

**YOUR FIRST**

**Money**

**Making**

**Niche**

Niche  
Marketing  
Planner



**EARN**

**MONEY ONLINE**

## Introduction

It is important for every entrepreneur to understand that a key element to success is having a well-thought-out business plan.

And when it comes to your business plan **the** most important part is figuring out what market or niche you want to enter.

This is crucial, as it allows you to determine what products or services you will offer, who your target audience is, and how you will reach them. Without this foundation, it becomes very difficult to create a successful business.

## Why Niche Marketing Is a Great Choice If You Are Starting Out

Niche marketing is one of the easiest and most effective ways for marketing beginners to make money online. It allows beginners to bypass a lot of the competition they'd face with other approaches. You'll be able to build up experience, tactics, make money and get real-world feedback in a small field that's skewed in your favor. Then and only then do you venture into a more competitive field if you choose to.

### **Why is niche marketing such a great choice for someone who's just starting out?**

Here are some of the main reasons:

#### **Low Competition Means Faster Profits**

Who wants to wait months to begin to make money? Getting cash flow fast is crucial for any business, but especially so for someone just getting started online.

A lot of people don't really and truly believe they can make money online until they start to see the cash flow in. Having that cash flow in for the first time breaks that belief. That first check is often invigorating and very inspirational. It causes people to want to work harder now that they know it's real.

Going into a small niche will allow you to start making money right away. You're not competing against million-dollar marketers who've spent years establishing their site, their brand, and their rankings.

Instead, you're going in with guns blazing into a market where the top sites probably don't often face serious competition. In other words, you're going for the low-hanging fruit.

### **A Higher Work-to-Profit Ratio**

In a niche market, your work will be translated to profits faster. But it'll also probably be translated into more profits. Because you have fewer people to compete with, your efforts will quickly get you through barriers that would take a lot longer to break through in a bigger market.

In a bigger market, you could literally spend hundreds of hours building backlinks and working on your SEO without breaking into the first page.

In a niche market, you could put in that same effort and quickly get into the first, second or third place positions for your main keyword. You'll instantly be getting traffic and making money, which you can put back into your business to make even more money.

### **Simple Techniques Work**

With niche marketing, you don't need complex techniques. You don't have to understand the ins and outs of Google Ads or Instagram marketing if you don't want to. You don't need complex tracking mechanisms or custom-built shopping carts.

Niche marketing allows you to learn very basic marketing tactics, put them into action and see immediate results.

In larger markets, you often do need to learn very advanced tactics to compete. After all, if you're competing against very sophisticated marketers, you'd need very sophisticated tactics yourself.

Don't try to take on established or well-funded sites until you've built at least one or two successful sites yourself. Niche marketing allows you to test out both simple and advanced marketing tactics in easier fields before you try out more difficult markets.

In short, niche marketing is easier, faster, and often more profitable. It's one of the simplest ways to make a good income online, quickly.

Ready to get started? Let's find your first moneymaking niche!

## Step 1: Explore Your Options for Carving Out Your Slice of a Lucrative Niche

There are two factors that every good niche needs to have: profit potential and low competition. If you have both, then you have a good chance of carving out a part of that market for yourself.

### Carving Out a Slice of a Large Niche

There's a lot of money to be made in taking small pieces of big markets. Markets like health and wellbeing, making money, credit cards, mortgages, etc. are impossibly difficult to tackle. Smart marketers who cut out just a small slice of these large markets can and do make a lot of money.

For example, the wellness industry is a broad market that encompasses everything from vitamin supplements and weight loss plans to personal trainers and yoga classes. It's huge!

However, alternative healing is a specific niche market within the wellness industry that focuses on natural and non-traditional methods of healing. Alternative healing can be further sub-divided into 'micro-niches' such as Aromatherapy or Acupuncture. These micro-niches can be very lucrative if you choose the right one.

Here's how this strategy works.

#### 1. Go Where the Money Is

There's a very good reason why markets like weight loss or real estate are so crowded. It's simple - there's a lot of money to be made.

Instead of finding small niche markets where the profit potential is unsure, in a proven market you can be certain that there's money to be made. The trick is carving a slice of the pie.

#### 2. Picking Your Slice

The best way to take a small piece of a large pie is to pick a specialty. That specialty should be a gap in the market.

For example, if there's a lot of content going around about buying and flipping properties but no content going around about how to identify up-

trending international real estate markets, that could be a very powerful niche to go into.

What about overweight vegetarians? If nobody's talking to them specifically, that could be another great market.

The secret is to find a gap in a large market where you can have something unique to say that isn't already being said.

Make sure it's a gap that has real demand. Use your instincts and your knowledge of the market to find a gap. That gap will become your personal or company brand.

