

# **Niche Marketing Program**

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## **CONGRATULATIONS**

Congratulations on a smart move to purchase this dynamic program! I'm going to do my best to provide you with tactics you can use in order to **BREAKTHROUGH** in the niche marketing field.

## **OVERVIEW**

This programs' very essence is to help entrepreneurs reach six figure incomes through marketing informational products, creating systems and learning what works...

You are not alone in your search for earning more income online... that is for sure! Millions of people seek the keys to online riches every minute.

There is a multitude of competition everywhere you look that promises the next get rich quick scheme or opportunity. Think about it, people invest big money in business opportunities that have nothing to do with Internet Marketing. They may buy "*how to make six figures owning a carpet cleaning company*" as an example.

Since so many millions of people actively search "opportunity online", there is a surplus of advertised money-making opportunities.

However, people continue to buy over and over and new people come on board every second to buy for the first time. It's never ending.

***This program*** provides an ever-growing opportunity for marketers through high quality information on specific tactics, ideas or techniques that just flat-out work.

This publication is designed to give you the necessary knowledge to Breakthrough in the niche information arena. Hundreds of ideas are provided throughout – where any one of them could be a possible six figure niche for you.

Later on in the program, you will find over 200 ideas to get you rolling and get your mind spinning with several niches. Also, you will find valuable information on motivation and business success.

I hope you enjoy this publication and I look forward to building a long term business relationship with you!

To Your Success,

Eric Louviere

## **WHAT TO DO FIRST**

The first thing to do is find an obsessed marketplace/customer base. You want your potential customers to be practically obsessed with the type of product you provide.

This **hungry marketplace** is of the highest importance! It is important because of “demand”. You also want to make sure that they spend money. Its one thing to find a hungry market and it’s quite another to find a market that spends money. You want both.

Let’s take a couple examples. Golf is an example. People who are into golf will spend good money and many golfers tend to be almost obsessed with the sport.

Diet products are another example. People tend to buy diet products over and over again. Love and relationships are another example. People will buy information and products that improve their love life and relationships...

**The question to ask when looking at a marketplace is, “is this a rabid marketplace full of people who buy left and right?”**

There are countless types of marketplaces with hungry potential customers, who spend money, to be found everywhere. You just have to find the right marketplace first.

For now, understand the power of locating a customer base that is almost crazy to buy... and buy often. We will get into how to find these hungry customers in a moment.

Keep in mind though that the marketplace must be willing to “buy” or pay money. You do not want to sell something people are not willing to buy, or better yet, buy over and over again...

Like money making products, people buy products on how to make money over and over again. People are rabid about making money and living a dream. Sell it to them.

Here’s what you can do for the “money making” market:

- Buy several books or Ebooks that show people how to make money (like this one you are reading).
- Take notes of the main lessons taught while you read these different books.
  - Pay attention to the main insights or lessons that are being taught
- Take your notes and write your own stories, ideas, lessons, etc. concerning what you’ve learned.
  - For example, you may read in a book, “If you never ever, ever quit... you are bound to succeed”. Take that quote and write how you believe in never quitting and how that if you never quit, success is more likely. Write how long term thinking and planning will get you one step closer to success or wealth.
  - Don’t copy or infringe on laws. Simply learn what is being taught and expand on what you’ve learned in your own words and stories.
- Teach people exact techniques you’ve learned.
  - For example, I read an article on how a man printed up hundreds of flyers and went around his neighborhood passing them out. The flyer said, “Next weekend only... get your carpet cleaned for only \$40.” He quickly got several customers. He then went and rented carpet cleaning equipment and made quick money to buy his own cleaning equipment. This is an exact technique just about anyone could do to make money. Find these types of techniques for your product.
- In no time, you’ll have an Ebook of your own to sell and market forever.

This quick lesson on creating your own product will be expanded on throughout this program. The most important point here with this quick lesson is that what I just explained can be done with ANY niche!

How about a quick drive up to the bookstore?

So, right up front, you know some of the main lessons and insight it takes to create and make money in niches. Here they are again:

- Find a hungry marketplace that is rabid about the niche you are attacking and make sure they are already spending money on said niche.
- Create a product that is targeted towards that niche.
- Sell the heck out of the thing.

Now, there's much more to this as you will find out throughout this program, like sales copy, promoting, USP, etc.

So, let's move on...

## **BE WHERE THE MONEY IS**

The next thing you need to realize is that billions of dollars are spent on several types of industries or marketplaces. Billions are spent on diet products, money making opportunities, cosmetics, mental problems, health, golf, sports, advertising, relationship products, and much more.

What you want to do is get in the way. You want to put your business in the path of the tidal wave of money which is already being spent in these marketplaces!

**Key is: Money already being spent in these marketplaces.**

What you can do is narrow your niche down finer and finer. For example, instead of creating a product on "relationships", you might look to provide a product on "How to read body language to pull more dates".

By drilling down on your niche, you will be able to drill up later on. By digging down and attacking the niche "body language" you are actually building a business in the much larger "relationships" niche.

You can then expand into other broad niches, like "sales", "poker", and so on.

So, your niche "body language" has multiple arenas and avenues it can diversify in. All in all, you are building a business. You are building a huge list and working smart.

Putting your product in the general vicinity of the tidal wave increases your chances of success!

Once you are operating and in the tidal wave vicinity, beat your competition! Out “keyword” them on Google Adwords... Out “article” them by submitting articles... Out **PROMOTE** them!!

Have a better sales letter. Have a better product. Use everything you’ve learned concerning Internet Marketing to dominate the niche. Use joint ventures, get testimonials, use audio, video, and use everything you can to “win”.

Get more back links than they have. Just never stop promoting your niche site and products.

Be viral.

If you promote the heck out of your site/product and are in the vicinity of the tidal wave of money already being spent online... You’re likely to succeed.

## **HUMANS ARE STILL THE SAME**

People purchased money making opportunities 100 years ago and still do today. This has not changed. Humans are still pretty much the same.

We still have the same basic & deep; desire, wants, needs, problems, etc. The only thing that has changed is fads, technology and information, pretty much.

People had problems with relationships 200 years ago. People had obsessions with hobbies 200 years ago. People had problems that just had to be solved decades and decades ago. It remains the same basic “needs” and “wants”.

The reason for this is... humans are emotional. We all have emotions. These emotions create desires. We all want and need things. Many people buy based on having a particular emotion.

This is why people just have to go shopping. They have that emotion that sparks them to go spend some money. In fact, sometimes that emotion is depression, anxiety and anger.

People buy when experiencing different emotions. Perhaps you feel so great you want to celebrate. Or, perhaps you feel lousy and want to do something that makes you feel better.

The sales copy used on websites usually capitalizes on emotions. The words on the sales letter entice people to buy... by creating and capitalizing on emotions such as haste, greed, laziness, vanity, dreams, quick, fear, curiosity, anxiety, and on and on.

What's to be aware of here is that your product, that meets a hungry market, usually meets human emotion as well. In other words, your marketplace may buy your product because they are sick and tired of their boss and this makes them angry. Or, they are in super pain from a slipped disk in their back. They need answers and they want those answers now!

The ability to cater to human emotions is what can make someone a great marketer. If someone has a knack for reading between the lines and finding the right words that appeal to human emotions, results are sure to follow.

This is why sales copy and "presentation" can lead to many sales regardless of how great the product really is. Being a good salesperson and knowing what to say and how to say it (or write it) can produce superior results.

Later in this publication, I give some ideas on creating **fantastic sales pages**. We will get into it more.

For now, just understand that human emotions are very important. Appeal to those emotions. Find that hungry marketplace that is practically obsessed and then appeal to that hunger by using words.

## **TYPES OF PRODUCTS**

When looking at the types of products to market, these categories in this section tend to be winners. If you can create a product in the vicinity of these topics, you stand a good chance to sell some stuff.

Keep in mind though:

- Emotions (you want to find stuff people are emotional about)
- Hungry Marketplaces
- People spend money for these niches
- Dig down to dig up (explained earlier)
- Diversify

### **Making Money Products**

These products are incredibly competitive. It's almost too competitive and many online making gurus will preach don't sell them. They want you to stay away from them and find a niche in some other industry.

This may be true... and especially for newbies. New people to the Internet Marketing scene, who have not learned all the true techniques or paid their dues, may find it incredibly difficult to generate great results within this "money making" industry.

They may not have the money to compete. They may not have the tenacity to stick to it for the long haul or be able to handle the frustration that comes with building a reputation or even traffic.

They could sell some products... but maybe not enough to really make a big difference in their financial status. You see, it takes a while to build a reputation and consistently be able to sell products on “making money”. It can be done. I merely feel that one must have the patience and deep desire to stick it out.

I venture onto Internet Marketing forums all across the web. Everywhere I go, I see people frustrated, ready to call it quits, and desperate for guru mentors to show them what they are missing on their pathway to riches.

Each one of these struggling marketers is trying to “make it” selling an Internet Marketing product and it’s usually spelled out right there in their forum signatures.

Perhaps, if they put the same amount of effort into selling a niche informational product as they do these Internet Marketing products, they’d have a different tune...

They are hanging out in marketing forums when they could be hanging out in “child custody or divorce forums” as an example.

