

## Appeal of Niche Marketing

Nowadays, quite a few ebooks are being sold on the topic of niche marketing. Most of them are written by people that haven't really "been there and done that" themselves. They just see an unfolding trend toward niche marketing and decide it's a good bandwagon to jump on. In contrast, I've been selling online to niche markets for years (and doing quite well!). I was dealing in niche markets before niche markets were 'cool'.

As internet marketing becomes more and more competitive, it's difficult for marketers to make a profit - especially new, inexperienced marketers. Most of the newcomers read the over-hyped salesletters and fall for the latest, greatest fad that's sure to make them a million bucks. They buy some guru's \$97 ebook, study it for days and then flop miserably when they give it a go. They've not only wasted \$97 for the 'expert advice' in the ebook - they've also wasted a lot of time building a website and a lot of money trying to promote their website with Pay Per Click advertising.

Out of sheer frustration, many new marketers simply give up and quit trying. They mistakenly conclude, due to their own failure, that this internet marketing stuff just doesn't work. They thought that if they followed the advice in the guru's ebook, the money would roll in faster than they could spend it. Big mistake!

Contrary to what most internet marketing gurus feed you, buying their ebook won't make you rich. They tell you that you can sit on the beach, sipping Pina Colodas while people keep sending you money. What a bunch of garbage. It's never happened that way for me or for anybody I know.

Making money on the internet takes work, just like any worthwhile business does. You have to do the proper research in choosing a profitable market. Besides being profitable, the market you choose also has to be accessible to you. If the competition is too harsh, how can you, as a beginner, hope to out do experienced and firmly established marketers and grab a portion of their business?

Well, you can't. But, you can carve out your own segment of business by going after market niches - those small segments of the market that aren't currently being sought after by the big boys. By working in niches, you'll have far less competition and therefore a much higher likelihood for success.

You see, there are multitudes of niche markets, where people are extremely passionate about their interests, but these markets are considered too small for big companies to pursue. Big companies are usually interested in markets that can bring them millions of dollars every month, so a \$15,000 per month market doesn't appeal to them. But if you're working on your own, an extra \$15,000 every month can be very exciting, don't you think?

Look at it this way - even if you sell in a niche market that only makes you \$1,000 a month, what's to stop you from selling in multiple niches? If you have 10 or 20 niches, all making money, your monthly income can be substantial. Once you find a niche market to go after, you need to find a product to supply that market's needs. If you like selling digital goods, Clickbank is a good choice. They handle all the customer service for you, so it's easy and with thousands of products, you can find something for just about every niche that exists.

If you'd rather deal in tangible products, there are other affiliate programs, such as Linkshare or Amazon, although the digital products pay higher commissions.

Finding a profitable niche takes time, usually lots of time. You have to start with an initial keyword for the product you'd like to sell. Then search for that keyword at Google to see how much competition there is. Next, you'll try to narrow in on a specific target market by 'fine tuning' your keyphrase to find a smaller group of potential customers. You keep repeating this process of refining your search phrase until you find a target keyphrase that has fairly low competition but still has enough searches every month to make it worth your time. If you can't find a suitable market, it's time to move on to the next idea and start all over again.

I know this doesn't sound like fun, but finding niche markets can be highly profitable. Although finding a niche can be tedious, the rewards can go on and on for months or even years, so find those profitable niches and finally start making the money you truly deserve!

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### About the Author

Carson Danfield is an "under the radar" internet marketer who's been quietly selling on the internet for the past 8 years. If you'd like to take a software shortcut to finding highly profitable niche markets, you need to check out his latest Niche Finder Software at <http://Traffic-Trix.com/ANF/>