

How to find your niche market, set up your site,
produce your product and knock out the competition
like a military campaign.



Finding your niche.

Just one of the many courses available from Pete Lauder, and is an integral part of the home business builder plan.

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Part 1

When you find a niche, don't scratch it.

If you want to know what all the fuss is concerning niche marketing, you're in the right place. Take yourself back to when the Internet first opened itself up to commercial websites. The net was barren and any new site popping up would be certain of search engine coverage, the world really was their oyster. Some really crazy things started to happen and big money began to flood in to the dot coms of the late 90s. As the money poured in so did the entrepreneurs with their own ideas of gaining a foothold in this new, and vast market.

The end of the dot com era came crashing down, but the small marketers continued, undaunted by what they knew was a glitch, a simple market adjustment, caused by pumping too much money into virtual sites with zero return, or usually a loss. These small marketers are today's gurus and business owners; they have secured their places on the Internet real estate board. All the time, even more small do-it-yourself sites kept popping up, in every possible field under the sun, and beyond.

The marketing brigade also had its influx of new starters, these people were keen to make their mark and build their empires in a very crowded market, and it gets busier by the day. Supply far exceeded demand. Contrary to popular belief, it was not the newbies that decided to search for pastures greener; it was the wise gurus of old.

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A few, very wise marketers realized that their marketplace was getting swamped with literally millions of websites, all fighting for position on the search engines. They soon worked out that it was much easier to find a new market, rather than compete in the crowded pool. They found the best, ripest markets and are still doing it today. A wise rule is to find out which way everyone is heading and go the other way! Be different.

You see, niche marketing is not about throwing all your eggs into one basket; it's about multiple streams of income. As soon as one niche site is set up and running, practically by itself, you start work building another, or expanding your existing product range. There are many many, niche markets left to exploit, but the supply will run out one day.

This e-book will help you to find a niche market, these markets do exist and they are lying dormant, just waiting for somebody to capitalize on them. Let's find one for you.



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Part 2

How to find your own niche markets.

Niches are everywhere; every subject has a niche, sometimes many. A niche market is a small-specialized market where all your prospects are keen, targeted, willing buyers, the complete opposite of a mass market. A mass market is expensive to market to, a niche market is inexpensive to market to.

To give you an example of a niche market, follow these examples;

Sun Records:

Rockabilly:

Charlie Feathers:

You may not realize this, but Sun Records, the Sun studios of Memphis Tennessee, is probably the most famous record label there is. Sun was rockabilly's largest contributor, signing the likes of Elvis, Johnny Cash, Roy Orbison and many more. If you Google Sun Records, the figure is frightening, nearly 9 million pages!

Most people are totally unaware of rockabilly, it is a country and blues fusion, the mother of all rock and roll music. Google rockabilly and count the pages, just over 1.5 million. This is a very big niche market, not impossible to break into, but you'd have a hard time of it.

One lesser known singing star was a half American Indian singer going by the name of Charlie Feathers, unfortunately, Charlie has now passed away, but his fans live on. Google Charlie Feathers and observe the count, 372,000. **I'm not suggesting that you should start your niche business based upon Charlie, his family have the top ranking site and I like it that way.**

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Where to uncover your niches

There are so many thousands upon thousands of niche markets, it's impossible for me to steer you in any particular direction. My insider tip here, is to think of money, where does it stink of money? How about:

Motor racing

Yachting and cruises

Polo matches

Clay pigeon shoots

Fashion parades

Charity auctions

Country clubs

Elite golf clubs

Helicopter owners

These are just a few off the top of my head, use your imagination.



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Part 3

Test the market first.

This process of seeing a market and then splitting it, is the standard way to discover ripe niche markets, we call it drilling down.

