



# MONEY MAKING NICHE TOPICS\$

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### About 'Money Making Niche Topics'

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## INTRODUCTION

**Niche marketing has been getting a lot of press lately. You can find discussions of it on Internet marketing blogs, forums, and websites. Ebooks and print books about the subject are popping up everywhere. All of this might lead one to wonder what the big deal is about this fascinating new concept.**

But the truth is that it's not a new concept at all. Niche marketing has been around virtually since marketing came into existence. It is, however, a big deal.

Niche marketing is simply narrowing your focus to a small segment of a market. It has been employed by marketers for many years. Some examples would be health food grocery stores and plus-sized women's clothing catalogs. But the Internet has taken niche marketing to a whole new level, as it makes it more feasible for marketers to reach prospects who are geographically distant.

The Internet also makes it easier for savvy consumers to shop around. At first glance, this might seem like bad news for small business owners. The mass merchandisers can obtain products at lower prices than the little guy can, so they usually have the best deals. But by focusing on a niche, you can offer greater expertise in the area you specialize in. You can also offer more personalized service. And for some niches, mass merchandisers are not even competitors. They simply do not find it worthwhile to cater to very small markets.

With the right niche, there is plenty of money to be made online. This report will show you how to find the most profitable and sought-after niches, and how to market to those niches most effectively.

## WHY WORK WITH NICHES?

At first glance, niche marketing might not seem very smart. After all, don't we want the largest possible target market for our products and services? Wouldn't we have a better chance of making sales if we had a broad demographic? The answer to both of these questions, especially if your business is a small one, is "Probably not."

There are plenty of big companies that do very well by catering to a large target market. They offer a little bit of everything, and they promote it to people from all walks of life. But these huge corporations have probably been in the game for a long time, and they have seemingly boundless marketing budgets. For those who are just getting into the game, it is usually better to find a good niche.

It's a lot easier to make an impact in a small niche than in a broadly defined market. Narrowing your focus instantly makes you look more knowledgeable in your field, and it affords you the opportunity to actually be more knowledgeable. Instead of trying to be all things to all people, you can really learn a lot about your specific market. You won't win over those who are not looking for exactly what you have to offer, but you will become a very attractive option for those who are.

When you're doing your marketing online, having a niche is especially important. When people look for information online, they usually use specific search terms instead of vague ones. If you have a website that is about precisely what they're looking for, you stand a good chance of getting their traffic. And if your website does its job, that traffic will translate into sales.

Both online and off, niche businesses lend themselves to customer loyalty. When your customers find what they need from you and have a good experience in the process, they will be very likely to come back in the future. They may also recommend you to others they know who might be interested in your products or services.

So while focusing on a niche does reduce the size of your target market, that's not a bad thing. It makes it easier for you to speak directly to your market through your marketing efforts, and it increases the chances that they will respond. Instead of getting a chance

at a small percentage of market share in a large market, you can have a good probability of getting a large chunk of a smaller market.

## WAYS TO DEFINE A NICHE

By definition, a niche is a segment of a larger market. There are many ways that you can divide a market, so it makes a seemingly infinite number of niches possible. That's why new ones are being created all the time.

To examine this concept further, let's look at the clothing market. It is a very broad market, because everyone wears clothes. There are a number of ways we could divide the clothing market up.

We could sort by gender:

- Male
- Female

We could sort by age:

- Babies
- Toddlers
- Children
- Teens
- Adults

We could sort by size:

- Standard sizes
- Plus size
- Tall
- Petite

We could sort by article type:

- Shirts
- Pants
- Dresses
- Skirts
- Undergarments
- Outerwear

We could sort by style:

- Sportswear
- Casual
- Formal

To come up with a niche, we would combine a few of these categories to come up with smaller ones. So we could sell men's casual shirts, or children's formalwear, or women's petite pants. These are just a few of the possibilities, but they illustrate the concept of niches.

It is possible to take a niche too far. Continuing with the clothing example, an extreme niche might be women's plus sized tall purple knee-length skirts. Sure, there might be people who are looking for that very thing, but how many? And would you be able to find enough different products in that category to make it worthwhile?