In other words, you'll be known as the "international real estate guy" or the "vegetarian weight-loss girl." By creating this brand, you'll effectively become the go-to person for people who want to know about that topic. Word about your specialty will spread throughout the niche and soon people will begin to seek you out of their own accord. When people are consistently finding you on their own because of your brand in a market, that's when you know you've cornered a slice of the pie.

## **Narrowing Down Your Perfect Niche**

Let's look at how to come up with a list of potential niche markets, as well as whether you'll be able to break into the market.

The first step is to come up with as many topics as you possibly can. You'll later narrow this down to just the one or two that have the most potential.

When selecting a niche, take into consideration your interests and abilities. You'll want to work in a niche that lights your fire and gets you excited. But don't forget you also need to make money, so don't base your selection entirely on your passions.

Start by writing down all your personal interests and passions. Come up with at least ten things that you're either passionate about or have knowledge in.

Then browse Amazon or a bookstore. Look at popular blogs or the magazine racks. Jot down any ideas you have for niches and sub-markets. Carry your notepad with you wherever you go for a week or two.

**Actions**

1. Make a list of any niches you have been exploring or any ideas you might have to start with.

<b>Initial Niche Ideas</b>	<b>Notes</b>

2. Answer the following questions to understanding where your interests lie so you can start narrowing down your perfect niche.

<p><b>What are your main areas of interest?</b></p>	
<p><b>What topics are you passionate about?</b></p>	
<p><b>What groups or people do you relate to?</b></p>	
<p><b>Are there potential niches that you are really interested in? List them</b></p>	

3. Make a list of potential niches that you are really interested in.

	<b>Niches I would like to explore</b>	<b>Notes</b>
1		
2		
3		
4		
5		

As you generate ideas for your business niche, keep in mind that there is no right or wrong solution. Every entrepreneur has different skills and qualities that make them better suited for different types of businesses in different niches.

Some entrepreneurs excel at delivering multiple products and services to their selected niche, while others are better suited for providing very specific solutions to a small customer base. It all depends on what you are good at and what you are passionate about.

Selecting a niche for your business can be time-consuming, but it's worth taking the time to do it right. The more effort you put into finding a niche that suits your skills and passions, the more successful your business will be.

Once you have a few high potential markets to look at, then it's time to evaluate each niche's potential.



## Step 2 - Assess the Potential for Profit in Your Niche

There are several factors you must take into consideration to evaluate the potential for profit in the niche you are planning to enter. It's crucial that you don't skip any of these evaluation steps – if you do, you'll waste time and money trying to break into a niche that won't yield profits.

### **Is there a current demand for products and services in your chosen niche?**

In other words, are people or businesses already spending money in that niche? There are many niches that may appear to have low competition but aren't being marketed to simply because people don't spend money in that market.

### **Does it have repeat purchase potential?**

You will almost always make more money in a market where you can sell repeatedly, as opposed to a market where you can only sell once. In other words, look for markets where the problem won't be solved with just one sale. Subscription models or consumable goods are great examples of business models with recurring revenue potential.

### **Does your niche have established brands?**

It's important to spend some time exploring the competition in the market. Though you can do the statistical parts of niche research in a day, to really get to know a market may take a little longer.

Get a sense for what the biggest brands in your space are. Do this by doing Google searches for a wide range of terms and seeing what sites come up. Also, check out Amazon, to see what competition are present there. This will give you a feel for whether the niche is saturated or not.

In addition, read as many blog posts and forum posts as you can on prominent industry forums. What are names of companies and people that are often mentioned? Who are viewed as the "gurus" or the best resources in the space?

Ideally, you're looking for a market that has a few competitors, but nobody that has an extremely strong foothold. If there are multiple strongly rooted personalities in the market already, you'll probably have a hard time breaking in.

This part of the research is more qualitative (meaning "feeling-based") than quantitative. It's basically getting a sense of how deeply entrenched your competition is.

### **Can you offer something that's new and different?**

If you want to be the leader in your field, you need a unique value proposition, sometimes called a unique selling point or 'USP'. This will identify your offer as the best choice for anyone in your target market. Being original is key to dominating your market and removing any possibility of choice for your potential customers. So, look for ways to deliver 'unique value' to your niche audience and you'll be well on your way to success.

### **What does Google say?**

The potential profitability of any business can be easily revealed by the world's most popular search engine: Google. Just a few simple clicks and keystrokes can give you all the information you need to make sound decisions about your company's future.

You want to figure out which search terms and keywords you plan on targeting, then figure out exactly how much traffic those terms have and how much competition you're facing.

