

Niche Target Intelligence

Your Personal Intelligence Report On Red Hot Niches to Exploit for Product Development and Affiliate Sales

Hello and Welcome.

Thank you for downloading your personal copy of Niche Target Intelligence.

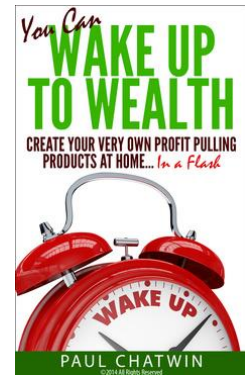
My name is Paul Chatwin and I'm an internet marketer, e-book creator and author of my best seller 'You Can Wake up To Wealth'



Inside this report I'm going to share with you some of the hottest product and service niches that have made full time marketers incredibly wealthy, and part time marketers more money than they ever could envisage working at J.O.B (just over broke).

These are some of the hottest proven niches that are working right now and will work well into the future. They are as diverse as dating is to leadership, dog training is to knee pain and financial success is to hobbies.

By the time you've finish reading this report you'll have a clear understanding of what a niche is and hopefully a lot of inspiration and ideas for multiple products to create or affiliate products to sell with a very high probability of working.



So what is a niche anyway?

A niche might be defined as:

‘A need or desire many people have that a product fills’

Well the Oxford Dictionary describes a niche in the following terms:-

- 1). A shallow recess, especially one in a wall to display a statue or other ornament:*
- 2). Ecology. A role taken by a type of organism within its community:*
- 3). A specialized but profitable segment of the market:*

What we can tell from these definitions, if they aren't immediately obvious, is that something fits perfectly into the role. Whether it's a statue into a recess, an organism, animal or insect into an eco-system, or a product that fits a particular segment of the market.

Something fulfills a need that a particular area has a strong desire or requirement for.



Hopefully this explanation will shift your mindset a little.

It should have helped you realize that a niche isn't something you just pick because you like the look of it, or you think it might be good.

A niche must be researched, uncovered, identified as being needed or having a role to play, and also having a hungry or 'needy' market where customers are eager to part with their money.

This is the main reason why so many people give up on their internet or home-based business dreams.

They simply don't or won't invest the time to uncover a good 'niche market', but instead prefer to dive straight in on a whim or a hunch that something may work.

And that makes the process of making money on line or off incredibly hard work!

(Although I didn't intend to spill my secrets so early on in this book, if anybody is looking for the mythical magic bullet to online success, I've just revealed it above.)

Therefore, I suggest you go back to the start and re-read it again, so that you really absorb the importance of what I've just said.

It can be heard all the time from people starting an internet business.

'I don't know what niche to go for'

'I can't figure out my target niche'

'I'm struggling with what niche to decide on'

If you approach your business from this perspective, or start from one of these places then:-

Success In Business Will Never Be Yours.

You can have the best website, the best landing page, the best copywriting, but without a targeted niche all you've done is simply

'Snatched Defeat from the Jaws of Victory'

Should I Target the Widest Audience Possible?

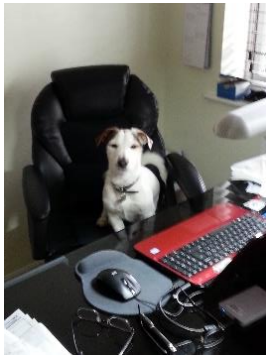
The next mistake often made that will kill your fledgling business stone dead is targeting the widest audience possible.

By all means start off broad, but then you need to get into the mindset of:-

Narrowing Your Niche

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If you're an expert in dog training for example, don't try to appeal to all dog owners and all breeds of dogs.

Start off with the broad market of dog training but then start narrowing your niche down to training specific breeds and specific traits.

For example, Jack Russell Terriers are aggressive towards other dogs and never stop barking in the house. (Example opposite, my JRT Stuart!)

It would be pointless trying to interest JRT owners in a general dog training product. The JRT has specific traits and their owners have specific requirements that they would be very interested in learning about.

I know this as fact being the owner of two very lively Jack Russell Terriers and this very subject (this very narrow niche) is on my list of things to look into.

I would not be interested in general dog training, and neither would any dog owner.