On the other hand, some niches may seem far-fetched, but in reality they might have solid potential. Research is the key to finding a niche that is closely targeted yet feasible.

## SELECTING THE BEST NICHE

The secret to success when it comes to niches is finding the right one. If you choose the wrong one, you might end up with excellent market share in a virtually nonexistent market. The idea is to find a small market, but one that is profitable and has good potential.

So how do you go about finding the right niche? Here are some tips.

- Think about topics that interest you. The most successful websites are those that the webmaster puts a reasonable amount of effort into, with high quality, unique content. Building a site around a popular niche that you have no interest in may work for a while, but you will eventually get bored with it and it will become stale. If you're building sites to sell, that might be fine for you. But if you plan to keep a site for the long haul, it's best to base it on something that you enjoy and have the desire to know a lot about.
- Once you've settled on a broad subject area, do some keyword research to narrow it down. Google Adwords' Keyword Tool is a good free option. You just enter a broad subject, and it returns related keywords with details of the competition for those words and their search volume. The most lucrative niches have little competition and high search volume.
- Some marketers take the opposite approach, looking for niches that appear profitable and then narrowing them down to ones that they feel comfortable working with. This strategy can work well as long as you don't become bored too easily. Just remember that you will be working with products, services, and/or information relevant to this niche extensively, and that you will be dealing with people within the niche on a daily basis. If those thoughts make you cringe, you might want to rethink your game plan.
- One thing that it is crucial to keep in mind about competition is that some of it is a good thing. It means that your niche is in fact profitable. If you find a niche with very little or no competition, don't be too quick to pounce on it. Doing some additional research to ensure that there is enough of a market to make it

profitable, and that the market is accessible, can save you from wasting time and money on a niche that is destined for failure.

- Take note of the keywords that look the most profitable, and try to find one that you could reasonably build a site around. Check to see if relevant domain names are available, and consider how you plan to monetize your site. See the next section for further discussion of monetization methods.
- The most profitable niches are those that lend themselves to repeat customers. It's easier to get previous customers to keep coming back than it is to get new customers. A good niche will do both with proper execution, but the repeat customers will almost always provide the bulk of your income.

It is important to remember that there is no one niche or category of niches that will work for everyone. After all, if things worked that way, the good niches would become overcrowded quickly. Finding a niche that appeals to you and is underserved is your best bet.

There are some potential problems to look out for with niches. One of the most prevalent is that of the fad niche. Fad niches might be wildly popular right now, but they do not provide solid long-term income potential.

A prime example of a fad niche is the Atkins diet. Just a few short years ago, the Atkins diet was all the rage. There were reports of people losing lots of weight on it, and it seemed that everyone was jumping on the bandwagon. Books about the diet sold like hotcakes, and the news was abuzz with Atkins success stories.

After the diet started getting lots of attention, food manufacturers started making foods that were designed with it in mind. These did reasonably well. Then fast food restaurants started offering low carb options. By this time, the diet was waning in popularity. The new menu options saw lukewarm sales, and the items offered in stores started sitting on the shelves a little longer. Even Atkins Nutritionals ended up filing bankruptcy.

There is money to be made with such fads, but only if you get on board early. Once the market is fully developed, it is usually so saturated that newcomers are hard pressed to get a piece of the pie. And even if you do catch it in time to make some money, you'll have to constantly be on the lookout for new trends to maintain your level of income. So unless you're in a position to catch wind of trends long before everyone else does, finding niches that have long-term profit potential is the soundest option.

One way to determine whether a niche has long-term earnings potential is by looking at its history. Various niche analysis tools allow us to do this, some in more depth than others. The Adwords Keyword Tool allows us to look at this by providing statistics about each keyword's average performance as well as its performance over the past month. If a keyword has seen a recent surge in search volume, it might be a seasonal performer, but it might also be a risky proposition.

Another thing to consider when analyzing a niche's profitability in the long haul is the performance of similar niches. Pop music, for example, tends to have a limited life span,

so focusing on a particular artist or song in the genre might not be the best strategy. In situations such as this, you might be better served to broaden your focus just a little.