If one must sell a marketing product or money making product, I recommend they invest much of their time actively building relationships with other marketers who have a reputation.

That can be done on various Internet Marketing and Money Making Forums.

Creating joint ventures could be what they need in order to break into the scene and build the necessary reputation it takes to succeed selling money making products.

If you are going to sell a marketing product, I recommend you do your due diligence on learning everything you can about orchestrating joint ventures. The leverage joint ventures provide could be “just what the guru ordered” in succeeding with marketing products.

One last twist is that “money making” products do reach a hungry market who is somewhat obsessed with breaking through to financial freedom. If you are able to reach enough people, money making products meet all the requirements of a hungry market that spends money over and over again.

## **Relationship Products**

I have mentioned this industry already. It is true that relationship products tend to sell pretty well online. People are always looking for information on how to better their love life or relationship struggles.

This industry is wide and can be narrowed down further and further. Find some forums where relationships are discussed and you are bound to find some ideas on products.

People have abusive relationships, boring relationships, jealousy, anger, bad habits, money problems, communication problems, and so on.

Appealing to these serious emotions with an informational product can be a winner in marketing. There will always be a market for relationship products.

### **Self Help Products**

People want to improve themselves. People have problems or issues that they just know they need to address and improve. Some people have low self esteem, fear, phobias, disorders, depression, anxiety, dyslexia, etc.

People want to look better, read faster, get a promotion, have more confidence, speak better, write better, sleep better, stop panic attacks, be more creative, etc.

All of these mentioned above are emotional. This is why self help books have always been so popular. Appealing to these emotions can launch your online business.

### **Problem Products**

Oh, this is a good topic. People have so many different types of problems it's amazing. The thing is... they want to fix these problems and they want the answers now!

Problems are very emotional. How many problems have you seen friends, family and co-workers have? When was the last time you said, "I feel so bad for so and so"... What problems were they experiencing?

The list of problems goes on forever. This can be narrowed down with little effort. Emotions are involved.

How do people feel when they need a car, have bad credit, are overweight, cant sleep at night, have a loved one in jail, are about to get their car repossessed, are getting sued, been diagnosed with a disease, have a child with ADD, have termites, etc.?

Problems are everywhere. Help people solve them. It's a great thing to provide help for people and they will appreciate a quality product that helps them through it.

All that is needed is a simple headline that blasts to the viewer what the problem is. If the viewer has the problem showcased at the top of your site, you have their attention.

Reinstate at the beginning of your sales letter what the problem is and how much it just bothers them. Offer to give the viewer the answers they are seeking all the way through your sales letter. Put yourself in the person's shoes and appeal to their emotions that come with this problem.

Here's an example:

## **“Stomp Out High Blood Pressure For Good, Right Here and **Right Now!**”**

Then remind them of all the emotions and problems that come with high blood pressure, such as stroke, heart attacks, etc.

Keep reminding them that you are about to give them the solution to their problems instantly.

Then close them! Close them at the end by not only offering all the answers to their problems but also by giving them a bonus that makes the deal irresistible.

Once you've sold them and they click to buy, offer a backend sale. If 30% of them take the backend sale (or up-sell) you'll make much more money for simply offering it. There is no rule that you can not offer a 2<sup>nd</sup> up-sell opportunity as well. A smaller percent will buy the 2<sup>nd</sup> up-sell...but some will.

I see people all the time posting questions such as, “how do I find a profitable niche?” Well, profitable niches are everywhere. One place to find them is by looking specifically at people's problems.

Problems come with emotions and urgency. Go to the bookstore and look at books, magazines, and newspapers and look for problems people have. While you are browsing the bookstore, carry a little notebook and jot down 50 to 100 different problems people have.

Or, go to Amazon.com and search through the categories of books. Just look at the categories first. You'll identify many problems and niches.

All it takes is a different point of view. It takes looking at things in a different perspective. What you want to do is provide something people want or need. That's it. That's what it takes to make money. Is what you are offering in demand? Does it appeal to many people? Will people spend money on it?

Your online business needs to be just that... a business. Therefore, you should find a service, product or solution to a problem that already exists. First find the problem, then find the solutions and then give it to them... for a fee. Then, promote, promote, promote, promote and never stop promoting your business!

### **Technical Products**

Technology is dynamic. It is always changing. Many people do not have the time to keep up with the changing technologies. It's getting faster and faster. Products that help people with technology are good products...

Some of the best products right now are video tutorials that teach people how to visually do things with their computers. These flash or video tutorials really address a need. You see, most people are visual. These tutorials appeal towards many people because of that.

There are so many new electronics hitting the market and the manuals that come with them are sometimes poorly written. Having a flash video on how to put my new treadmill together and operate it would be fantastic (it took me four hours).

### **Health & Diet**

Products that appeal to the health and diet markets are also good sellers. This can be narrowed down into niches as well. There are many, many types of diseases people suffer from. Doctors spend very little time informing or educating patients on the disease or health problem they face.

Doctors have many patients and witness this sort of stuff all day long, everyday. So, providing an information product that elaborates on specific health problems is a good niche to get into.

There are also emotions involved here as well. Again, you are solving problems and helping people. Do you see a common trend in these product categories?

To narrow this down even further, people are starting to look more and more into natural remedies and health foods. As more and more baby boomers reach an older age, these sorts of products could experience a nice boom online.

You could have a portfolio of health related information products that each bring in a nice income if you start now. Alternative medicine, spiritual healing, mediation, quantum physics, etc. are all examples of narrowing it down.

Each one of those can be narrowed down even further. Alternative medicine can be narrowed down and narrowed down again. There are niches within niches.

### **“How To” Products**

There are an unlimited amount of opportunities with “how to products”. Just place the words, “How to” in front of just about anything and you’ve got yourself a product. Here are many examples to get your “brain” wheels spinning:

- How to add on an extra room to your house
- How to build your own fence
- How to pay off the IRS
- How to grow the perfect lush lawn
- How to advertise
- How to write the perfect yellow page ad
- How to start a restaurant
- How to start a Chinese restaurant when you are not Chinese
- How to stop your cat from urinating on your carpet
- How to build your own house for less than you think
- How to buy a car for a penny
- How to dream big
- How to catch a thief
- How to win at craps
- How to win at everything
- How to drive relaxed
- How to lose weight while you work at the computer
- How to massage your wife
- How to get your wife to cook more
- How to train your bird to talk
- How to create your own stationary
- How to make soap
- How to travel and rent condos for 60% less than normal rates
- How to negotiate
- How to be a perfect dad
- How to get your boss raving about you
- How to plan your 25 year anniversary gathering
- How to use Photoshop to create websites
- How to speed read
- How to win a child custody battle
- How not to get a divorce
- How to manage your time better
- How to get the most out of your new BMW

How to get out of your lease  
How to get your deposit back from a greedy landlord  
How to maintain your salt water aquarium  
How to increase your batting average 50 points overnight  
How to hire a lawyer  
How to write a book  
How to market on message boards  
How to get your teenage daughter to stop talking back  
How to grow old – you old goat  
How to get any job you interview for  
How to lose weight eating cereal  
How to sing like a rock star  
How to kick my caffeine addiction  
How to stop my teeth from grinding when I sleep  
How to be more romantic  
How to pop the question

### **Hobbies & Particular Interest**

People are into all sorts of things. Some are completely off the wall and yet others are very common among many people.

Here are some examples of hobbies and special interests:

Bass Fishing  
Military products  
Sewing dresses  
Making Beads  
Growing fruit and vegetables  
Barbeque cooking  
Boating  
Snowboarding  
Catering  
Model trains and airplanes  
Remote control cars and boats  
Surfing  
Astronomy  
Stained Glass  
Baseball cards  
Really small novelty books  
Natural foods  
Aliens  
Psychic Mediums  
Beer mugs  
Making coffee tables  
Antique cars  
Writing screenplays

The list is unlimited. One thing to keep in mind with this category of products is that there may not be an incredible amount of “need”. This falls under the “wants” category. However, if someone is really into a hobby or special interest, they may buy multiple products over and over again.

For example, someone may buy numerous products on astrology over and over again each year. Therefore, there may be numerous opportunities to cross over into other areas of special interest.

For example, someone who is into Astrology may also be interested in psychic stuff, aliens and mystical type information. Sell them something in the backend as an up-sell. If someone is into Astronomy and they “click to buy” your product, up-sell them on an affiliate program that targets Psychic stuff or Mystical stuff.

Also, many of us will buy something we “want” quicker than something we “need”. I may spend \$50 easily on dinner yet hesitate to spend that much towards something I need.

Make sure you get as many of your customers on your auto-responder because you will want to sell them “cross” stuff over and over.

## **NON-MONEY MAKING PRODUCTS**

Because so much competition is involved with money making products, it may become easier to dominate specific keywords within a non-money making niche.

If you are into Internet Marketing, then there is the opportunity to take what you’ve learned and use it towards non-money making niches...

For example, let’s say you select a product on remote control model boats. It is possible that other competing sites do not know as much as you do about marketing on the Internet. Or, have the passion for marketing.