Start by searching for your niche on Google and making a note of the numbers of results. Try to narrow down the niche if Google returns too many results. Ideally, you'll be looking for a number between 200,000 and 500,000 results. For example, 'puppy training classes' recently returned 377million results, whereas 'cockerpoo puppy training classes' only returned 220,000 results. Cockerpoo training is a better niche to go after.

The next step is to review the competition that comes up in your results.

Look at the paid for Ads in the search results, if there are several companies paying for advertising on Google in your chosen niche, then you can assume that it's going to be profitable. At this point, it's worth checking out these websites and their offers.

Are these sites established sites that are deeply rooted in the industry or are they relatively new businesses?

Next head over to [Google Ads Keyword Planner](#) (It's free and can give you lots of valuable information about your niche). Enter some search terms or keywords that are related to your niche, for example 'Cockerpoo training' or 'Cockerpoo toilet training' etc.

The Keyword planner will return the search volume and trends over time for your keywords. You'll also get an indication for the level of competition – whether it is low, medium, or high. You'll want to make a note of keywords terms showing a minimum of 1,000 search per month and preferably low or medium competition.

Once you have an initial list of keyword search terms head over to [Google Trends](#) and see if the search volume is growing or declining. You want to think carefully if the trend is downward.

You'll use these terms in your marketing and on your website. For your first time, it's best to aim for search terms that you can easily rank for. As you get more experience, aim for tougher and higher reward keywords.

### **Other tools and resources for researching your niche.**

[Amazon](#) – You can easily explore your niche ideas on Amazon. You'll want to look for gaps in the market where there are few offerings and low competition.

[YouTube](#) – YouTube is a huge 'research' search engine. Great for tips on what's working in your niche.

[SEMRush](#) – this is a great platform for researching keywords, content trends and competitors.

The whole process looks something like this:

1. First, brainstorm as many ideas as you can.
2. Then cross off the ideas that clearly won't work out.
3. For the remaining ideas, research the quantitative/numerical traffic and competition data, as well as the more intangible sense of how loyal people are to the top brands.
4. Then pick a market you believe you can break into and jump in with both feet.

## Actions

1. Complete the table for each of your potential niches you identified above. Use Amazon, Google, YouTube and the other websites and research tools to evaluate the profit potential.

<b>#1 Niche Name:</b>	
<b>Is there a current demand for products and services?</b>	
<b>Does it have repeat purchase potential?</b>	
<b>List the established brands</b>	
<b>What ideas do you have to offer something that's new and different?</b>	
<b>What does Google say?</b>	
<b>What search terms, keywords, and questions your niche is using?</b>	

<b>#2 Niche Name:</b>	
<b>Is there a current demand for products and services?</b>	
<b>Does it have repeat purchase potential?</b>	
<b>List the established brands</b>	
<b>What ideas do you have to offer something that's new and different?</b>	
<b>What does Google say?</b>	
<b>What search terms, keywords, and questions your niche is using?</b>	

<b>#3 Niche Name:</b>	
<b>Is there a current demand for products and services?</b>	
<b>Does it have repeat purchase potential?</b>	
<b>List the established brands</b>	
<b>What ideas do you have to offer something that's new and different?</b>	
<b>What does Google say?</b>	
<b>What search terms, keywords, and questions your niche is using?</b>	

<b>#4 Niche Name:</b>	
<b>Is there a current demand for products and services?</b>	
<b>Does it have repeat purchase potential?</b>	
<b>List the established brands</b>	
<b>What ideas do you have to offer something that's new and different?</b>	
<b>What does Google say?</b>	
<b>What search terms, keywords, and questions your niche is using?</b>	

<b>#5 Niche Name:</b>	
<b>Is there a current demand for products and services?</b>	
<b>Does it have repeat purchase potential?</b>	
<b>List the established brands</b>	
<b>What ideas do you have to offer something that's new and different?</b>	
<b>What does Google say?</b>	
<b>What search terms, keywords, and questions your niche is using?</b>	

2. Decide which niche has the best potential for profit and matches your interests and passions.

<b>The Niche I have selected is:</b>	
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## Step 3 – Get a Deeper Understanding of What Your Niche Audience Really Wants

### How to Conduct Deeper Research into Niche Audience

There's a lot of noise on the internet, and it's easy to throw all your time and resources into a campaign, spend months perfecting it, and then have no one notice. Savvy marketers know that gathering data and gaining a deeper understanding of a niche audience is crucial to identifying new opportunities and getting ahead of competitors.

This deeper understanding is gleaned only from talking to your niche audience.

To talk to your niche audience, you first need to get to know the people in your market. The more you can know their hearts and souls, their problems, and desires, the more you'll be able to connect with them.

How do you connect with a new market quickly? These are three effective methods that'll get you up to speed on just about any market, fast.