The best niches offer the opportunity for earnings for years to come, not just for a few weeks or months. Taking the time to find niches with steady money-making potential lets you fully develop your marketing strategy without having to keep one eye out for the next big thing.

## MONETIZING YOUR NICHE

Once you've chosen a niche that is lucrative and will work for you, you'll need to think about how you are going to monetize it. There are many different ways that you can make money online. These include:

- Selling physical products – This is the first thing that comes to mind for many people who are looking for ways to make money on the Internet. You could make and sell your own products, or you could purchase them wholesale and sell them at retail. This method requires a substantial amount of work, however, including keeping track of inventory, shipping products, and handling returns. If you have a passion for a certain type of product, this is a viable option. But if you're looking for maximum profit with minimal work, there are other methods that would probably serve you better.
- Providing services – Selling services such as web design or consulting online is less complicated than selling physical products. You do not have to handle inventory, reducing your costs significantly. Your earnings are somewhat limited, however, because there are only 24 hours in a day for you to work with.
- Selling information products – Information products are a favorite among the Internet marketing community due to the fact that you can create one product and sell it an infinite number of times. Information products also work well for other niches, because people are always seeking knowledge about something. Putting these products in downloadable form makes delivery easy, and it keeps your costs very low.
- Utilizing affiliate programs and advertising – Those who enjoy creating websites and keeping them updated with original content often do well selling advertising or promoting affiliate programs. These options are very low-maintenance, and they can be highly profitable if your website or blog is popular. This is also a common strategy for those who create websites for the purpose of selling them to make money in the meantime.

- Ezine publishing – Ezines are great for drawing traffic to your website, but they can make you money even if you do not have a website. If you can get a large number of targeted subscribers, you can make money with your ezine through affiliate programs and advertising just as you would with a website.

There is no reason that you must limit yourself to one of these methods. In many cases, they can coexist peacefully as long as you do not overwhelm your prospects. You may, however, wish to set up separate sites for each method and interlink them rather than throwing them all out there in one location.

## FINDING THE BEST PRODUCTS FOR YOUR NICHE

Finding good products to promote to your niche is essential to your success, unless you're providing a service or selling advertising. And even if you are doing those things, offering relevant products can supplement your income very nicely. Multiple revenue streams are always a good thing.

It was once pretty difficult to find providers of niche products. It was virtually impossible for suppliers of products for every niche to be in any given geographic area. And if you lived off the beaten path, there was little chance of finding nearby suppliers for your particular niche. Even if you were able to find a supplier that wasn't close by, shipping costs may have been prohibitive.

Today, all sorts of products are readily available online. The biggest challenge is usually finding the right products for your particular niche. There is so much to choose from, it may be hard to figure out where to begin. Here are a few pointers:

- Join affiliate programs that feature a wide variety of products, such as Amazon or Commission Junction. You can search them for products that appeal to your niche. Just keep in mind that your offerings will need to be extremely relevant, because there are tons of products to be found in such places.
- Look for niche product memberships. These usually offer products that are available via download, such as software and ebooks. Finding a membership program that relates well to your niche and has limited membership can be very lucrative.
- Do a Google search for affiliate programs that relate to your niche. For example, if your niche is environmentally friendly cosmetics, go to the search engine and type in "environmentally friendly cosmetics affiliate program" (without the quotes). Not all affiliate programs are offered through marketplaces, so you might find some great products that you otherwise would have missed.

- Search for drop shippers or wholesale providers of products that your target market would be interested in. Looking online will probably give you several options. But don't forget to look offline as well. There could be a great provider in your local area that you weren't aware of. Try the Yellow Pages, or ask friends and family. You just might be surprised.

If you have no idea what kinds of products to start looking for, try browsing eBay. Their category listings are a great place to find niche products. As a bonus, you can see what those products are selling for. Past listings are a source of valuable information about niche products. To view them, go to a category and check the "Completed Listings" box, then click "Show Items."