They may not know that they can submit articles to many, many free directories and gain links and traffic. Or, perhaps they are not into the latest techniques to drive traffic through PPC. And yet, they may have no knowledge whatsoever of the abundance of Internet Marketing tools that exist, or that adding audio increases conversion, and so on...

I believe this is where many marketers fall short. They focus and focus on IM products and never really put solid effort into growing niche products. It just does not spark their fires.

Once they start seeing results and money being made, then they may dive right in and start creating multiple niche products.

I believe it's important to keep in mind that niche products that feed a hungry market can be created very easily. Many marketers put in many hours and lots of money trying to gain an edge and make thousands from something they truly are obsessed about – making money.

Find a market with customers who are as obsessed about their needs and wants as you may be about making money online.

## **AFFILIATE NICHE PRODUCTS**

Affiliate Niche Products are everywhere. You can sign up for free at [clickbank.com](http://clickbank.com) and find all sorts of niche products. You can use this handy tool to search [clickbank.com](http://clickbank.com):

<http://www.goinfoproduct.com/>

Let's say you are looking to start a site that sells a product on dog training. Simply type "dog training" into the search on that site and find affiliate programs on dog training or whatever you are looking for.

Also, use [Google.com](http://Google.com) Simply type in affiliate program: "keyword". Search to find if there are any affiliate programs in your desired niche.

If there are, then sign up for their newsletter and maybe even purchase their product. How is their sales page? Can you create a better one? How is their product? Can you create a better one?

You can also promote their products. I recommend you set up your own site with an auto-responder. Capture leads and subscribers to your list.

For example, let's say you are going to go after the "dog" niche. Grab a domain name and get it hosted. Write a nice sales copy where you offer to give away some valuable information for free.

Then have the visitors fill out your auto-responder form in order to receive the free information. Your auto-responder is to be fully automated. Your first email to them will provide a free report or article on "dog health" as an example. Your

next email should pitch an affiliate program you are representing. You may be representing a “dog training” affiliate program.

Since you have subscribers who are interested in “Dogs”, then you can search to find other “pet” or “dog” affiliate programs and pitch those to your list as well. You may also decide to create your own product and sell it to your list.

By using this technique, you grow your list along with making money selling affiliate products. You may then decide to cross sell your list. If people are interested in dog training, they may also be interested in other pets, such as fish, aquariums, birds, etc.

The “dog” business is a multi-billion dollar industry, so you should have no problems providing your list with valuable information and products or services.

You may decide to install forums on your site as well. Forums help with traffic and search rankings. Start small and grow your forums over time. You may use Google AdSense to further monetize your business.

One more technique you can use is up-selling your customers with affiliate programs. Let’s say you create an ebook on “dog health”. Once a customer buys your product, you can offer them a “dog training” product (which is an affiliate link). You just increased your profit from that one customer by providing a simple link to a product you fully recommend.

Some will buy the affiliate product and some will not. However, it’s increased profit.

I also use affiliate programs as a way to create my own products. If I have an affiliate program that is profiting well for me, I may look to have an ebook written that is in the same niche. For example, I can easily post a project on [scriptlance.com](http://scriptlance.com) for a writer to provide me an ebook on “dog training”. Once that book is finished, I own it forever.

I can sell that ebook on [ebay.com](http://ebay.com) or where ever I chose for years to come. I already know that the affiliate program worked for me, so my own product should work as well. In fact, if I’m promoting an affiliate product that sells for \$47 and my commission is \$27, then I can create my own product and make the full \$47 instead of the \$27 I was making.

## **CREATING YOUR OWN NICHE PRODUCTS**

After I’ve found a niche, I go to [scriptlance.com](http://scriptlance.com) and post a project. I may post a project for a 20 page report to be written. This may cost me \$100 or less. Once the book is finished, I’ve got my product. It’s that easy.

Here are the magic ingredients:

1. Find a niche that is in a hungry marketplace where people spend money for your type of product already. Make sure you can compete in the niche.
2. Find affiliate programs that match up with your niche product.
3. Create your own product by writing it yourself or by outsourcing it on scriptlance.com or similar bid sites.
4. Create a dynamic sales page for the product.
5. Promote, promote, promote and just keep on promoting it.
6. Build a list
7. See number 5 above
8. Do it again with another niche

That's the magic formula. The key is number 5. Many people fall short there. Don't stop promoting it. That's where the money is. The more targeted traffic you get, the more money you will make (period).

Number 6 is very – very important. By building a large list of a targeted market niche, you can promote over and over. Imagine having a list of 10,000 dog lovers. You can promote a different product to them two or three times a week forever.

**“The Most Important Thing To Do Is Keep Promoting Your Site Over and Over Until You Are Making Serious Money And Are Plastered All Over The Internet!”**

How could you fail? If you have a decent product that reaches a hungry market niche and you promote it non-stop everyday, you are sure to make serious money online.

## **MULTIPLE STREAMS OF INCOME**

Niche information products could be one of the best systems for creating multiple streams of income. Think about it for just a moment...

You could create 100 information products that each earns you income. As time goes on, many times these sites and products could earn you more and more.

New people get high-speed Internet service daily. Many countries are just now getting online. Billions are yet to come.

This means more “model boat lovers”. It also means more competition. It's great that you are into making money online because you are still way ahead of the game.

As you stay involved and do not quit, you continue to gain valuable knowledge and experience in marketing informational products online.

You're ahead of the game. But keep in mind that humans remain the same. We all have common needs, desires and problems.

I would much rather have 100 different information products that each makes me \$100 per month than one product that makes me \$10,000 per month.

If that big \$10k product goes down the tubes for some reason (like competition) I'm done and need to create another **\*\*best seller\*\*** very soon...

Not with 100 different products. If 20 go down the tubes one year, I've already replaced them with 20 to 40 new ones. The longer your site is live and active, the more times it gets crawled by the search engines.

If you have a site and it sells a \$27 product, it would take about 4 sales to make \$100 per month. Can you make 5 more just like this one but under different niches?

5 sites would get you \$500 per month of easy residual income. 20 sites would be 2k per month. You get the picture.

I can pop out new small websites quickly. I actually had the thought jump in my head that I could create 1,000 websites if I wanted to. All I would need is just one person out there in Internet Land to buy one of my products per month – per site.

If I had 1,000 sites all automated and sold a \$27 product on each of them, I could generate \$27k per month... and that's only if one product sold per month, per site. I know 1,000 sites is a lot. ☺

However, the example does drive home the concept that there is an abundance of niches you could penetrate and earn a six figure income online. It's real and is being done by many.

Make yourself \$1,000 per month first. Once you've accomplished that... wash, rinse and repeat it 10 more times!

## **PLAN OF ATTACK**

Niche products for me are easily found in two main places. Those two places are online and at bookstores. Either way, I get into research mode and start looking at niches.

Next, I will give you my plan of attack. I do have specific websites I often go to for different reasons and I'll give you some in this publication. However, for now, I just want to give you the plan of attack. Sound good?

Here is a simple plan of attack:

1. I first want about 100 ideas or even more. So, I start out by just researching and brainstorming niches. This is my only mission at the time is to find ideas. I don't want to go buy anything or register a new domain name. I just want ideas. So, I go to the bookstore, grab a cup of coffee, and browse from one area to the next reading the titles of the books on the shelves.
2. I keep a couple things at the top of my mind while browsing. I keep fresh in my mind that I am looking for emotions. I want to see "**fire**". Is this a book that solves problems? Is it addressing an obsessed marketplace?
3. Next, I visit some research and keyword sites online and let my mind wonder. I want to stay focused on just brainstorming or researching niches.
4. Once I have some good ideas (it's good to write them down while browsing), I go to a few sites online to see if there is competition. I want to see what others are selling and for what prices. I want to see how much the keywords are for advertising PPC. Mostly, I want to see exactly what the competition is doing. Is there opportunity?
5. Next I will search for articles on these specific niches. Are there many, many articles? What are these articles saying about my niche ideas? Is there a ton of competition and are there any opportunities?
6. Once I've done all this, it's time to buy some stuff. I will go buy some books on the topic, competing websites products and read articles. I want to learn this niche. One other thing I can do is get bids from others to do this for me. This will cost more money but save me time. Rentacoders.com, elance.com and scriptlance.com are three places to find ghost writers.
7. I look for an angle to what's out there. Many times, my competition is not using proven techniques and I can take advantage of that. For example, they may not have a good sales page. Or the site may look old and sloppy. I want to find a **Unique Selling Proposition** (USP). I want my own spin on the niche. My product can be faster, better, smarter and more marketable. Remember, someone who is into a "non-money making" product probably created a website because that's what they love. They are into model airplanes, so they created a site. You on the other hand are into marketing and can capitalize on that situation.