As you drill down each time, the numbers of sites become fewer and competition is easier. Look at the sites and see what **people are buying from these sites**, you'll find merchandise, music and all kind of items, **your chosen niche must have people that already spend.**

Google **buy Charlie Feathers**, (186,000) and all the sites that are selling Charlie Feathers stuff, that use the word **buy**, will be listed. You can also mix in other words like order, subscribe, member, merchandise, e-book etc. Next type in a mix of needs, these need words are like solution, solve, fix, find, where and how, get the picture?

If the market is still too crowded, just drill down again until you find a market that is suitable. You need dedicated followers that are already buying, they may have clubs, newsletters and societies, and they really feel passionately about their subject. If the competition is poor then you can make your move and grab the market for yourself.

If you already know your chosen market then it really helps you, that's why I recommend that you think of an area that interests you. Write down 10 of your favorite things and start playing with Google. Find one that you can drill down to having at least 5000 searches a month. Take a good hard look at the competition and judge whether you would want to take them on, if there are big fancy sites that are spending vast amounts then it's not for you, but it does suggest that there's money there.

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Make sure that you write down your results to compare against all the searches. In no time you will have an idea flowing for your niche, find out as much as possible as you can about it.

Remember, **research, reconnaissance** then **raid**.

Your checklist:

A hungry market with a passion for their field. MANY PEOPLE WILL GO TO EXTRAORDINARY LENGTHS TO SATISFY THEIR LUST FOR THEIR SUBJECT.

Money, they must already be spending.

Laser targeted, you want your prospects to be targeted to your niche, and you don't want to lose them in a broader market.

Product, when you get set up you will want to sell everything that you possibly can as an affiliate, alongside your own deals.

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Part 4

The tools of the trade.

First and foremost, you need to be able to construct a web site. If you are familiar with Dreamweaver, then you should be all set to go, but what about those of you that have no knowledge of site creation software? The solution is a wonderful tool called [XSitePro](#). This powerful web site builder is template based, and extremely easy to use. You can read about [XSitePro and see the user videos here](#).

Here is a keyword tool that I have used for years, it has proved to be invaluable, time and time again. The software is free and it's called [good keywords](#) you will find multiple engines like overture and yahoo, simply find a responsive engine, type in your keyword and watch the engine come up with suggestions. The best part is when you find a suggestion that you like, just double click on the suggestion and, hey presto, good keywords spits out a new related set of keywords.

Now move on over to this wonderful free resource that will show search to demand ratio, the only drawback is that it only works with one word at a time, try out the [niche market research tool](#).

Try different words that you could associate with your target market, these will form your keywords. When you type in rockabilly, you will spot the alt country rockabilly music at the top. In my case there were 861 searches and only 4 sites to accommodate this search. ***Like I said earlier, it's not impossible to break into this market.***

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See the demand supply ratio, look for any figure over 100 and you have a potential target area. Next, go back to our good friend Google and type in your keywords, look to the right of the screen and you will notice a small column of sites, these are Google ads and they have been paid for, these were placed under the keywords that you have just typed into Google. The ads are sold in a bid market, which means if you see "pedigree sheep" at 5 cents, you can pay 6 cents and your ad will be on top. Next go over to the [Google adwords tool](#).

Find out how much per click they are charging for your keywords. The aim is to find a very cheap click, because you can drive some very targeted prospects to your site with these ads. You may need to open an account to use the tools, but usually you don't need to complete the sign up process. There are many more search engines than the mighty Google, but Google will return an accurate picture of what's out there, if you have a favorite search engine of your own then you should use that too.

Now if you pay \$10 for clicks in a month and return \$20 in sales, then you are in profit, you can then increase the amount of PPC (pay per click) and make more profits. Keep going like this until your PPC costs near your profits, then stop.

Make sure that your site is optimized for the search engines and start to build some web traffic.

In time you will have a good search engine ranking, this is helped by filling your site with content, if you have no product, don't despair, there are plenty of affiliate offers around. If you can't find affiliates in your niche then don't give up, you simply contact the website owners that are selling product and offer to joint venture (JV) with them.

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Part 5

Become an expert in your chosen niche!