## TEST MARKETING YOUR NICHE PRODUCTS

If you're producing your own niche products or providing a niche service, test marketing can give you valuable insight into how your offerings will go over within your niche. It can also allow you to make any necessary adjustments before you begin a full-scale marketing campaign. This will allow you to better serve your customers, and it will lend to your credibility.

In order for a test marketing campaign to be successful, you'll need to find the right testers. Those who are in the same niche as you but serve it in a different capacity may be willing to help you with that. For example, you might find a blogger in your niche who would be willing to put the word out to his readers that you have some free products that may be of interest to them. Product and service providers who target niches similar to your might also be interested in giving your products out to their customers for testing purposes.

You'll need some way to gauge the popularity of your offerings among your test market. You could offer coupons or some other sort of incentive for testers who complete a survey or otherwise give feedback. You might also consider offering incentives for referrals. Doing so could give you a head start in building a customer base.

This is also a good time to get some testimonials for use in your marketing. These are best when given by the customer's own free will as opposed to being given in exchange for an incentive. That doesn't mean that you can't ask for testimonials, though. If your customer has a website of his own, you could also offer some free publicity in the form of a link included with his testimonial on your site.

Your test market can give you valuable insight into the strengths and weaknesses of your product or service. This will give you an edge over others who may be trying to break into your niche. Don't skip this important step.

## PUTTING YOURSELF AHEAD OF THE COMPETITION

Although niches are not as competitive as mass markets, the good ones will put you up against some competitors. Some of your competitors will have gotten into the niche before you, and some may be able to offer lower prices. Therefore it is important for niche marketers to find a way to separate themselves from the rest of the pack.

Every niche marketer needs a unique selling point, or USP. This is simply the thing that makes your product, service, blog, or business in general different from that of your competitors. It could be price, quality, reliability, speed, or just about any other attribute, so long as it sets you apart.

Many marketers make the mistake of thinking that they must offer the lowest price in order to succeed. While low price is certainly a good selling point, it is not the only one. Besides, unless your product is exclusive to your business, there is a good probability that one of your competitors can offer essentially the same thing as you at a lower price. So it's important to look beyond the dollar signs and consider other things that will make your offerings appealing to your niche.

Your USP doesn't have to be just one thing. It can be a combination of factors that set your business apart. You could offer competitive prices paired with a money-back guarantee, for example, or free shipping and 24 hour customer service. When it comes to unique selling points, the more the merrier.

## NICHE BLOGGING

Niche blogging has become a very popular way to make money online. There are plenty of niches to go around, and blogging is a pleasurable and inexpensive pursuit. You do not have to worry about inventory or deadlines. You simply write about relevant topics on your own schedule.

When you're considering a blogging niche, it will require a bit more thought than a niche for a standard website. Blog readers demand frequent updates, and if your blog doesn't have them, they will lose interest and go elsewhere. So a blogging niche must be narrow enough to attract a targeted market, but broad enough to make it feasible to write at least several posts each week. Once you've determined your niche, setting up a blog is fairly easy.

Blogger, WordPress.com and some other providers offer free online blog software and hosting, but these are generally not recommended for professional bloggers. If you use these, you won't have as much control over your blog as you would if you were footing the hosting bill. Some of them do not allow advertising in any form or restrict it, so it would be very difficult to monetize your blog. The ones that do allow advertising have the right to change their terms of service at any time to disallow it, so you're much better off springing for a domain name and web hosting.

Blogging is still easy if you get your own domain and hosting. There are several great blogging platforms to choose from that make posting and modifying your blog a cinch. WordPress is probably the most popular, but there are many others available. Some web hosts offer free installation and upgrades of certain blogging platforms.

Another great thing about blogs is that they're low-maintenance. You simply upload your template and post away, and the blogging software does the rest. It puts your most recent posts first, archives old posts, and handles comments per your specifications. There is a slight learning curve with any blogging software, but if you're comfortable with computers and the Internet you can be blogging in no time.