8. Once I have my USP down, I look at domain names. I want something catchy with specific keywords and specific to the niche. I buy the domain name and move forward.
9. Next, I write the sales page. I get the sales page written before I create the publication. I do this because it helps me determine what extra information I need to go get and learn. I want my sales copy to be the greatest thing since sliced bread and it needs to capture people, create urgency and close them into buying right now. I tend to write it myself. However, others can do this for you... for a fee (usually expensive).
10. After my sales copy is made, I write the product or I outsource it to be written for me. I put all the information I've learned into my own words. I don't steal or infringe on copyright laws, I merely learn facts... grow my own opinions, ideas, discussions and write about it. I may interview a few people in the field as well. I can ask questions and get their approval to use them in my new book.
11. While I'm creating my book, I am also simultaneously creating leads. I go ahead and get my site designed with an auto-responder included. I want to first capture people interested in my niche. I don't sell anything at first. I merely offer some free content or a newsletter in exchange for them signing up for my auto-responder. I also take parts out of my book and create articles. I'll submit these articles while I'm creating my book. If I have a ghost writer, I'll really dive into articles and marketing tactics prior to the book being finished.
12. I will then design my own ebook graphics for the site. If need be, outsource this as well. I believe it is important to have professional graphics that lend credibility and trust to your sales page and product.
13. Once my product is complete and edited, I contact people in my niche. I may contact people from my list, go to message boards, etc. I want testimonials. I give them the book for free if they will give me feedback or a testimonial. Or, I'll even cut the price down in exchange for feedback.
14. Once I have some great testimonials, I put them on my site. This lends credibility.
15. I may launch my new product and allow affiliates from clickbank.com to sell it or I may not and keep it to myself. The reason I tend to keep it to myself is because many marketers go to clickbank.com for stealing ideas, in my opinion. So, I don't want to hand other marketers my niche on a silver platter. However, sometimes it's a good idea to use clickbank.com

because you can gain affiliates who will help you market to even more people. This is your call.

16. I then use all those precious IM tactics, technique and tools we have at our disposal to market the heck out of my new niche product.
17. Once I have it launched and it is making some money, I move onto the next project. I'll do something everyday to this niche, like write articles. However, I want to create many niche products so that I can have multiple streams of income flowing into my bank account daily!!

## **QUICK MONEY MAKING PRODUCTS**

One other technique I have used is to throw up a website on the Internet quickly. I may be interested in selling a product in a certain niche and just write the sales copy, slap a Pay Pal button on there and buy some Google Keywords.

I will not even have a product yet. I write the sales copy and drive targeted traffic. I want to see how the market responds to what I'm looking to do first.

I want to see if I'm on the right track. Is it selling? If it is, I just give those who bought a refund. Or, I've actually had a "buy now" button that goes to a page that says the product is not ready yet. Just track how many people clicked on that button. A large percentage of those clicks would have been sales if the product was ready.

The technique here is to test your idea, your unique selling proposition, your sales letter, your price, etc. before you even create the core product. This allows you to save time and money.

I believe this is an excellent lesson. I think this lesson could actually help new Internet Marketers "Break through".

Here's what I mean... many new marketers spend a lot of time preparing. They are trying to provide the perfect product because they believe it has to be "grand" in order to justify selling something to people.

They are trying to provide "best sellers" or the ultimate software. They create and keep creating, never really selling or promoting anything.

I bet many well written and valuable Ebooks never get sold and remain on the hard drives of marketers because they felt the products were not good enough to sell to the general public.

Many people sabotage their own success. Perhaps they are afraid to succeed. It's true. Ok, imagine making \$10 million dollars per month starting today. Wouldn't that be a major change in your life? Wouldn't you have to change some stuff, rearrange some things, etc.?

It's true; I'm convinced that many people sabotage their own success. Don't do that. Grow "yourself" along with your bank account and just go for it!! Don't hold back!! Release your products to the public.

How will you climb up the stairs to the top if you don't take all the necessary steps to get there?

The best way to learn how to make money online is to fail. Heck, fail a thousand times if you can. Then, you'll know 1,000 ways to not do something. You'll know what works and what does not. You'll have the specialized knowledge and experience it takes to succeed big. You'll know this industry so well; you'll be able to teach it!

However, you'll never get to that point if you don't take the necessary "ACTIONS" to learn and experience what works.

People spend too much time trying to create a product they feel worthy selling. They may feel guilty accepting money for a product they created. People will spend way too much emotion on the products as well. They then get emotionally attached to the product... or may end up not selling it at all. Perhaps they feel guilty...

Just release your products and let it rip. Let the products fly! Don't hold back.

## **PAY PER CLICK**

Remember that when I was researching niches I was also researching keywords and competition. At launch time, I already have a pretty good idea of keywords for my paid marketing campaign.

One thing I do is take my product topic and narrow it down further and further. I will go for low ranking keywords that cost .10 cents to .30 cents a click.

However, I will enter tons of keywords. I may have 1,000 keywords on Google Adwords that are not expensive keywords. However, if only 3 people click on each keyword per week, that is 3,000 clicks and at 10 to 30 cents per click.

Out of 3,000 clicks I will hope for at least a 2% conversion ratio. If my product sells for \$27, that is \$1620 per week.

There's a lot to getting the PPC techniques down. I tend to twist, tweak and test keywords. I may start bidding high to get better click through rates... then lower my bids later on.

One technique that works great for me is I always take my keywords and put them into small ad groups. I then put the actual keyword into the title of the Google Ad. For example, if I'm using the keyword "niche products", I will make sure to have "niche products" in the title.

This strategy helps with your ranking, click through ratios and bid amounts. Additionally, you don't want to bid real low when you add new keywords. You want better click through rates and you can lower them later.

I never put the daily budget at \$5.00 either. I will start it at \$50, \$100 or even more. You want to test it fast and find what's working. You have to be willing to spend some money. It's a testing and building process.

Now, even though I go for tons of keywords, there are usually a handful that are the big winners. They get the most clicks. So, I will pay more for those winners so that they rank high and get better click through ratings.

Once the click through ratio is high, Google rewards you and allows you to pay less per click while maintaining a high page rank. It takes money.

You may lose money when starting with Adwords. This is why it is so very important to capture leads and get subscribers. I place a one dollar figure on each subscriber I get in a niche market. Those niche subscribers are worth money!

I continue to test and split test my ads. I continue to test and tweak my sales page. It's a system and it's a process not an event. Adwords can be tricky. It's worth the time, effort and money for me though... especially if I'm building a niche list.

Each keyword goes straight to a page that caters to that keyword. For example, if I have a "dog food" product and have a keyword that is "healthy pet food", I will change my sales copy for that keyword and drive traffic to a page that has a headline that caters to "healthy pet food" instead of my main sales page that may have a headline that reads, "Dog Food".

I may have another keyword that reads, "Natural Dog Food". I'll add another page to my site and have that ad link to this new page with a header that says, "Give Your Dog All Natural Food".

And so on...

## **EBAY**

Ebay is another great source for selling informational products. Again, there is an art to making big money on Ebay and it takes learning, twisting, tweaking and testing to get the ball really rolling.

I turbo list my products on ebay.com. You can search turbo listing via ebay search to download it and set it up for free.

But, more importantly, I use Ebay to build a targeted niche list. If I have a product about dogs, I can utilize Ebay to grow my list of Dog lovers.

## **FORUMS, BLOGS, ETC.**

Do a search for message boards on your particular topics. I go to <http://www.link-advantage.com/search/> and see what I can dig up there when looking for forums on specific topics.

Here's a real good secret technique most big time marketers never tell anyone about... You can pay people to post on message boards for you. Yep. It happens all the time.

You can go to scriptlance.com and post a project for people to bid on for posting to message boards. They will post as themselves but use your links. This will create many back links to your webpage and get the product spread around the Internet.

They usually bid anywhere from .20 cents to .50 cents a post. This is another time saver and can really boost your business!

## **SOLO ADS**

A solo ad is an ad that is sent out to an email list or ezine that only has your ad. You will want to do a bit of research on this as well. Select ezines or opt-in lists carefully.

Make sure the ezine will allow you to place your own subject line in the email that will be sent out. If they will not allow this, then I recommend not using that ezine.

Find ezines that are targeted to your niche.

Perhaps ask the list owner if they have references. Subscribe to the ezine yourself to get a feel for the quality. Find ezines that are sent out only a few times a week.

If you can find some good affordable ezines, you can create some quick and heavy traffic. Make sure to write a compelling ad copy as well.

Your ad should have a headline that captures people into reading the rest of your copy. Tell the reader what you are going to do (solve a problem).

Then, give them the solution and benefits. If you can, give the reader testimonials. Give the reader your unique selling proposition. What's unique about your offer?

Then create urgency. "For a limited time" is an excellent urgency creator. Then, close the reader by having a call for action (Don't delay, take action... click here now).

## **SEARCH ENGINE OPTIMIZATION**

One technique I use to get my site crawled quickly by the search engines is to post an ad on craigslist.com and other high ranking websites.

Your home page on your site should be where you focus on for search engine strategies. The home page caters more to the indexing or crawling of the search engines...

On your home page, you want to provide links to information within your site or the other pages. You also want to include keywords on your front page. It should load fast and not be bogged down with tons of graphics and files.

Also, include a site map. The site map will help indexing your site by search engines.

You can place keywords in your domain name as well. It is advised for you to use dashes instead of underscores.

I also use a site called <http://www.LinkMetro.com> to gain back-links. This is a nice site for taking advantage of such a strategy.

I also believe that it is good to post messages on forums and include your link in the signatures. These are back-links as well. Posting articles can get your links spread around the Internet.

Creating a blog also increases your search engine crawls.

Over time, you will be crawled over and over again and eventually you'll start receiving traffic from places you have no idea where it came from.