#### 1. Find and follow popular accounts on social media

Want to see who's popular in your niche on Instagram? Or Twitter? You can do that with [socialblade.com](https://socialblade.com), which is a great site for tracking competitor accounts and seeing how many followers they have.

The real value in following popular accounts is that you can often use them as a model for your own strategy, seeing how they engage their fans, who is following them, how consistent they are in sharing content and how they optimize their approach to social media.

You can also do a search Google or sites like [Mashable](https://mashable.com), or [Technorati](https://technorati.com), the most popular news directory online, for your market's topic. You'll be able to sort by popularity to find the influential blogs.

Being subscribed to these blogs and social accounts will allow you to stay on top of new discoveries, new techniques, new questions, and other relevant news. It will also give you a wide range of different perspectives, assuming you've subscribed to a range of different accounts.

First start by looking on the forums for blogs that are often mentioned. On those blogs, look at their blogrolls to see what other blogs they're recommending.

## 2. Find out what your audience is asking

[Answer The Public](#) is a keyword tool that allows you to see search questions and suggested 'autocomplete' searches in an image called a search cloud. This is a great tool for visual learners who want to get a better understanding of how people are searching for information online.

For example, if you're teaching digital marketing, you might search for a phrase like: "Online marketing". *Answer The Public* will return a long list of questions such as 'How do I do online marketing?' and 'what is online marketing?' etc.

Read through dozens of questions to figure out what people commonly ask. What are questions that crop up again and again? Then go to google and search for the most popular questions.

What kind of answers are people getting? Are there questions that are consistently going unanswered? What are some of the frustrations of people asking questions?

## 3. Look for the most replied posts in forums

Go to the forums that are most popular in your niche or use [Quora](#). Scroll to the bottom of the forums and set the forum to search by "Most Replied" threads. Set the date range to as far back as it can go.

This will give you a list of topics that people have found most interesting to discuss. These threads will often give you incredible insights into how people view current topics, what was hot in the past and what's hot now, what kind of creative solutions others have come up with and so on.

Rinse and repeat for each category in the forum, as well as for different forums to really get a feel for where your market is at.

If you combine these three techniques, you'll gain a deep understanding of your market very quickly. You'll know what drives the people and what problems they face overall, as well as what the important topics are in the market right now.

## Actions

1. Find and follow popular social media accounts in your chosen niche. Try to find at least 10. And make notes on what you observe. What words and phrase come up frequently?

	<b>Social Media Account</b>	<b>Your observations</b>
1		
2		
3		
4		

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5		
6		
7		
8		
9		
10		

2. Use Answer the Public and popular forums to research common questions and frustrations.

	<b>Question / Frustration</b>	<b>Notes / thoughts</b>
1		
2		
3		
4		
5		
6		

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7		
8		
9		
10		
11		
12		

## Step 4: Learn the Language of Your Niche to Maximize Marketing Success

Learning the language that the people in a niche use is a critical part of learning to sell to them. If you don't speak their language, they'll instantly know they're being marketed to by an "outsider." On the other hand, if you talk as they do, you'll build an instant trust and rapport and have a much better chance of being let into their lives and their wallets.

How do you learn the lingo of a new market? How do you make sure you're using the language that a market is used to?

Here are a few tried and tested tactics that you can use.

### **Study Blog Comments, Forums Responses and Social Media Groups.**

Anytime you're thinking of jumping into a market, start by taking a closer look at their social media group, forums, and blogs.

These are the places where users, both new and old, come to discuss their ideas, problems, and solutions in a carefree way. This is as close as you'll get online to hearing a casual in-person discussion.

Unlike high-powered websites that must filter their language carefully, on forums and blogs you'll get the chance to really pick up the slang of a market.

Read these sites until you start to get a sense of how people talk. Anytime a word or acronym comes up that you don't recognize, look it up.

### **Two Things to Pay Attention To**

There are two especially important areas worth paying attention to:

- A) How people express their problems, and
- B) How things are measured.

For example, in internet marketing, the key phrases to pay attention to may include: SERPs, unique visitors, CTR, backlinks, PR, nofollow, opt-in rate, etc.

To an outsider, these words and acronyms may mean nothing. But if an outsider wanted to come in and "speak marketing," these are also the most important words they'd need to learn.

Figure out how a market talks about their problems. Figure out how they measure their success. Learn to use those words eloquently and you'll be able to speak to the heart of your customer.

### **Read Your Competitor's Sales Pages**

Chances are your winning competitors already have sales pages that are well written and crafted to the language of the market.

Read these sales pages carefully. Even if you've already read the blogs and forums, you'll very likely pick up language that works specifically for selling to that market.

What parts of the sales page get you the most excited? What are the phrases, stories, emotions that your competitor is using?