Finding things to write about can be an obstacle sometimes, especially with niche blogs. But with some research, you can usually find enough topics to keep your blog updated regularly. If you get stuck, here are some ideas that can help cure your writer's block:

- Include little tidbits about your personal life. While you don't want to get too personal on a professional blog, it never hurts to inject a little personality. By finding some way to relate your experience to your blog's subject matter, you can let readers know you're human while sharing your expertise.
- Look up events that happened on any given day in history. Is there anything there that you can relate to your niche?
- Check the latest news. Most of the bigger search engines have a news search feature, so you can simply search for terms that relate to your niche and bring up news stories that you can build a blog post around.
- Consider inviting contributors to write some posts for you. You could even hire one or two to do posts on a regular basis if you don't have the time to post regularly.

When designing a niche website, it is imperative that you maintain your focus. Your offerings must be relevant to your intended audience, and the site itself should be designed in a way that is attractive to your market. Keeping your site professional looking and free of typos and spelling and grammatical errors will help you maintain credibility.

If you know HTML and CSS, you will have a bit of an advantage when it comes to designing your own site. But it's not necessary to be a degree-holding professional web designer to create a great site. With some good website building software and a basic understanding of how the coding languages work, you can design your own site.

One of the most important things to remember when designing a website is that the design should be consistent throughout. This can be accomplished by using a template, and it works especially well if you use a content management system. Your web host may offer free installation of content management systems, or you can find them online as free or paid downloads. Joomla and Drupal are a couple of popular ones to consider.

Your site should have a substantial amount of content, not only for the benefit of the search engines, but for the benefit of your visitors. By providing useful information, you give your readers a reason to bookmark your site and come back whenever they need to know more. This also gives fellow webmasters and social bookmarking site users a reason to link to your site, resulting in higher search engine rankings and more referral traffic.

The main difference between niche website design and design for any other website is that with a niche website, focus is crucial. By staying on topic, you can establish your site as an authority on the subject, not just another "all things to all people" site. This will also go a long way toward ensuring that your traffic is well targeted.

Having a well-defined niche makes it much easier to get good rankings in the search engines. This makes a lot of sense when you think about it. If your site focuses on something broad and general, such as cars, there are going to be millions and millions of search results when someone does a search for that term. But if you focus on accessories for a specific make and model, there will be fewer search results. And that means less competition for the top spots.

By optimizing your site for the specific keywords you're targeting, you can get great results in the search engines. If your niche is targeted tightly, you can usually get by with minimal SEO work. The relative ease of getting rankings naturally will also reduce the need for spending on pay-per-click campaigns, helping your bottom line.

You can take the SEO benefits of having a niche a step further by getting even more specific on each page of your website. Going back to the automobile accessories example, you could optimize your main page for the term "Ford Mustang accessories." On each inner page, you could optimize for a specific type of accessory, such as "Ford Mustang spoilers" or "Ford Mustang seat covers." This gives you the opportunity to rank well for numerous terms while keeping your pages as relevant as possible.

When working on SEO, it is a good idea to check out your competition. Seeing what they are doing to keep their search rankings high will give you some insight into how to get yours to that level, or even higher. It will probably take some time to get to their level, but at least you will have an idea of what you're up against.

Once you've figured out what keywords you want to target and checked out the competition, the hard part of search engine optimization is over. Now you'll need to incorporate your keywords into your site in a way that will cause the search engines to find your pages relevant. Here are the places where you need to make sure your keywords appear:

- Title tags – These are the tags on each page of your site that tell browsers what to display in the title bar. Most search engines also take them into account when determining the relevance of a given page. You can easily modify them with some basic HTML knowledge in most cases. Some web design software and content management systems also make it easy to manipulate your title tags.
- Alt tags – These are the tags used to describe the images found on your site. Including your keywords here can give you an edge. Many webmasters overlook alt tags, yet they do carry some weight with most search engines. Being the webmaster who doesn't forget about them could put you higher in the rankings.
- Description and keyword tags – These tags are not as important as they once were. Often misused by webmasters to cause their sites to rank for terms that had nothing to do with their sites, the search engines now ignore them for the most part to keep things more relevant. Some search engines do, however, still use them, particularly the description tag. In search results from some providers, the description tag is displayed with a website's link.
- Headings – The headings on your website should include your keywords as much as possible. In the eyes of the search engines, these are representative of the content on your pages. Optimizing them well is a sound strategy.
- Content – Your site's content is very important to your rankings for keywords, and rightfully so. Content is, after all, what your site visitors come looking for. They could care less about your title or alt tags. Keyword density in your content should be about 3-5%, and the words should be included in a way that makes

sense and reads easily. If you do not stay within these guidelines, you run the risk of your site being banned for keyword spamming.