## **RESEARCHING KEYWORDS**

I use <http://www.wordtracker.com> for most of my research on keywords. I highly recommend you try them out.

I will also type in my keywords on <http://www.msn.com> in order to see what type of competition is out there. It shows how many other websites are available with each keyword. If it's under one million, then I think it's a good keyword to continue researching.

I like this free site to use called <http://www.nichebot.com> it can provide some good information. I also use <http://goodkeywords.com> to check misspelled words and broaden my research.

I always go to <http://www.overture.com> and search keywords with their inventory tool. It shows how many people searched that particular keyword in the last month. You can also see how much people are paying for specific keywords using their bid tool.

## **OUTSOURCING**

I highly recommend you do some outsourcing. I use <http://www.scriptlance.com> for most of my outsourcing because I can post cheap projects for under \$100 each.

For example, I did not feel like uploading or installing a new script to my site and posted it there. I got it done for about \$10. It may be no big deal for you to install that stuff, but I'd rather spend my time marketing...

I outsource a ton of stuff because my time is more valuable than money. As your business grows and you make more and more money, look forward to experimenting with outsourcing.

You could outsource a script or software to be written for you. Fill needs and wants by using the expertise of other people. Remember, you are into making money and marketing. Many others are not.

You can even outsource researching keywords for you. Let your imagination run wild. And, if you ever catching yourself grinding away on some particular task, think of posting it on a site like scriptlance.com

## **SPRING BOARD SITES**

Spring board sites are sites where you place your ad, banner, etc. within your niche that drive targeted traffic to your site.

For example, let's say you have a niche product on skin care. You find a site that receives tons of traffic and that site is on hair care. You can approach the webmaster and see if you can run an ad on their site.

You could exchange ads. You could joint venture.

This ad may pull tons of quality traffic. You see, it is important to continue to promote, promote, promote...

Proper research and execution can make all the difference in the world. In fact, you could even outsource this research. You could pay someone to go find springboard sites for you.

## **LONG TERM THINKING & PLANNING**

Long term thinking is hard for many people. We humans are emotional. We want things fast. We have desires, dreams, feelings and it becomes hard to plan years from now.

However, if you could slightly change the perception of thinking from short term to long term, nice things happen. Let me explain...

If you dedicated yourself to working two or three hours per day, you could get around 1,000 hours worked in a full year.

Think about learning a foreign language. Someone could spend 1,000 hours per year learning another language. Just two hours per day can make a huge difference in people's lives.

This is long term thinking. Think about lawyers and doctors. They go to school forever. They may not make good money for years and years. All their friends are making more than them and are done with school.

However, they keep striving away, studying, working and paying the price for the future. One day, they are a doctor or lawyer and begin making big money doing what they've worked so hard for.

That is long term thinking. I believe if people can adopt that type of thinking for Internet Marketing, then great things will happen.

Think about it. There are still millions and millions of people who are not even online yet. Still, many who are online have not purchased things online yet.

There are billions of people on the planet and new people are born every minute. There are only millions of people online, not billions.

So, shrink it down further. How many are into Internet Marketing? There are a very small percentage of people who are into Internet Marketing.

This means that you are way ahead of the game by simply being into IM. Even if you are brand new, you're still way ahead of everybody else.

New people get turned on to IM every day. And, more and more people pull out that credit card and make their first purchase online every second.

And, there are many breakthrough opportunities still to come.

My point here is to think long term and plan long term. I know if I don't quit, keep learning, keep taking action, keep investing in myself and my business that eventually I will succeed.

Want to know how to guarantee your success? Here it is... don't ever quit. If you never quit, wouldn't you agree you're sure to succeed?

## **TAKING ACTION**

If someone asked me what the "key" to success is... I'd say one word. I'd say, "Action". Action is what separates the wealthy from the non-wealthy in my opinion.

Action is what sets everything in motion. Nothing happens usually, until someone puts in some action in one way or another.

If you want to increase your chance of success, increase the amount of "action" you are putting in. Having thoughts are good. Having ideas are good. However, action has to be taken in order for any idea or thought to become a reality.

I can think about exercising. I can have a great idea for an exercise routine. But if I don't get off my chair and actually "do it", then it's just a thought. It's just an idea. It remains there waiting for "action" to take place.

## **ROLLING THE DICE**

I believe it's important to roll the dice from time to time. Let me explain...

It's beneficial to research, strategize and create valuable products or services. People buy "value". They are exchanging their money for value.

With this in mind, it's more important in my view, to just go for it. Do not over analyze or over create. Just go for it. People will learn more from taking action than over creating.

Roll the dice and take action. I believe that's crucial to success online. Taking action and rolling the dice helps people realize and learn what steps generate results.

You see, some people have fears and doubts. These people worry that they will fail or that people may laugh at them. These people are afraid of ridicule or personal embarrassment.

They may have the desire and ambitions to succeed greatly, but just lack the "action" skills necessary to make [success] a reality.

This fear causes people to refrain from necessary action. It causes delays. It causes reluctance to initiate, execute and follow through with things.

Successful people have fears too. However, many of them PUSH through these fears and take action. These people may be perceived to be risk takers or extremely confident.

I believe these people just understand that it is ok to fail. It is ok to have fear or doubts. They recognize these emotions. They also understand that if they do intent to reach their goals, action and follow through will need to be executed...

There is the risk of failing, but that's ok. It happens to everyone. But, the more one pushes forward and bangs away at a particular goal, the more intelligent the person becomes concerning the achievement of that goal.

Failure is just another opportunity to go at it again, except more intelligently this time around.

Something almost "magical" happens when a person keeps pushing and striving to achieve a goal...

Their belief and faith about achieving these goals goes up and up. As people put in more work towards achieving goals, they start to feel worthy of achieving those goals.

The belief system goes up...

Then, they achieve the goals! Hooray!

Once these goals are achieved its human nature to want to do what? That's right, achieve higher and larger goals.

Here is the point I've been leading up to. Pay attention to the point that once a goal is achieved people shoot for higher goals. Let's use an example to illustrate this point...

Let's say you set a goal to make \$1,000 per month online. You pushed yourself, believed and kept striving away to achieve this goal. You took the necessary action, eliminated emotions that are obstacles and finally achieved the goal.

You achieved the \$1,000 per month mark. You are excited for about five months and then decide to set a goal to increase it to \$5,000 per month.

Here's my question. If you had to start all over again from scratch, would you have a higher sense of "belief" than you did before you achieved your goal of \$1,000 per month?

At this point, would you doubt you could do it again? Would you have any fears about failure?

Of course not!

So, I recommend people skip those negative emotions and go straight to **100% Full Belief and Faith**. Roll the dice, take action, have faith and celebrate the results.

## **FOCUSING ON RESULTS**

Taking action is crucial. Focusing on the results is priceless. I believe one should always have the end results in mind when taking action. In other words, if you want to land an interview, expect to land an interview. Take action and expect the results to be in your favor. Don't allow even one tiny, itty-bitty negative thought to enter your mind.

Not one.

If by some reason a negative thought creeps into your mind, immediately replace it with a positive thought. Here's a funny example:

I may look in the mirror and think, "My hair looks bad". I need to immediately replace that thought with, "My hair is nice and at least I still have some". ☺

With focusing on results, it's important to "EXPECT" what you want the outcome to be. This does a great trick on the mind and forces it to follow through with the action.

That trick trumps habits and negative thinking. It helps to prevent “sabotage”. You see, I believe people sabotage their own success. It happens.

One may be on the perfect track, doing all the right things, and then crash! That last crucial step is mishandled. This happens because people often sabotage their own success.

By focusing on results, this sabotage is often stomped out. However, the trick is to focus on positive thoughts. Focus on positive thought patterns.

This is another good reason why I believe people should just take quick action when starting out. Roll the dice per say.

By doing this, results happen. If one gets quick results, then it’s already too late to sabotage. It’s already a reality. It’s already working. The results have already taken place. Positive thoughts are more easily available.

Heck, if you sell the worlds worst ebook and you get positive results... you know it’s all uphill from there.

Keep in mind though, I fully believe in providing tremendous value to customers. I think it’s paramount to do so. This idea of tossing a product up quickly is merely to prevent sabotage and produce fast results... or experience.

I believe all action you take should have “results” clearly focused and top of mind. Its cause and effect...

Celebrate your successes, no matter how small they seem to be. By celebrating your successes, your mind will want to “feel” that more and more.

Your mind wants to experience pleasure. If you celebrate and give your mind what it wants, then it’ll want more. And, by doing this, results will follow.

## **Business Sense**

Imagine investing 1,000 hours into learning a foreign language. Let’s say you want to learn Spanish... If you invest 1,000 hours into learning Spanish, you will probably be able to speak some Spanish... wouldn’t you agree?

However, if you divide 1,000 hours into learning Spanish, English, Italian, French, Japanese, and German you may not know how to complete a simple sentence in any foreign language.

This is why it is so important to master one area. People make tons of money in each area. Some people are affiliates. They make fortunes by only working

affiliate programs. If that's what you want to focus on, then I recommend you stick to that until you are practically an expert.

It's much easier to learn more foreign languages once you've learned one. In other words, once you know Spanish well, it's much easier to learn Italian.

