

## How to Find Niche Markets the Easy Way

It's now a proven fact that publishing ebooks on niche subjects can significantly boost your bank balance but finding those niches to market to can be a long and laborious task. So, if you've ever got to the stage of tearing your hair out with frustration because you don't know where to look to find suitable niche markets to sell information products to, then worry no more!

In this article I'm going to remove the mystery surrounding niche marketing and show you some very simple methods to give you more product ideas than you could ever have dreamed of.

You may think it a little strange to start with Amazon. After all, why would you even attempt to compete with something so big? Well, of course, you're not competing with them but if you go to their site to the "books" section and type in a niche subject that you'd like to base a product on, you'll be given a long list of subjects and sub-subjects. For example, if you type in "fishing" as your niche subject, you won't just see products on fishing. You'll also find products on "ice fishing", "salmon fishing", "bass fishing", etc. Cast your eyes down the results very carefully and you'll be amazed at how many subjects crop up that you would never have come up with by yourself.

Also, don't forget that you will have one big advantage over Amazon, no matter what the size of your online business . . . you will be able to deliver your products INSTANTLY to your customers. Some people just can't wait! To be able to get your prized information product instantly, and not have to wait those frustrating few days for an item to arrive in the mail, is sometimes just what the customer wants. You'll also find that they're prepared to pay a higher price too, just for the privilege of an instant download. They might see a physical book as only worth about - but with a downloadable product, quite often the customer will happily pay up to a time. For some reason, the value of these types of products is perceived totally differently so take advantage of it. Find out what the customer is looking for and provide it for them!

Another handy tool that is available to you for free can be found at the Freekeywords Wordtracker site. Again, as with at the Amazon site, simply key in your niche subject and then, within a few seconds, you'll have a long list of sub niches, all ready and waiting for you to come up with information products on! An added advantage of Wordtracker is that you will also have access to seeing how many people have been searching for each particular niche subject so, by comparing different niches, you'll be forearmed as to which are the most popular subjects in terms of searches, long before you've invested any time and effort in getting your project off the ground.

Maybe you've heard of the "For Dummies" series of books. Again, you might think this is a large company that has got the market well and truly covered and, yes, you'd be right but it doesn't mean that you can't use that to your advantage. Go to their website and you'll be able to find a whole load of niche subjects, all of which could be potential projects for you to sell.

Possibly one of the best ways to research niche subjects is by going to an Article Directory. Whilst there are many article directories on the internet, one of my favourites is Go Articles. I expect you're beginning to see a pattern here by now in that you simply go to the site, put in your niche subject and sit back and wait for thousands of ebook subjects to appear on your screen. Jot down anything that appeals to you (make your list as long as you like, the longer the better!). Then, by using the Wordtracker tool that I discussed earlier, you can find out how many people are searching on each particular subject as a way of double checking that there is a viable market for your product. Any search figure of about 5,000 or over a month means that the market is keen enough for you to be able to make a profit from selling information products to the hungry buyers.

Before you know it (and with very little effort) you'll have a list of niche subjects so long that you'll be wondering if you'll ever have enough time to produce a product for every subject. Don't worry about this. It's far better to have a list that is too long rather than to still be struggling to come up with any ideas at all.

### A little warning

Before we go any further and you get swamped by the excitement of all of these new ideas, I just want to bring you back down to earth for a moment. It's very easy to get carried away and think that you'll be mega rich almost overnight if you start selling niche market products on the internet. Well, you won't, not unless you are very, very lucky. The problem is that there are so many stories floating around the internet about achieving great wealth that it's never easy to know which are true and which are not.

The one thing that I DO know is that if you go about ebook publishing the right way, methodically and with no unnecessary hype, your bank balance will thank you for it but it will take time to get there. Be patient and let your business build gradually.

Don't go with what you've heard before, all that rubbish about just having one big website and you will make your fortune from it. Think small scale instead but then repeat what you have done. In other words, get one small website up and working, to sell your niche product from and then, once you are confident everything is going well, . . . repeat it! Pick another subject from your list and start up another small website, just as you did before. You may think that small scale won't bring you a fortune but just imagine if each site brought in even just a measly 0 a month . . . now multiply that by 10 sites . . . or 20 . . . or 50. Can you see the bigger picture now? The sky really is your limit. All it takes is some time and effort from you initially and the ability to stay focused and see how your financial future could be.

Ok, warnings over! By now you're probably feeling pretty excited at the thought of having your own internet business but maybe you're worried about how you're going to write your ebooks. Well, don't be. It's really not as hard as you think. Many people think that they can't write anything, because they're not a "writer" but, hey, you can talk, can't you? Imagine that you were explaining something to a friend or just telling them some facts. Well, writing is no different from talking. Just write it as you would say it. If it helps, speak your book into a tape recorder and then play it back, typing it up and amending it, if need be, at the same time. Maybe you're still not feeling that confident about it but, if you have the time, why not give it a go? You may surprise yourself! (One thing though – do get a trusted friend to read it through when you're done, just to make sure that there are no silly spelling or punctuation mistakes in it. Professionalism really does count in this business.)

Still don't think you can write? Ok, if you really feel that writing your own product is beyond your capabilities than you can always pay someone else to do the job for you. Go to the Elance website and you will find people there who will write the book for you. Check the site out and do your research carefully before settling on a particular writer. Yes, of course you will have to pay for this service but you will be able to reap this cost back many times over once your product is out there and selling.

So . . . what are you waiting for? Do your research, get your product created, and then start advertising by using Pay Per Click Adverts, submitting articles onto the net about your niche subject and by writing press releases to announce your new ebook.

These are the secrets that the wealthy guys don't want you to know about. Having multiple streams of income is THE way to go these days and there's never been an easier time than now to set it all up and running, regardless of how much experience you have. If you like the idea of money flowing into your account 24/7, indefinitely, . . . you know what to do!

Source: <http://www.articlecircle.com>

#### About the Author

Sarah Levy is an information publisher specialising in helping people start their own home based business. You can find out how to make your own info products in one day, even if you can't write, by going to <http://www.escapetosuccess.com/lightningcash.htm>