Blogs are a little different from an SEO standpoint, but the same principles apply to them as do to regular websites. For best results, make sure that your title tags are designed to include the name of your blog and the post titles, and that your permalinks include the post title as well. Once that is all set up, you can concentrate on coming up with keyword rich titles and content.

Hiring an SEO expert to get your site ready for the search engines is an option, and in some cases it's a very good idea. If your niche has solid profit potential, or if you're not comfortable doing the SEO yourself, you might want to consider hiring someone. While a reputable SEO firm won't guarantee you top ten results (because there is no way to know exactly where you will rank), it can greatly increase your chances of getting them.

## BUILDING NICHE LISTS

Building a mailing list is one of the most profitable things you can do online. It works especially well with niches. People might sign up for mailings about general topics, but they tend to unsubscribe quickly when the bulk of the information sent doesn't apply to them. Niche lists are much better at holding the subscriber's interest.

Building your list will take some work, but it is very much worth it in the long run. Getting opt-in subscribers gives you the opportunity to communicate with your prospects as long as you like, or at least until they unsubscribe. That means that you can keep yourself fresh in their minds, and you have multiple opportunities to get site visits, sales and referrals.

If you need more reasons to build a niche list, here are a few:

- List building is economical. You might have to spend some money on advertising to get subscribers, but sending out emails is a very inexpensive way to market your products, services or website.
- Mailings can be easily personalized. You can simply add your subscriber's name to the subject or greeting, or you can go as far as to offer personal recommendations. Either way, you can speak directly to the reader in a way that few other mediums allow.
- Getting people to opt into your list is an easy way of getting your foot in the door. Many Internet users are more comfortable giving out their email addresses than their mailing address or phone number. Once they subscribe and you earn their trust, they will be more likely to become customers, even if it requires them to give you more contact information.

There are lots of ways that you can go about list building. Some are free, some cost a little, and others cost a lot. But if you produce high quality targeted mailings and attract the right kind of subscribers, your list will be worth its weight in gold.

One of the most effective methods of list building is pay-per-click advertising. A pay-per-click campaign can be expensive, but you only pay for actual visits to your opt-in page. If you choose the right keywords and write your ads carefully, a large portion of those who click through will opt in. So pay-per-click is often a great investment.

Pay-per-lead programs are also useful for list building purposes. These are simply affiliate programs that pay for opt-ins rather than sales. They are more economical than pay-per-click advertising because you do not have to pay for visits that do not result in an opt-in to your list. You can purchase affiliate management software and run your own pay-per-lead program, or you can sign up with an affiliate marketplace such as LinkShare and let them run it for you.

Website and ezine advertising can work well for list building if you get your ads in the right places. This can be rather tricky. The key to making advertising work is to place your ads on sites and in ezines that are closely related to your niche, but not in direct competition. Prices vary according to the popularity of the site or ezine.

Submitting articles to directories such as EzineArticles.com is a good way to build your list for free. You simply write articles about subjects relevant to your niche, include a resource box with a little information and a link to your site, and submit it for ezine publishers and webmasters to use as they please. The directories' terms of service require that publishers leave your resource box intact, so you will get a plug for your opt-in page every time someone uses one of your articles.

Free reports can also serve to get you subscribers. You can give them away to subscribers when they opt in, or you can distribute them through other channels and include a link to your squeeze page. Information product sellers are always looking for free bonuses to give away with their products, so it shouldn't be too hard to find someone who would be willing to distribute your report. For best results, work with a marketer whose products appeal to a market similar to yours.