Jumping around from one thing to another can leave a person burned out and with a low level of enthusiasm for following through to achieve proper results.

As far as creating a business model... here's a quick example of that...

Let's go offline for a second. Let's say I want to start a fast food restaurant. I want to sell burgers.

I would probably have quicker and better results if I follow the model of McDonalds... right? I mean they've sold a billion burgers or so.

Or, I could create a burger place that's like Starbucks. I could be completely different. People can order burgers with chocolate or mocha. I bet people would like burgers that cost \$15 each.

It's much better to follow a proven model. It's much easier and requires less risk. Sure, I can put my own spin on the model. I can call it what I want. I can have my own clown or King.

The point is I'll model something that is already working. I'll just be a bit different. I don't want to create an entire new industry or fully go against the norms. After all, what result am I looking for? What's my end result? What am I after?

For me... my personal results are that I want more freedom. I want more time to do what I want, when I want, buy what I want, go where I want, eat what I want, etc.

So, if duplicating someone else's business model gets me there quicker... I'm all over it.

## **SETTING AN ACTION PLAN & GOALS**

I read somewhere that the more time you take to prepare, the less time it takes to execute. I believe this. Time management is one of the most important skills a person can develop. I mean, you only have 24 hours in a day. How you decide to use those 24 hours is up to you. You have good control on how you spend your time.

If you spend your time in the "dimension of distraction" then you may not get many results out of your time spent.

Time is precious. I know I want more of it. I want time to spend doing the things I want to do.

Since time is so precious, spend it wisely. How do we do that?  
Well, planning is one way to ensure you spend your time wisely.

If you believe (like I do) that the more time you spend planning, the less time it takes to execute... then that'll save you time.

Spending more time planning can ensure you are using your time wisely. Try this... grab a notebook and pen and go sit in a quiet place for one hour. Dedicate yourself to 1 hour of quiet time. Spend that entire hour planning actions steps for your business (or whatever you want to plan).

I bet, you will get more done and accomplish much more by doing that... than winging it. Your results will be far greater. You'll have a few "Ah Ha" moments. Things will become clearer. How's that for focus?

I recommend you try planning your time before you spend that time. If you are going to be on the Internet for two hours, spend 10 minutes planning before you turn the computer on. If you enjoy planning, spend 20 minutes or even more.

Then, execute your plan!

Do this each day. Become a planning maniac. Do this and positive results will follow. I'm quite certain. This single lesson could be a "breakthrough" for many people in business. It's that important.

Combine the lessons of "taking effective action" with "focusing on results" and "planning/time management" and you'll be so far ahead of everyone else it's amazing...

Now, let's add another ingredient to success. You've heard this one before. We all have.

"Set goals"...

Here's my take on setting goals... they are useless if you do not fully 100% believe the goals will be obtained. This may go against what many teach or believe. Many say to set high goals that stretch you. Yeah, that's fine and dandy.

I think setting high goals are great... as long as you fully believe you can reach these high goals. If there is any doubt in your mind at all, forget it.

You have to **FULLY** believe it. There can be no doubt. 100% faith is required. Failure is not an option. If you can believe in that manner, then set the goal.

Here's what I do... I set a goal six months to twelve months out. I place a firm mental picture of that goal. If that goal is to make a certain amount of money, I pound that goal into my head. I fully believe it. I speak about it to my wife in that manner.

I may say, in December we can go skiing in Aspen for a week. She may respond by saying that'll be pretty expensive and we have to close on our house in December. I will say, that's fine, I have an additional \$10,000 coming in that month.

You have to expect it. It's powerful. I've tested this. I've explained it to others. It works. This technique is taught in several top books.

So, set the goals you fully believe you can achieve. Own the goal. Expect it to be reality. Imagine the goal achieved. Do not allow any negative thoughts whatsoever to creep into your mind. It's a done deal.

That's it. That is the key to setting goals. Write them down, plan them out, repeat them to yourself, talk as if they are on their way, expect it...

Goals have to be attainable and achievable. You can not set goals that are too high or not realistic. You've heard that before I'm sure.

Well, it's not completely true.

The reason goals have to be realistic is because you have to believe they are realistic. If you believe you can make \$20,000 per month online within the next two months, and you really – really believe it, without doubts, then set the goal.

## **FOLLOW THROUGH**

Once you find your niche and identify your USP, you need to create a product and sell it. You'll need to promote it. There are a million things you can do. However, are you following through?

Again, we are going back to “action steps”, “planning” and “goal setting”. We are talking about focus and results.

Did you follow through on everything you said you would do? This is important. Following through helps you create your own system or formula for success.

It is crucial for your mind to know that you went all the way through. You set a plan, worked on your plan, set goals and put action into it all. If you followed all the way through with your plan, your mind will lock onto this formula as a “Best Selling” formula.

Your mind will have no doubt. It's 100% full faith in the process you developed and executed. It works. If you follow through entirely, then the next product or service is almost guaranteed to succeed. Just do it again with a different product.

Top marketers develop this "lock" and many may not even understand how they did it. Many marketers will look at others and say to themselves... "Why is it so hard for them?" "It's as easy as pie".

It's because they developed a "lock" in their brain. They have no doubt. It works and has worked over and over for them. Therefore, they just repeat it.

"Following through" helps to create a system that you know can be duplicated by yourself over and over again.

## **PROMOTING**

I am pretty convinced that if you have a site that brings in \$100 per month, it can bring in 10 to 20 times that if it is promoted right.

Before I get into the several different ways people can promote their businesses, I want you to understand the most important point.

Promoting is not an option. You must promote the heck out of your site. Remember when I wrote about follow through? Well, this is what I mean by it.

You have to continue to bring in prospects. I mean everyone knows who Coca Cola is. Do they even need to advertise or run promotions?

Yes, and they do. They spend millions on advertising and promoting and they've been in business for ever.

The same business basics that go for offline businesses go for online businesses as well. The problem is that many people think that Internet businesses go by a different set of rules.

This is not true. There are differences though. I mean, it's hard to start an offline business for \$100 or \$200 right?

However, most business principles apply to online as well. Treat your business as if you invested 100k or 200k into it. If you put 100k into your niche website, you'd be sure and follow through and promote that site wouldn't you?

Ok, let's say you build a product and site on karate. You started a karate business is what you did.

Well, there are karate shops all over the place offline. They are in shopping plazas all over the world. So, you're online business just happens to be online and not in a shopping plaza.

The shopping plaza is on a busy street where thousands of people see the signage. However, the karate shop does not stop there. They run ads in the local newspaper, mail out coupons, offer free lessons, have karate shows, pass out flyers, wear their uniforms in public places, etc.

They continue to promote. They pay good money to be in the shopping plaza in order to get curb traffic.

These same principles apply to online business. People just need to think of it the same. I believe it's because it cost so little to get an online business started that people lose sight of the fact that the principles are pretty much the same.

Think of your karate site as an offline karate business you started in your garage. You want to build it up to go into its own plaza. Then, you want to have your own gym and ultimately many shops across the world.

When you launch, you're in your garage. Now, promote the heck out of it to grow into being in your own shop in a plaza.

## **BLOGS**

I recommend you invest time in learning to blog. Blogging is one way to increase your site and promote the heck out of it.

It's easy to set up and free for the most part. Every time you post to your blog you are generating the right actions to build your business.

The more you post, the better. Don't forget that the Internet is the information superhighway. It's built on information. Information is the gas that fuels the Internet.

By posting to your blog, you are fueling the Internet – and your businesses.

It is simple to lose track of the value of Blogging. Heck, we all do. I know a top marketer that is very big in the Blogging community and he swears by it.

I have to admit, I ignored Blogging for the longest time. I just did not see very good results from it at first. I like quick results and lose patience fast. I've done the same thing with AdSense.

After speaking with the Blogging Marketer, I instantly changed my point of view. Blogging generates traffic. And traffic makes me money.

So, now I'm into Blogging. ☺

Once I started getting into Blogging, I learned valuable tricks and places to go to increase the effectiveness of my blog. I learned that links back to my sites from my BLOGS was tremendous for getting ranked on search engines. BLOGS became a very big part of my business strategies once I realized the power of Blogging.

Blog and Ping is a strategy that can increase your niche sites. I will now incorporate Blogs into every niche site I do. If I have a niche site that sells widgets, I'll have Blogs for that site.

Every time I post to the Blog, it will ping other sites. That increases traffic.

## LINKS

Having links to your site also increases traffic. There are sites that will let you include your link for free. If you can build up the links coming into your sites, then search engines and traffic will have more opportunities to find you.

With my sites, I'll do reciprocal links and one way links. I will post classified ads, links on other people's Blogs, in articles, in forums, in ads, on Craglist.com and many other places.

It all helps get the word out. It's like advertising on a bill board. Remember, I want to not only promote my business online; I want to **promote the heck out** of my business online.

## ARTICLES

Articles serve many different purposes. One thing articles do is drive traffic. If you write (or outsource) an article to be written and you post that article on the free article directories, that article is like a permanent billboard that never comes down.

Actually, it's better than a billboard because it gets picked up by ezines and gets distributed all over Internet land.