Take the best parts and adapt them to your own sales pages. Learning from proven winners can take a lot of work out of the equation.

In short, read the forums and the blogs. Pay special attention to problem-words and measure-words. Read your competitor's pages letters, take the best parts, and adapt them to your own.



## Actions

1. Using the tools and techniques mentioned above, make detailed notes on the common words and phrases used in your audience.

<b>Words / Phrases</b>	<b>Notes / thoughts</b>

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## Step 5 - Plan Your Niche Marketing and Your Money-making Offers

### Thinking Big in a Small Niche

Just because you've chosen a niche market doesn't mean you can't make a lot of money. 'Niche' most certainly does **not** mean 'small' in profit terms.

In fact, six- or seven-figure-a-year businesses have been built around tiny niches like making your parrot talk or repairing very specific PC problems.

How can you take your tiny market, no matter how small, and still build an extremely profitable business?

### Start With the Essential: Building a List

The first and most important step is to build a list. Without a strong list, nothing else matters and nothing else works. And by 'strong' I mean a list of contacts that are responsive and engaged.

If you don't have an active email list, you are missing out on a huge opportunity. There are many ways to grow your list, such as using pop-ups on your website and placing sign up forms on your blog. Make it your home page's primary and only goal: to get your visitors on an email list. Aim for a conversion rate of at least 15%.

[Thrive Leads](#) is a lead generation plugin like no other: Thrive Leads lets you style any type of opt-in form — including popup lightboxes, screen overlays, sticky ribbons and more — exactly how you want them to look.

It comes with hundreds of pre-made templates and the forms integrate with your favorite mailing list program and you can track conversion rates and split test forms to find the designs that grow your email list fastest.

Talking of mailing list programs, [ActiveCampaign](#) is the leading email marketing, marketing automation, and CRM platform. With the best automation features and email deliverability that you need to create amazing customer experiences – which will drive more sales and profit.

Once you've signed up, it's time to come up with your lead magnet or opt-in offer. I.e., what can you give people in exchange for their email address? Keep in mind that you want to attract only potential customers in your niche to your list, so make sure your offer is tailored to the type of person you want to reach.

### Action

1. Take some time to brainstorm your perfect lead magnet opt-in offer for your niche audience.

<b>What valuable information can you provide to your niche audience?</b>	
<b>What specifically will you offer?</b> <b>E.G. Content, coaching call etc.</b>	
<b>What compelling reasons will make your prospects give you're their email address?</b>	
<b>How will they receive they opt-in offer?</b> <b>EG. Via Download, email, scheduled call</b>	

2. Plan when and how you'll produce your lead magnet. Consider the format and design of your lead magnet if you are offering content or a digital product. Also think about timescales, budget and outsourcing.

	<b>Task / Goal</b>	<b>Completion Date</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		
<b>8</b>		
<b>9</b>		
<b>10</b>		

Once you've started building your list, you'll need to email the people on it regularly to build a relationship with them. Demonstrate that you know what you're talking about by giving them great advice, consistently.

## The Offer Funnel

An offer funnel is an incredibly useful tool for niche marketers to help turn your website leads into paying customers. Essentially, it is a system of lead nurturing that guides your prospects through a series of steps toward buying your product or service. The goal of every business should be to get their customers through the entire sales funnel consistently.

Successful marketers know that the money is made on the back end, not the front end. If you're in a niche market, however, sometimes it can be very difficult to come up with back-end products.

If you're having trouble coming up with a second topic, instead try coming up with different ways of presenting the same information as your first product. For example, do group coaching calls or individual coaching calls. Charge for it, record the calls and turn them into a product.

If your initial product is a digital eBook, consider also creating a short video training course to go with it. The perceived value is a lot higher. If you can work a high-ticket item in there, such as a 6-month group coaching program or a workshop, you have an even better chance of making a lot of money even in a small niche.

### Actions

1. You want to focus on solving a problem for your audience. Using your research, what question will your offer answer or what problem will you solve?

<b>The problem I will solve is:</b>	
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2. Next, thinking about the audience research you've completed, what format would suit the audience? EG Video training, 1-2-1 coaching, e-book, physical product, software.

<b>The format of my product / service is:</b>	
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3. What are the key features of the product/service? How will this benefit your niche audience?

	<b>Key feature</b>	<b>Benefit to audience</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		

4. Once you have a basic outline of the product/service you are going to offer, the next step is to plan out product creation and how you will sell it. Use the following checklist to plan out your product creation process. (Note some steps may not be applicable).