How on earth do I do that? It's a lot easier than you might think. Firstly read all you can about your niche, secondly find who the established experts are, they may have their own sites, they may be found in **forums**.

If you find a forum in your niche market then visit the forum daily, read everything, but don't post. People visit forums with problems, this is pure gold to you. When you become familiar with your subject then announce yourself and have your site in your signature file, say how wonderful it is to have found this forum and how you are looking forward to being an active member.

Do not start a post for at least a month, instead, find people with problems and try to answer their problems, within a month, you will be recognized as an expert!

When you do get around to posting, ask questions about likes and dislikes, the answers can be used later in news releases, like *"in a recent survey carried out by redpacking.com over 80% of consumers' preferred red packaging"*

Brand yourself and brand your site, if there is a convention of any kind, find out about it and get yourself there. At the very least have a few hundred business cards to give out, or a small publication. Most of the fanzines started out this way!

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Everything that you give away, or **better still sell**, must be branded with your website. Give the Url and 3 different email contacts, like Rob, Jane and Freddy @ your site dot com. This makes it look like you are a team, when you are just a one person operation.

Another great way of branding yourself as an expert is by using blogs, these little web diaries will be read by your prospects, because, don't forget that they live and breath your subject. This is where I offer some cautious words. Do not run away at the pen. Become an expert gradually, when a prospect asks you a question then research your answer first, don't just guess, be sensible.

When you are expert in your field you can offer live audio and video sessions through your site, post news items, press releases and hey, if it's interesting then go for the big boys, the newspapers and magazines. What most people don't realise is that they have a hard time trying to find stories to put into their publications, this leaves the news organisations open to your marketing.

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Part 6

If there is no forum, build one yourself!

Next, create a list of top names in your niche and contact them, explain that you have been asked to start a newsletter by one of your prospects and would they consider creating some articles because they are the number 1 experts in xyz. Pile on the kudos, make them feel important, that way, they work for free! Try to call them on the phone, if you can great, just remember to tape the call, (you must inform the other party, when recording a call) and have some juicy questions prepared.

Start to compile the transcripts and articles into a book; this will become this niches hottest product. Contact your experts and advise them that you were so overwhelmed with material that you are making it into a book, smother them in kudos and tell them that they will have a special; mention in the book. Have them send you a link to their site (more kudos) and they will have a free copy. When your book has launched, you can make it an affiliate product, your first affiliates will be your panel of experts, it's that easy!

You now have your product, to create a sales page for your product get great tips from copywriters at the copywriting university forums <http://www.copywritinguniversity.com/forum/index.php> With the help of the forum, you can create your sales pages, present them to the membership and they will tell you how to improve on it.

Don't be shy about using graphics, but remember all the people with slow connections, there are plenty out there. Keep your graphics sizes down to the bare minimum, there are some great tips here: <http://www.websitetips.com/graphics/>

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Next create a subscriber form on your website, using a static, or a pop up form, on as many pages as practical, paste some snippets from the book and launch your ezine. You can use some of the articles, post events and anniversaries and such like. Many people, myself included, have trouble adding scripts to websites, can you imagine my relief when I found a hosting company that has snap in scripts! I joined them straight away and I have a newsletter and affiliate function on the click of a mouse, and yes, even a forum. I really cannot recommend them enough, judge for yourself: [ThirdSphere hosting.](http://ThirdSphereHosting.com)

With ThirdSphere you set up your subscriber forms, tracking, affiliate sales, products and all other essential automation, as you build your site, this is done by the very clever, automation station. You can build your own e-books, articles and even testimonials all through your ThirdSphere back office.

Advertise your book and any affiliate items you are selling. Remember to include an email form to answer any problems (these will supply your content for the next issue). It is possible to charge for a newsletter, just because so many are free doesn't mean it isn't being done, judge its possibilities. You now have your new niche business, in a box, use your imagination and you can claim your piece of Internet real estate gold.

To your success,

Pete Lauder, system master and success coach.

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

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