## CLASSIFIED ADS

I like classified ads. There are tons of places online you can run classified ads. I like to post classified ads on sites like craigslist.com and other similar ones.

These ads serve as links back to your site. Additionally, it's usually an easy way to generate some traffic.

## **PRESS RELEASES**

Writing and submitting press releases is another great way to generate traffic. When a marketer submits a press release, it gets sent out and picked up by various content sites and news sites across the Internet.

Many of these content or news sites have high rankings and receive tons of traffic. This is yet another way to generate awareness, quality links, and traffic.

## **MINI-SITES**

Mini sites are small-quick one page sites people toss up on the Internet to generate links back to their main sites. These mini-sites are like billboards online.

I try to focus on keywords when generating mini-sites. I may focus on just one keyword per site.

## **THANK YOU PAGES**

Thank you pages are often overlooked as a marketing opportunity. There are services that provide opportunities to swap thank you pages or have co-registration avenues.

For example, a person may sign up for a newsletter. After they enter their information, they end up on a thank you page – which is thanking them for subscribing.

On that thank you page will be a couple more opportunities to sign up for other (recommended) newsletters. People can sign up for multiple newsletters quickly.

This could be a good avenue for building a list.

## **TRAFFIC EXCHANGES**

I use traffic exchanges. I simply join for free and have the site up while I'm online working. Every time I think of it, or move on to another web site, I click on one of the sites to view. Over time, I generate many credits. My site is being seen and it is a pure numbers game.

I don't depend on traffic exchanges, but I use them. It works. I also make sure that I'm just building my list. I am not selling anything. I'll give away a product in exchange for a subscriber.

Traffic Swarm is one I use often. There are many others. Try it out and think long term with traffic exchanges. Build 2,000 credits and then judge the results.

## **JOINT VENTURES**

Venturing with other marketers is highly recommended. I believe it's one of the most crucial lessons a marketer could learn.

This is why it is so important, in my book, to network with other like minded people. They can help you achieve your goals.

Marketers are always up for new ventures. The key is to have a solid plan and follow through with it. Treat your plan and proposed venture as a "real" business. Treat it like you invested 100k into it.

The reason most JV's never materialize is because the person proposing the JV never follows through or actually has a plan.

I am quite certain that if a marketer properly prepares a solid plan and then proposes the plan to a top marketer for a JV, the top marketer will be very interested.

I've had people approach me for JV's many times. Often times, if I think it's a good idea, I tell them to put together a plan and proposal.

Guess what?

I never hear back from them. This is yet another reason to "focus" on your goals. It's another example of the need to plan and execute properly.

Above all, when it comes to JV's, I recommend people simply network and get to know others. That's where many opportunities are found.

Getting to know other marketers is paramount to succeeding online, in my opinion.

## **Managing Your List**

I tend to try and be personal with my list. I tell quick stories about myself and write as if I'm writing to one person – not thousands.

This helps build trust, credibility and a sense that they know you. You may not be able to know all of your subscribers, but they'll know you somewhat. And, if they feel like they sort of know you – they'll want to read what you have to say next.

It's also important to interact with your list, if possible. I'll often ask my list to do a quick survey for me. I do this to learn what my customers want and also to build interaction with my list.

Your list is an asset and you want to grow your asset. Of course you will have people opt out and that is just fine. It's part of the business. However, you're growing your list daily and managing your list personally.

I've subscribed to list where all they do is sell, sell, sell. I do not recommend this at all. In fact the more subtle you are the better. Give them valuable information, lessons and a little bit about yourself. It works.

## **SALES COPY**

Your sales copy is absolutely critical. If you are going to buy anything, I'd recommend buying information on writing effective sales copy. If you are going to learn anything, I'd recommend learning effective sales copy.

By mastering the art of writing decent sales copy, you're success online is unlimited! It is that important. It is HUGE!

If you own your own business that sells widgets, do you want a top salesperson working for you – out there pounding the pavement selling tons of widgets?

Or, do you want someone who is terrible at sales out there selling widgets for your company?

What if your entire widget company depended on some person out there selling your widgets? What if your widgets are the greatest thing since sliced bread and you have some crazy person out there selling your masterpiece?

Your sales copy needs to be a “go-getter” salesperson, in a sense. You know how some sales people can sell ice to Eskimos? That's what you need.

Think about this... The Internet is a bunch of words, audio, video and graphics right? What it is that separate many of the “haves” with the “have-nots”, are written words.

I’ve seen thousands of times a nice product offered with a bad sales copy. With some sites, you can not even figure out what the product is until you really study the site.

Look around. Type in a niche you are thinking about selling into Google and click on the Adwords Ads. How is the sales copy? Does it capture you? Are you thinking of buying it?

Create swipe files on your hard drive and within your bookmarks on your web browser. If you find a nice sales page, bookmark it or save it. Go back and read it, study it and just figure out what makes it capture you...  
Presentation is PARAMOUNT!!

Your sales copy must immediately capture people... right off the bat. It’s your opening statement. It’s what is going to get the reader to go through your site.

Think about all those telemarketing calls you used to get at home while you were eating... 99% of them were quick hang ups or a quick, “I’m not interested” from you right?

Did any telemarketer ever get you to talk to them? ...Ever?

Well, to get me... it had to be good. And, they have about 10 seconds to capture me. If they do, their chances of making a sale skyrocketed. Those 10 seconds are tremendous!

Your headline is tremendously important. You may have the most terrible widgets ever know to mankind... However, if you have a super rock-em’ sock-em’ sales person, widgets can be popping out of your store left and right!

I’m about to give you the insight of all insight! If you get only one thing from this program, get this one...

Sell the sizzle!

Yep, the sizzle is what people buy. Sell it to them. Sell the sizzle! Don’t emphasize that with hard work and determination your customers may make a little bit of money here and there... Sell the sizzle.

Here’s an example of a headline:

**“Make Money Online Working Part Time  
Selling Books To People Who Love**

## Books”

How’s that headline strike you? Is there any sizzle? Ok, check this one out:

### **“Discover Right Here And Right Now Exactly How I Make \$2,632 Per Week Working In My Underwear, Being As Lazy As I Want To Be, And How You Can To If You Follow My Simple Steps!”**

Most people would want to read the sales page from headline number two. It has sizzle to it. Now, depending on what you are selling is important. I mean, if I’m selling a tax product, headline number two many not fit. :)

You can sell sizzle without selling hype and a ton of fluff. It’s all in the way you word things. However, focus on the emotions of the reader. Focus on the sizzle. Focus on the benefits and how those benefits provide sizzle.

Here’s a formula for how I write sales copy:

- Simple header graphic that is clean
- Headline with plenty of white space around it on the page
- Headline sells the sizzle
- The page is slim with a grey background (usually)
- The text is slim as well (narrowly written down the page, not wide)
- I immediately explain to the reader that they have made the right decision to be there and how this product is the best option for them
- I then give a benefit or two
- I give a testimonial
- I then add another 18 point sub-header
- I then provide the body of the sales letter with more sub headers mixed in
- In the body I sell sizzle and benefits and generate emotions.
  - I want to remind them if it’s pain they are feeling
  - I want to remind them how great it will be if it’s a money making product
- I give a couple testimonials
- I close them subtly in the body
- I paint pictures. I focus on trying my best to get them visualizing in their head something about my product or its benefits. Pain a mental picture for them.
- I overcome common objections.
- I close them

- I overcome a couple more objections.
- I close them again
- I then offer a bonus that seals the deal
- I close them again

Use action words and imagery. Use words like “isn’t it” and “right?” Like this:

I mean, most people will make money with this technique, **right?**

These words such as:

Isn’t it...

Wouldn’t it...

Shouldn’t it...

Don’t you think?

Wouldn’t you agree?

...Right?

Those types of words get your readers shaking their heads up and down and saying yes to themselves. If you get them saying yes throughout your sales copy, it’s an easier close. They are used to saying yes already and agreeing with you.

Here’s an example of painting a picture:

*Do this for me if you will... take a moment and imagine you are dressed in a snow skiing outfit that fits too tight (don’t you hate that) and you have spent the last six hours trekking up and down the mountains. Your knees are swollen from falling down every 45 seconds. Your face is numb from the cold and you are ready for the hot tub.*

If I’m selling skiing lessons or some type of ski book, I just painted a picture perhaps most novice snow skiing people can relate to.

One other thing I’ll do from time to time is tell a very quick story of myself in the copy or at least try and make it personal. I’ll include my name in a sort of swift way.

Like this:

*He said, “Eric, why are you always picking on your sister.” I know I’m not supposed to do that. However, a brother just can not deny those opportunities.*

It gets the readers involved and helps them feel like they know you somewhat. It works in my opinion.

When I close, I try and seal the deal. I explain flat out that the product is awesome and that they will miss out. I use closing techniques. The same closing techniques sales people use face to face...

I ask for the purchase many times too...

**Will You Jump On Board  
And Be Our Next Member?  
I Know You Will Absolutely  
Love What I Have For You  
On The Inside!  
Come On In, The Door Is Open...**

If you are not a sales person, I recommend buying a book on “sales”. It’s a great way to transfer over to writing sales copy. Tom Hopkins, Brian Tracy, Zig Ziglar and others have great books on selling.