Other free methods you can use to build your list include linking to your opt-in page in your forum signatures and getting listed in ezine directories. These might not bring outstanding results, but they can bring you some subscribers. And if you categorize your list correctly in the ezine directories and join forums that appeal to your target market, these could be high quality subscribers.

List building is important to any online marketer. It gives you ample opportunity to establish a rapport with your subscribers, turn prospects into customers, and get repeat site visits. Getting your message into prospects' inboxes on a regular basis is a great way to get results.

## LISTS FOR THE NICHE WITHIN YOUR NICHE

Just as you would have separate pages on your website for the different subcategories of your niche, it's smart to have separate mailing lists for different aspects of your business. This keeps your mailings extremely relevant, resulting in greater interest and higher subscriber retention.

That doesn't mean that you can't have a newsletter that covers all that you have to offer. In fact, that's a great starting point for getting subscribers to your more specialized mailings. And if a prospect subscribes to both mailings, it gives you double the chances to keep in touch. It also increases the chance that your readers will continue to receive some sort of mailing from you, even if they unsubscribe from one of them.

It's also smart to cross-promote between your mailings. Those who are interested in one subcategory of what you have to offer might also be interested in some of the others. Even if they are not personally interested, it's good for them to know about your other mailings. They could recommend them to a friend or colleague who might be interested.

It may sound difficult to keep up with so many lists, but it doesn't have to be. Your mailings do not have to be long to be effective. You also don't have to write everything yourself. You could outsource some of the writing, or you could utilize the aforementioned article directories to obtain some of your content.

## BRANCHING OUT

Once you've built a customer base within your niche, you might feel the need to expand your business. It's often a smart move, because once you have loyal customers, offering related items or services can be highly profitable. Not only will those in your original niche buy if they are interested, they may also give referrals to people who weren't part of that niche but might be interested in the new one.

It's important, however, not to alienate your original niche, especially if things are going well with it. Instead of lumping all of your niches in together on one website, set up separate ones and cross-promote them. And be sure to give them equal attention as much as possible. While a new niche will require a bit more of your time in the early stages, the members of the old one shouldn't have to take a back seat to it.

If you decide to take on a new niche that has nothing to do with your original one, it may not be a good idea to cross-promote. Your current customers will probably not be interested, and it may cause them to wonder if you are planning on sticking with them. You don't have to try to conceal the fact that you're trying new things, but you don't have to flaunt it either.

Niche marketing is constantly evolving. Sometimes it pays to diversify, or to drop things that are not working and start over somewhere else. The entire process is a learning experience, and we can pick up information through our dealings with one niche that will translate to another. We can apply what we learn from each niche we work with to the next one, and eventually we can pick up new niches with relative ease.

Niche marketing has been around for quite a while, but it has undergone many changes over the past few decades. The Internet has forever changed commerce for consumers, and for businesses both small and large. While some see the changes as negative because they make more competition possible, the successful businesses are those that embrace them and use them to reach out to customers more efficiently.

As technological advances are made and new products are invented, more niche markets will become possible. Some of the old niches will become obsolete. It is important for niche marketers to be able to roll with the changes and find new profitable markets, or to evolve with their current ones. Niche marketers have something of an advantage in that respect, because mass merchandisers are sometimes slow to adopt new things. Smaller businesses that focus on one particular area tend to recognize new opportunities more quickly.

With all of the new technologies and media that are coming about, marketers are exposed to more and more ways to promote their products and services. We have more options now than ever before, and we will have options in the future that we may never have imagined. It's an exciting and profitable time to be in niche marketing.

Niche markets level the playing field for small businesses, allowing them to get a piece of the pie that they otherwise might have missed out on. By providing specialization and excellent service, we can give customers something that they rarely find with larger businesses.

**And that's why niche marketing is here to stay.**

### **More Information About The Author...**

Daniel Cortes is an online marketer with a solid direct marketing background. He is the author of "Direct Info Marketing - The Complete Vision Ebook" and publisher of the "DirectEzine.com" Newsletter.

To learn more about niche marketing visit: <http://www.directezine.com>