<b>Product component / Task</b>	<b>What is your plan for completing this task?</b>
<b>Product writing</b>	
<b>Editing / proof reading</b>	
<b>Video creation / production</b>	
<b>Audio creation / production</b>	
<b>Transcripts</b>	
<b>Document formatting</b>	
<b>Graphics</b>	
<b>Packaging</b>	
<b>Production / Assembly</b>	
<b>Sales process / Payment system set up</b>	
<b>Sales page</b>	
<b>Testing and quality control</b>	



## Publish Niche Content That Drives Results

Niche content is all about laser-targeting your audience with highly relevant and useful information. It's the key to driving results on your website because it allows you to connect with your readers on a deeper level. When you provide them with content that is tailored specifically for their needs, they are more likely to responding favorably.

Focusing on quality content is key. This means that you should spend more time creating content that is truly engaging and informative. Keep in mind who your target audience is and what kind of information they're looking for, then craft blogs posts that deliver value every time.

A nifty short-cut to publishing niche content is to use done-for-you content. This is sometimes called [PLR or private label rights](#) content which is written by professionals and licensed so you can edit and brand it as you like.

### Action

1. Create an outline content marketing plan with key promotional themes and topics.

<b>Promotional Content Theme</b>	<b>Format EG Blog, social media, video</b>	<b>Notes</b>

## **Find a Joint Partner**

In a small niche, most of the high-profile teachers and marketers will know one another. If there are big players in your industry that you don't know yet, try to connect with them. If they've already heard of you, often all it takes is a phone call.

Partnering with other people in your industry for various projects is an extremely powerful way to take advantage of the smallness of your niche. You can create products together. Do group interviews. Teach a workshop together. Create a VIP retreat where every guru in the space participates. Charge a lot of money for it!

It's been said that the difference between experienced marketers and beginning marketers is that they think with "one more zero." Beginning marketers ask themselves how they can make \$2,000 a month, while successful marketers ask themselves how they can make \$20,000 a month.

The actual techniques may not be all that different, but it's how you apply them. Start by building a highly responsive list, then develop a product line with a wide range of price points. Engage your niche audience with high quality content. Finally, find others in your industry that you can partner with to increase your earnings even more.

## Actions

1. Using your research, list any potential company or influencer who you think you might like to work with. Then make a note on when you'll contact them to explore potential opportunities.

<b>Potential Partner</b>	<b>When will you contact them?</b>	<b>Notes</b>

## Step 6: Create an Unforgettable Brand so You Stand Out from The Crowd

### 4 Reasons Why Branding Is Critical in Niche Marketing

When it comes to branding, most people tend to think of big brand advertising: Coca-Cola, McDonalds and Microsoft spend money on branding. But it doesn't really apply to smaller businesses - or does it?

Branding is crucial to success in a small industry and there are several big benefits of having strong branding in your selected niche.

#### Your Reputation Precedes You

Once your website has been around for a while, your reputation will precede you. That means that before someone even lands on your website, they will have heard about you.

They'll probably already have an opinion about you and your products. What that opinion is depends on your brand. If you did a good job, they should ideally think your products are high quality and that you can really solve their problems.

In other words, your brand can have a huge impact on your conversions.

#### Organic Traffic

Many beginning marketers have a hard time believing that organic (non-paid) search engine traffic can be a big traffic source. However, a business that's been around for a while and has a strong brand often gets more traffic from searches on Google than from paid advertising.

For example, Amazon.com gets a lot more traffic from people typing in their domain than people who end up there from ads. In much smaller markets, the same applies - people know your brand, know that you can help them and type in your domain.

This is a huge traffic source in the long run. The only way you'll do well with this traffic source is to manage your brand well.

## **Networking Benefits**

Who would you rather meet in person or do a favor: Someone in your market who you've never heard of, or someone who you've heard of who has a great reputation?

Having a reputation that precedes you will open many doors. It'll open doors to guest blogging on other people's sites, to affiliates, to JV partners, to speaking opportunities, to free backlinks and a lot more. You'll even have people approach you to do brand new business deals.

## **You Are Your Brand**

It's important to realize that building your business's brand means also building your own brand.

Not only will this open many doors for your business, it'll also open doors for you professionally. Need a book deal? If you have an existing reputation, it's much easier. Need investors for your next venture? Want to steal a top-notch programmer from Google to work on your start-up?

Whatever it is you need in your life, by building a strong brand in your business, you'll automatically be seen as more credible in just about anything you do in the future.

The effects of a powerful reputation can't be emphasized enough. It's less measurable numerically than ROI or traffic, but its power is there. Don't overlook it just because you're in a small niche market.

## Actions

1. Start by identifying your core values and map them to the problems your niche is facing.

<b>My core value</b>	<b>How does this relate to the problems your audience is facing?</b>
EG. Provides high quality products	The audience is frustrated by the low quality of products available currently.