In the world of human traits we display all the evidence that niches, and narrowing the niche, is the thing we respond to most.

Let's say for example you are suffering from a headache.

A trip down any pharmaceutical aisle in your local supermarket will display an astounding array of painkillers.

In truth, most painkillers sold off the shelf are either paracetamol, aspirin or NSAID (anti-inflammatory).

However, would we buy a big budget tub of paracetamol for example if it was called something like 'The Cure Every Pain Tablet'?

No, probably not...

Most people would choose a brand that claimed to target pain caused by a tense nervous headache and pay three times as much for half the quantity, simply because it might be mixed with caffeine and claims to reach pain fast.

It's the same pain killer as the 'Cure Every Pain' but it's been niched, targeted, slightly adapted and narrowed, and that's what people respond to.

....A Specific Product for a Specific Want, Desire or Need.

Don't produce an e-book on how to achieve financial independence (which, incidentally is the desire of most people), it's too wide and too vague. Pick a niche that will show them a route to wealth and financial independence. (Affiliate Marketing, Product Creation, Online Sales, Forex, Property, Stock Market etc.)

Do you get it now?

Find the broad market and narrow down.

Where to Start?

As with most things in life, it is possible to have beginners luck when starting out, and reports of 150k income within the first twelve months or 36K in sales within 6 weeks are not unheard of and well documented.

However, as I like to point out:-

'Even a broken clock is correct twice a day'

That said, it would be nice to be sure of the time when you look at it!

Therefore, it's worth remembering that the most money made in the 'Product Information or Affiliate Marketing' arena is made in one of the 3-BIG NICHES.

1. **Business, Internet Marketing & Money**
2. **Health & Fitness. (Diet, Wellness, Over 50, Youthfulness etc.)**
3. **Dating & Relationship. (Find a man/woman, get your ex back, love after divorce etc.)**

Now obviously these are massive markets in themselves and extremely wide. However, they niche down fantastically as they have countless niches within niches.

The point I'm trying to get across here is that a good 80% plus of the money made online is within one of these categories.

However, please bear in mind that you don't want to create a product called 'Internet Marketing', for example, but you DO though want to start within the BIG NICHE of 'Internet Marketing'

When I was getting started, Pay-Per Click marketing was all the rage. It still is an excellent source of marketing and driving prospects, but since then social media has come along and offered alternatives.

PPC marketing falls very neatly within the mega niche of internet or on-line marketing, but is clearly a very specific subject within that mega niche.

Several years ago, I identified that niche market and produced an e-book called 'Pay-Per Click Marketing Pro'.

It sold well both on my website and on Amazon Kindle (not a life changer but worthwhile), and was based around both the pitfalls of PPC campaigns for the beginner and how to produce successful campaigns.

It was a specific method of paying for leads to a website or offer, but the point I'm making is that although it was in the mega niche of Internet Marketing, it was in the sub niche of driving traffic, within the sub-sub niche of paid leads within online business.



So do you get the picture now?

Start with a broad niche of a very hungry market and pick out sub niches within.

BE SPECIFIC....And Then Be Specific.

That is the way to see results fast and change your reality from broke online marketer to kissing your boss goodbye. (Another magic bullet revealed!)

Anybody can do this, I even know of a man from the UK who had suffered neurological brain damage during an unfortunate incident go on to make millions using the internet, affiliate marketing and the sub-niche of coaching university graduates on how to start a business rather than flipping burgers. And he only did it out of desperation; he knew nothing about internet marketing or technology.

Hopefully by now you are getting to grips with the definition of a targeted niche market and realizing that this simply isn't a game of chance or fancy, but in fact your whole business and online success lives or dies with getting it right.

Fortunately though there are thousands of buoyant areas to find specialist niche markets, so let's start to take a look now.

To read the rest of this book and discover the red hot and desperate Niche Markets, then please return to:-

<https://onenetbiz.com/what-is-niche-marketing>

Thank you for taking the time to read this bite size chunk of my e-book.

You can get the rest of the training via the above link, along with a four part video training series that shows you the exact way to set up a monetized website that is ready to start earning you money in whatever niche you choose.

Paul

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