a super affiliate.

Super affiliates find the under-marketed products that are out there; you just start searching for them. Or mix and match the whole thing by creating a theme site that wraps around what you love to do.

And, as mentioned earlier, research niches and start them so that you can sell them to other people.

So what should you be selling?

You should be selling what you LOVE to do! And, that's the bottom line. You'll be spending many hours building your business. You need to enjoy what you do.

What can you develop?

The Internet is a wide-open frontier!

Here is something for you to do:

List the top ten things that you love to do.

Next:

List the top ten things you are good at doing.

Next:

List what you would like to do or create or have a website about from the two lists above.

Next:

Go to the Overture search box and put in the keywords that you think someone would be interested in what you want to create.

The overture search box is simply a record from the month before of how many searches were made for what you are interested in looking for.

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

Look at the NUMBERS as marketing is all a numbers game.

NOW go to your favorite search engine and start searching to see what your future competition will be.

Like you might want to write a book on dog training, but when you search the web you find there are a lot of sites with books on dog training.

That would be discouraging:

However, suppose you were training Great Danes so you search for training Great Danes, and you may find less competition.

Don't give up. Just remember the lesson of a niche inside a niche.

Now, once you review these sites, think to yourself, *“Can you do it better?” Would you change this or that about their site?” Once you decide then develop your niche.*

Can you do it better, can you make something easier, or faster for someone else?

People purchase things because they want them or they need them to solve a problem.

The ideas are endless.

I have not researched any of the following fields. I'm putting them in here so you can see the vast ideas of things that people, people just like you, can do.

What you want to find are things that have searches for around 900 or higher. There is no exact science.

If you really love something and only find there were 400 or 500 searches, it does not mean that it cannot make you money. You can look it over and you may find there is not much competition in the field, so go for it!

Things you can research for are so incredible it would be beyond a “normal” report to write them for you.

However, think of any problem.

Problems are always a learning experience.

Without problems, we would not need to create solutions.

Problems and mistakes are also a blessing in disguise. They make you think, they make you come up with ideas, and they make you creative.

When problems arise, you face them and solve them.

If you know something that other people are looking for the answer to, you have a product that you can develop.

Another kind of product development is making money with your hobby. Or, coming up with an idea that helps others with their hobbies. People spend a lot of money on their hobbies. They really do.

Think of hobbies and just use the Overture search to look up hobbies.

There are so many:

Photography, Fishing, Swimming, Diving, Scuba Diving, Sport's cards, Bowling, Cooking, Sewing, Crocheting, rock collecting, bird watching, breeding animals, collecting garbage pail kids, famous people, scrabble, bridge, chess, and darts.

That's enough for this report. I am absolutely positive that you can think of a ton of them. Not to mention, your own hobbies and skills!

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

Let's find a niche inside something that has lots of searches. Remember, how I told you about a niche inside a niche:

Here is a monster market full of searches:

1364857 baby name

39653 meaning of baby name

34711 baby name for girl

34310 baby boy name

14576 unique baby name

13478 baby name indian

13279 popular baby name

8817 irish baby name

6282 unusual baby name

5990 spanish baby name

5532 italian baby name

5257 hawaiian baby name

4737 african baby name

4714 african american baby name

4619 baby name list

4372 muslim baby name

3630 biblical baby name

3490 cool baby name

3250 celebrity baby name

3016 top baby name

2922 french baby name

2635 hindu baby name

2618 baby name book

2595 baby name and their meaning

2555 bible baby name

2540 baby name finder

2465 arabic baby name

2441 japanese baby name

2426 black baby name

2160 most popular baby name

2015 christian baby name

1930 native american baby name

1929 2004 baby name

1920 baby middle name

1901 animal baby name

1808 german baby name

1736 baby name celtic

1678 new baby name

1628 hebrew baby name

1576 tamil baby name

1548 jewish baby name

1489 mexican baby name

1466 russian baby name

1455 american baby name

1408 chinese baby name

1367 scottish baby name

1341 twin baby name

1340 islamic baby name

1298 hispanic baby name

1293 sikh baby name

1242 greek baby name

1234 top 100 baby name

1212 baby name origin

1198 baby ghetto name

1141 exotic baby name

1138 2003 baby name top

1085 free baby name

1048 2003 baby name

1026 baby debra messing name

991 uncommon baby name

983 baby name search

966 english baby name

956 social security baby name

895 a world of baby name

868 baby name dictionary

855 female baby name

853 latin baby name

848 2003 baby name popular

757 male baby name

753 baby name definition

743 ethnic baby name

688 .com baby name

661 2004 baby name popular

622 persian baby name

620 korean baby name

617 asian baby name

615 gaelic baby name

614 baby name generator

614 hindi baby name

596 best baby name

591 2004 baby name top

589 baby name original

587 top 10 baby name

579 indian baby girl name

576 2003 baby most name popular

560 new born baby name

558 baby name weird

554 american indian baby name

553 polish baby name

544 baby name com

543 find baby name

528 baby name what they mean

523 unique and unusual baby name

503 gothic baby name

502 indian baby boy name

488 catholic baby name

487 popular boy baby name

484 baby boy name unique

478 baby name southern

462 baby name india

Did you notice how the searches became less and less on each subject. There is a niche in those lesser markets.