2. Next identify what will make you different, what will make you stand out. This will be your UVP (unique value proposition)

**What makes you different? What is your UVP?**

## Step 7: Build Your High-Converting Niche Website

Niche websites are built around a specific topic and cater to the needs of a specific audience. Think of it as custom solution that caters your specific niche audience. By focusing your website content on a specific topic, you give your website a niche focus, which makes it much easier to rank and drive traffic to your site.

### How to Pick the Best Website Design Option

When you're creating a website there are several decisions to make. In addition to your budget and the creation process, there are features and functions to weight. There are so many fantastic technologies and options that the process can feel overwhelming!

#### 1. What's the purpose of your website?

This is perhaps your single most important consideration. When you know your website's purpose there are some design options that just make sense.

Are you creating a focused portal for your audience so that they can sign up to your email list?

Is your website's purpose strictly to provide information and send people to an affiliate offer that you'll receive commission for?

Is it going to be a self-contained digital home for your blog?

Or are you building an e-commerce site? In which case you will want a shopping cart solution and a product catalog full of product photos and descriptions.

Know your site's purpose first! Then you can consider your options.

#### 2. What's your budget?

Believe it or not, you can design a professional-looking website on just about any budget. You don't have to spend thousands of dollars to hire a pro. You may want to hire a professional, so the job is done right the first time. A professional can help you integrate all the design elements and technologies right from the get-go.



If you have a low start-up budget, consider having an existing template or design modified by a pro. For example, you can hire a WordPress designer to modify a template to fit your needs and website purpose.

### **3. Who is your audience?**

Your niche audience plays a very important role in the design of your website. Not only do you want to make sure your site is easy to navigate, but you also want to make sure it appeals to your audience. If they're cutting edge, then you'll want a modern look and feel. If your audience is older, then you may want a more mature design.

Does your website niche fit better with video content or text content? How are you going to connect with your prospects, visitors, and customers? Your site's design needs to support your audience and their needs and desires.

### **4. Efficiency, logic and technology**

While the appearance of a website is important, so too is the user's experience. Ideally a site will feel intuitive. Everything will be easy to find and apparent. Your visitors won't have to dig for information and if they are digging it's because you want them to. This means:

- 🕒 Logical content categories
- 🕒 Relevant and easy-to-access pages (for example your about, affiliate, press and FAQ pages)
- 🕒 Streamlined processes (for example shopping cart, opt-in and download processes)

Before you design your site or have someone design it for you, plan it on paper. Know exactly what your site's purpose is and create a plan to make it happen. Use the competitor research you've done to get inspiration. Build in your questions into your content so that you are providing answers in a logical sequence.

Take time to evaluate at the various marketing technologies and software that can support your site and its purpose. We've mentioned [Active Campaign](#) for your email list and contact management, and this integrates easily with most website platforms.

If you're building your site using WordPress (and I highly recommend you do as flexible and totally free!), you'll also want to consider

conversion-focused theme themes, plugins and website building software like [Thrive Themes](#). They make it possible for anyone to build an online business or website without ever touching a line of code.

If you are outsourcing your website design, choose a developer that also offers integration services so that you can provide a seamless experience for your website visitors. Keep your visitors' experience at the heart of every decision and you won't go wrong.

## **The Psychology behind Choosing the Right Colors for Your Website**

Did you know that simply changing the color of your copy can change your conversions and sales? It's true. Color has the power to affect our emotions. This means choosing the colors for your website is not a black-and-white decision.

### **Matching Your Niche to the Right Color**

You want your website to fit your niche and audience, right? Some topics lend themselves to certain colors. For example, if it's a website about love and romance you might use red or purple colors on the site. Look at these popular colors and the emotions they evoke:

Here is a list of some of the common colors and what type of psychological emotion they invoke in people:

- 🕒 RED – Red colors are generally associated with love, passion, romance, danger, excitement, action, and adventure. Red is also a great color if you want to grab someone's attention. It's often used in the headline on a sales page. Studies have shown it generated a higher conversion rate than other colors.
- 🕒 BLUE – Blue often represents calmness. It is often used to exhibit a professional image. It's associated with trustworthiness and success. It's a symbol of water, purity, and cleanliness.
- 🕒 GREEN – Green often represents money. It also represents sustainable living, health, and nature. Green is another calming color that symbolizes life.
- 🕒 ORANGE – Orange often represents or evokes creativity, celebration and fun.

- 🕒 PURPLE - Purple stands for passion. It's also commonly used to represent royalty, luxury and fantasy.
- 🕒 WHITE – White is clean. It is simple and it is innocent.
- 🕒 YELLOW – Yellow isn't a color commonly used on websites. Yellow can cause people to feel irritated or anxious. However, it can also represent playfulness and fun. Many people associate pale yellow with youth.
- 🕒 PINK – Pink is a soft color. It's also a very feminine color. It's great for love, baby girls, women's health and even young girls' fashion and interests.
- 🕒 BROWN – Brown is an earthy color. It represents simplicity, matter-of-fact attitudes, and nature.
- 🕒 BLACK – Black, while it can be dark and mysterious, is also solid. It's a color that leaves no room for doubt.