Use those selling techniques to write and sell your readers!

That’s what I did to learn how to write sales copy...

**IDEAS**

Here you are going to find 236 ideas for Internet Marketing Products. All of them can be used at your discretion. You can take just one of these ideas and narrow it down or create your own spin on it.

If anything, it could get your wheels spinning for more idea generation! Also, if you are ever stuck with idea block, come back to this page and read through them. It could jog the perfect million dollar idea!

1. How to start a janitorial company
2. How to be a real estate agent
3. How to buy houses for \$1
4. How to buy cars for \$1
5. How to stop chewing tobacco addictions
6. How to dance like you’re cool
7. How to be more fashionable
8. How to beat cancer
9. How to handle death of a loved one
10. How to slow the aging process

11. How to beat chronic pain
12. How to beat diabetes
13. Eldercare for your loved one
14. How to have corrective vision surgery
15. How to beat heart disease
16. When you've been diagnosed with Parkinson's disease
17. How to properly plan your retirement
18. 1,000 things you can do during your anniversary
19. Stop acne today
20. Stop your heroin addiction now
21. So you too have an eating disorder... fix it now
22. Before you visit a child psychologist, read this...
23. What is your personality habits that are preventing you from...
24. How to beat social problems right away
25. Before you visit a chiropractor, read this...
26. How to be an acupuncturist
27. This herbal remedy will...
28. Massage your way to better health
29. Trigger Point Therapy and Self treatment
30. How to beat the IRS
31. So you are a victim of malpractice...
32. You have rights with bipolar disease
33. How to interior decorate your home
34. Need to plan a wedding...
35. Read this before you hire a plumber...
36. How to bake and decorate stunning cakes
37. Read this before you buy furniture
38. Read this before you buy a new washing machine
39. How to finance a beautiful swimming pool
40. Need to remodel your home, say no more...
41. The roof needs replacing, read this first...
42. Scrap-booking
43. Sewing
44. Soap Making
45. Stenciling
46. Stuffed animals

47. Textile arts
48. toy making
49. Framing
50. Knitting
51. Crafts for children
52. Beads
53. Baskets
54. Painting
55. Rubber stamping
56. wreath making
57. Leather crafts
58. Model airplanes
59. Miniatures
60. Lapidary
61. Knives
62. Photography
63. Clocks & Watches
64. Buttons
65. Coins
66. Dolls
67. Guns
68. Autographs & memorabilia
69. Rugs
70. Teddy bears
71. Art
72. Books
73. Marbles
74. Military
75. antiques
76. proper etiquette
77. investing in day trading
78. penny stocks
79. International investing
80. How to be a great leader
81. How to keep good bookkeeping
82. How to be an effective manager
83. Legal guide to small businesses
84. Before you buy a franchise...

85. How to properly budget
86. How to generate capital
87. Venture capital
88. Bird watching
89. How to be a hunting guide
90. Hunting
91. Fishing
92. Camping
93. Hiking
94. Biking
95. Motorcycles
96. Survival skills
97. Horse racing
98. Quarter horse breeding
99. Outdoor living
  
100. How to start a carpet cleaning company
101. How to invent a new technology
102. Travel to Hawaii
103. Win at craps
104. Canning & preserving
105. Make your own wine
106. So you are a vegetarian
107. Catering Weddings
108. How to get a 4.0 in college
109. Safety and first aid
110. Proper nutrition for teenagers
111. How to put your book into an audio file
112. Super foods
113. Why are rich people not fat?
114. Are you codependent
115. Don't get angry at me you have anger management problems
116. So you are not romantic...

117. Where is your soul mate waiting at?
118. Stressed out... read this then
119. Analyze handwriting to gain an edge
120. Are your dreams keeping you terrified...
121. Physical abuse
122. Bookmark this page to improve your memory and don't forget...
123. Your spirit and your life
124. Transform yourself into a millionaire
125. Fishing boats ranked and reviewed
126. Fishing tackle, equipment and reviews
127. Anxiety beat
128. Your inner child revealed
129. Keep a journal online
130. How to make money as a graphic designer
131. Create calendars
132. Start your own magazine or publication
133. Art history
134. Learn to be an artist
135. Learn ball room dancing
136. Be a stage actor
137. Reno, what to do where...
138. Landscaping
139. International business
140. Project management
141. How to study
142. Urban legends, real or not
143. Teaching
144. Drawing and modeling
145. Building types
146. How to be a model
147. So your teenage daughter is pregnant
148. How to be a grandparent
149. How to adopt
150. Which college is right for your kids...
151. Shopping addiction... beat it
152. How to be more funny
153. How to finally be pregnant

154. Motherhood
155. You have twins
156. How to get along with your siblings
157. Step-parenting
158. Dysfunctional relationships
159. Fatherhood
160. Buddhism
161. Hinduism
162. Religious art
163. Islam
164. Judaism
165. New Age
166. Occult
167. Eastern religions
168. Sci-fi
169. Learn Spanish
170. Learn to hit a curve ball
171. Be a switch hitter
172. Pass college algebra
173. Learn MS windows
174. Astrology
175. Astronomy
176. Quantum Physics
177. Nursing
178. How to be a medical transcriptions
179. How to be a veterinarian
180. Digestive problems
181. Psoriasis
182. Panic Attacks
183. Viral problems
184. Cardiovascular
185. Hot flashes
186. Menopause
187. So you're getting sued...
188. How to be the greatest cook
189. How to get your boss raving about you
190. How to read body language to get ahead
191. How to silence a bully

192. How to start a vending machine business
193. How to make thousands with mail order
194. How to stop your divorce
195. How to handle ADD
196. How to be a parent to a child with autism
197. How to lose 20 pounds eating cereal
198. How to run 15 miles per week
199. How to exercise while working
200. How to speed read
201. How to have a larger vocabulary
202. How to hypnotize people
203. How to use magic tricks to get more dates
204. How to talk to the dead
205. How to beat the casinos using magic
206. How to stop your car from being repossessed
207. How to get a discount every time
208. How to travel for free
209. How to be a travel agent
210. How to have the best lawn in the neighborhood
211. How to have more confidence
212. How to sound and seem more intelligent
213. How to get out of a speeding ticket
214. How to win a child custody case
215. How to get your screenplay sold
216. How to land every interview you go on
217. How to be the top salesperson
218. How to handle confrontation
219. How to handle tough conversations
220. What to do when you have manic depression
221. The secret strategy to successful fishing
222. How to manage a sales force
223. How to train employees to think for themselves
224. How to finally sell that house that's been on the market
225. How to build your own beer fountain
226. How quarters will make you rich
227. How to make your own greeting cards
228. How to train your dog to stop barking

- 229. How to train your bird to talk
- 230. How to breed German Sheppard's
- 231. How to set up an aquarium
- 232. How to stop grinding your teeth when you sleep
- 233. Do you have sleep apnea?
- 234. How to tell if you've been abducted
- 235. How to be psychic
- 236. How to win at online bingo

All of these 236 ideas can be taken and spun into countless other ideas. For example, How to be psychic can also be spun into "What psychics really do and how you can do it too". It goes on and on with each of the ideas. With this in mind, can you see that even if there is competition in a niche, you can break into it with your own unique spin?

## **COMMON MISTAKES AND HOW TO AVOID THEM**

Here's what to avoid:

### **The Dimension of Distraction**

Do not get distracted with all the nonsense that's out there trying to take your attention away from a niche product. What most people do is start a niche product and then quickly give up on it by moving on to the next fresh and new opportunity.

Don't do that. Stay focused on your product and keep promoting it. I've seen people who make \$30,000 or more per month from the simplest niche products. They simply continued to promote it over and over and over and over.

### **Stop Looking For the Golden Secret**

Most people continue to buy and buy always looking for that hidden secret that will make all their dreams come true. Start doing and stop looking. It's right there in front of you.

You have everything it takes to succeed online. The entire world is just a click away and billions are yet to come online. Instead of buying another ebook or investing in another opportunity, spend that money at [scriptlance.com](http://scriptlance.com) or [elance.com](http://elance.com) on getting a product written for you.

Spend that money on PPC or solo ads. Spend that money on getting someone to post messages on forums. Have someone create a software program for you. Heck, pay someone to do keyword research for you. Treat your business like it's a real business and results will follow.

### **Spend a dollar to make a few dollars.**

All in all, the master key to making money through niche products is to continue to grow your customer base by relentless non-stop promoting. There are enough people in the world looking for "dog training" that you'll never run out of customers...

An article you write and submit is like a billboard that remains there forever. Picture a small pond overloaded with fish. These fish are jumping out of the water and can barely move around it's so packed. You and I are standing knee high in the water with all the fish. We can barely walk there are so many fish.

We each have a net in our hands. We are going to scoop out the fish with the net. However, your net is very large and mine is one of those small ones for aquariums. Who's going to get the most fish?

You will of course. Why? Well, because you have the larger net to capture all those fish. The net is a symbol of promoting. The more promoting you do the more fish you'll catch!

Go with the larger net...

To Your Success!

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**GuruSecretSociety.com** is a "business networking" site that features mentoring, wealth talk, brainstorming, seminars and JV opportunities. Building relationships is crucial to your online business!

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