However, before you go out writing a book on baby names because you can see nice ranges, do a search the net. You'll have the worse competitor ever. That competitor is the word FREE. There are tons of FREE names on the net for baby names; whole lists of them.

Still that does not mean you could not look for Chinese names and their meanings and create a book on Chinese names, and turn it into profit.

The point is once you research what you would love to do, you must take a look at the whole picture.

Type in "baby names" in your favorite search engine. What you will more than likely find are sites that give out free baby names, and support their site with affiliate links to baby coupons, supplies, diapers and things babies need.

This idea is to give free resources to people so they will visit your site. You build a theme around your site and you put advertisements on your pages to help you make money, with

things that will interest your visitors. You can develop your own product for that theme, too.

If you search deeper, yes, you'll find books on Baby Names for sale :) And, I have no doubt that baby books sell. You see sometimes you see things free on the Internet, but people don't want to spend hours searching for what they want. They would rather pay for an information product and download it instantly and read it at leisure.

You see, many people have a problem. It's called lack of time. You solve their problem by gathering all the information they need into one place such as a book, or a website. You've solved their problem and you've made yourself an income for doing so. Easy, huh?

When you discover the talent that you have, and trust me in this, you have talent, you'll start using the search box to help narrow your search or broaden your horizons.

Many people think they don't have a lot to offer or think they need special talent such as being an artist, or being a great singer.

It's not true.

Each of us has had different experiences. And, those experiences make each person unique.

Take this subject for an example that I've never thought about it. I raised three sons, I never had problems with them sleeping so it would not occur to me that there is a problem.

However: 3,346 want help getting their baby to sleep according to the overture search box.

3346 baby sleep

591 sleep problem baby

548 baby sleep through night

473 baby sleep pattern

372 baby sleep sack

273 get your baby to sleep through the night

263 baby can i sleep

239 baby sleep night

222 get baby to sleep

215 baby cant i sleep

182 baby sleep habit

179 go to sleep little baby

150 amazing baby sleep secret

141 baby sleep schedule

124 sleep baby sleep

122 putting baby to sleep

113 baby go little lyric sleep

111 baby won t sleep

106 baby crib in sleep

101 apnea baby sleep

94 baby get night sleep

93 help baby to sleep

90 baby sleep training

89 baby can i lyric sleep

83 baby crib get in sleep

81 sleep disorder baby

80 baby go to sleep

79 baby sleep blanket

78 baby positioner sleep

75 baby sleep aid

71 baby bag sleep

70 put a baby to sleep

68 baby positioners sleep

68 baby wont sleep

65 sleep problem in baby

63 baby cant i lyric sleep

60 baby much should sleep

59 apnea baby in sleep

59 baby much sleep too

57 baby helping sleep

57 baby sleep position

55 advice baby sleep

54 baby sleep stomach

53 baby much sleep

52 baby night sleep through when

49 baby cry sleep

48 baby helping night sleep through

48 baby night should sleep through when

48 baby sleep time

47 baby can i i if sleep

46 baby crying sleep

46 baby ferber sleep

44 baby crib in sleep won

44 sleep tip for baby

43 baby back sleep

43 baby newborn sleep

43 when will my baby sleep through the night

43 baby problem sleep uk

41 baby can i kelly r sleep t

41 baby does much need sleep

41 baby habit happy healthy sleep

41 sleep like a baby

41 baby make sleep

40 baby fighting sleep

40 baby help night sleep through

39 baby can clay i sleep t walker

38 baby book sleep

38 baby long should sleep

37 baby cycle sleep

33 baby back sleep t won

33 baby cry letting sleep

33 baby much need sleep

33 baby not sleep will

31 baby clinic sleep

31 baby issue sleep

31 baby rocking sleep

30 baby information sleep

29 amazing baby review secret sleep

29 baby make night sleep through

29 baby restless sleep

29 baby sleep solution

26 crib sleep baby

26 baby need sleep

26 baby sleep safe

25 amount baby sleep

25 baby chart sleep

25 baby doesn t sleep

25 baby don sleep t who

25 baby happy healthy sleep

Or how about this one, which I found amazing:

There were 662 searches for how to sew a button!

662 sew a button

80 sew button hole

31 button sew shirt

So there you have it. Do not think that anything you know or can do, cannot be turned into a nice little niche market for you. Get creative. Get busy.

Teresa King <http://www.wrapsoap.com>

P.S. Your business does not have to be online either. You can be perfectly happy with an out of your home business, too.

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