Do the colors on your website presently support the image you want to portray? Do they have the desired effect on your prospects and visitors? If you're unsure, consider making minor changes and testing and tracking results. Test the color of your headline. Test the color of your background. Test the color of your forms too.

Color has a dramatic effect on emotions. It can motivate, inspire, and touch. Take advantage of the effect color has and use it on your site to help you achieve your goals.

## Actions

1. Create a plan to design and build your niche website.

<b>Website development step</b>	<b>Notes</b>
<b>What's the purpose of your website?</b>	
<b>What's your budget?</b>	
<b>Map out your key website pages and core content.</b>	
<b>What's the overall design, color, look and feel going to be like?</b>	
<b>What website platform and theme will you use?</b> EG WordPress, Thrive Themes	
<b>What email marketing software / contact management software will you use?</b> EG Active Campaign	

## Step 8: Get Tons of Traffic to Your Niche Site

### 3 Low-Cost Traffic Tactics that Work Well in Niche Marketing

There are tactics and techniques that work particularly well in a small niche. A small niche tends to have a smaller audience that's better connected, with just a few marketers with large sites or lists. There's also often less information to go around, which makes unique opinions and techniques much more valuable.

Here are three proven tactics for bringing traffic to a website in a small market.

#### Ask Your Readers to Promote Your Product

In small niches, people are much more likely to know other people who share similar interests. People interested in fishing know others who are interested in fishing; people interested in smoothie recipes also know other people who like smoothies, and so on.

One powerful tactic, then, is to ask your audience to promote your product for you. If you have a great product that's really helped people out, many of them will be more than happy to do this.

Creating a program that attracts people who want to sell your products for your (or affiliates) is one of the most rewarding ways to increase your bottom line and decrease your own workload. It provides you with the advantage of having a large "sales force" that works for you, but you don't have to pay them by the hour or employ them on salary.

Affiliates that help to sell your products are as precious as a hard-working employee, though, in that they can bring in massive traffic to your website, generating sales leads and actual product sales. And all they ask in return is that you make it easy for them to share in the profits of your success, at a generous rate of return. For the advantages that affiliates provide, their commission is well worth every penny.

If you're promoting to a non-technical audience, make sure to make your instructions on how to do it as simple as possible. Walk them step-by-step through the process of setting up an affiliate link.

Some affiliate systems are much simpler to set up and are better for one-sale affiliates than others. For example, ClickBank requires a

complete registration process and four sales from different payment sources before an affiliate can get paid, which isn't optimal for a non-marketing audience. On the other hand, you can install your own affiliate tracking software such as [iDEVaffiliate](#). Adding affiliate tracking software to your site is one of the most effective ways to achieve more sales, more traffic and more search engine ranking!

## **Guest Blogging**

Guest blogging is both easier and more effective in a small market.

In larger markets, prominent bloggers get approached a lot by guest bloggers. Unless you know them personally, you have a good chance of just being tuned out.

In a smaller market, however, prominent bloggers are much more receptive. They're often very happy to connect with up-and-coming marketers.

All you need to do is establish a bit of reputation for yourself by blogging for a few weeks before approaching an existing blogger.

Approach them with a list of potential topics you could write about. Make sure to spell out exactly what they get from the deal: a different perspective for their audience and a day off writing content.

## **Content Marketing and SEO**

In many larger markets, content marketing has been done so often by affiliates and marketers that it's nearly impossible to get ranked.

In smaller markets, however, often you'll still be using low-competition keywords that aren't actively being targeted by other marketers.

Take advantage of this edge. It's low-hanging fruit traffic every niche marketer can make use of.

These are three techniques that are especially effective in niche markets. You can build a profitable business using even just one of these techniques.

## Actions

1. When starting out, it's wise to focus on just one method of generating traffic. Choose which method of generating traffic you will start with.

<b>The method of generating traffic I chose is:</b>	
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2. Next, make a commitment to mastering this method of traffic generation. Research training courses, books or other resources which will help you do this.

<b>Training resource for generating traffic</b>	<b>Notes</b>

## Next Steps Action Plan

Congratulations! You now have everything you need to start a business in the perfect, profitable niche.

### *Now is the time to act!*

1. Take some time to review your notes and research. When you have completed your review complete the following next steps action plan and start drafting your new business plan for your niche.

	<b>Task / Goal</b>	<b>Completion Date</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
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<b>5</b>		
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