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1

Subject line: First Lesson - Introduction To Niche Marketing.

Hello "autoresponder code here",

Welcome to the first lesson in the Introduction To Niche Marketing crash course.

Over the next few days you will receive easy to understand lessons that will help you learn the ins and outs of niche marketing and how you can use it to effectively reach your target market and sell more products and services.

In this first lesson we are going to talk a little about what niche marketing is and why is it important to your business?

Chances are that if you have been exploring ways to make money and build your business online that you have heard of niche marketing and

maybe you have even been using it as a part of your business model.

But when it comes to niche marketing many people don't really take the time to understand the importance of researching and narrowing down their target market.

During this short course you'll discover the significance of niche marketing. You will also learn why it is important that you have a basic understanding of what it is and how it works, so that you can determine whether or not niche marketing is important for your business.

Let's get started by talking about how niche marketing helps you target your market effectively. Think about this question for a minute "do you really know who is your target customer is?"

While you are pondering that question in your mind let me give you two basic definitions that will help you answer it more effectively.

1. Marketing:

The majority of small business owners can easily define the term "marketing." Typically speaking, marketing is the process of increasing awareness about your business, products and/or services and the art of persuading consumers to be prepared to buy something. Not to be confused with sales. This is defined as the process of directly selling a specific product or service to a consumer.

Marketing and selling work hand in hand. Marketing brings potential customers to your business, selling is what gets them to actually exchange their cash for your product or service.

2. Niche market:

A niche market is a specific group of people that share something in common. In the business world, they are the groups of consumers that you should be focusing on, because they are the ones that will be most likely to purchase your product or service. They are referred to as your target market.

A niche market can be broken down and defined in several ways. For instance, they can be broken down by:

- Age
- Gender
- Employment
- Income

- Family and marital status
- Interests and hobbies
- Ethnic and cultural backgrounds
- Social or religious beliefs
- Geographic locations

Most of the time a niche will be broken down in many different ways and many different factors will be used to narrow it down, making it possible for business owners to effectively target the right group of consumers.

Why is niche marketing important?

The answer to that question is simple, niche marketing is important because "not everyone needs everything all of the time." Let me explain.

In fact it is a basic business principle that many business owners often miss. If you were to ask most business owners the question "who is your target customer" most of the time they will answer "everybody", because they truly believe that everyone will want what they have to offer. By making this assumption they fail to actually reach the people who really will.

When you think about it from the point of view that not everyone will want your product or service then it becomes fairly clear why and how niche marketing is important to every business owner in some way.

When you are researching and defining your own niche market, always keep in mind that all people have different wants and needs. By using niche marketing to narrowly define your target customers and focusing your advertising efforts on them you will see a much higher return on your investment and much more success for your business.

So as you can see, niche marketing is a basic and important business principle that should be learned and used in every business model, especially if you want your business to be successful.

We have a lot to go over in the next few days if you want to learn how to use niche marketing for your own business, so make sure you look for your next lesson soon.

Thank you again for joining. If you have any questions or need any assistance please feel free to contact me at anytime using the contact information below. I will be happy to help,

Until then,

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subject line: Second Lesson - Introduction To Niche Marketing

Hello "autoresponder code here",

It's time for your second lesson in the Introduction To Niche Marketing crash course. I hope you found lesson one helpful and informative.

In this lesson instead of talking more about what niche marketing is, we are going to talk a little bit about what niche marketing is not, so that you can get a better understanding of how it can benefit your business.

Let's jump right in!

The first thing you must understand is that, niche marketing is not about trying to sell your product or service to the world at large. We touched on this briefly in the first lesson, but it is important as a small business owner to understand that it isn't practical or possible to try and launch a wide spread campaign unless you have a multi-million dollar advertising budget to work with. You can, however, sell to a smaller, more targeted audience by using niche marketing.

The next thing that you must understand is that niche marketing is not about trying to compete. Competition is taken out of the equation when you do niche marketing. You aren't out there in the world lined up beside or behind a million other people who are selling the same thing you are selling. You are selling to a specific audience that you have targeted for yourself and hopefully have built and your opt-in email list for.

Niche marketing is not about selling to different people every day of the week either. Once you have your list built, you can sell to the same people time and time again. By taking as much time as you need and putting forth enough effort to get to know the people who make up your list of buyers you can continue to sell to them.

The last thing that you need to understand is that niche marketing is not about focusing on the big picture.

As a matter of fact it is about focusing on the small picture and in most cases the smaller the better. Narrowing your niche down to a very specific part of a larger market assures you of gaining a fair market share of that small part.

After all the world is a big place and there are billions of people in it. For your business to be successful you only need to focus on a small portion of the population. By doing that you will end up with a list of potential buyers for your business, products and/or services.

Again, I appreciate your joining me for this short course. If you have any questions or need any assistance please feel free to contact me at anytime. I will be glad to help.

Look for another lesson soon,

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subject line: Third Lesson - Introduction To Niche Marketing

Hi "autoresponder code here",

It's "add your name here", with your third lesson in the Introduction To Niche Marketing crash course. In lesson one; we talked a little bit about how to research and choose a niche to market products to.

In today's lesson we are going to expand on that and start talking about how to research and find good products and services to promote and then how to narrow down your niche market so that you will see a better result from your promotional efforts.

When deciding on what product or service you will promote in a niche market your decision should be based on one simple principle.

There should be a demand for the product or service!

You don't want to waste your time and effort creating a marketing campaign for a product that nobody wants. So you want to focus on finding products that people are looking for, ones that they actually need, that will make their lives better, make them feel better, help them look better physically, or help them solve a problem.

These are the types of products that people will actually spend their money on.

Once you have chosen a product or service that meets your basic requirements then researching and narrowing down the right market group for that product or service is the next most important step of the niche marketing process.

Some of the things that you need to know about your niche market group are:

- Where they spend their time online?
- What do they do in their spare time?
- What makes them tick from a personal and business point of view?
- What are their spending habits? (What do they buy?)
- What is their general demographic?

There are, of course many other factors that you can consider but these basic questions are a good place to start. You can also choose from several different types of niche marketing software that can help you learn these things about your potential niche market. There are many free and paid tools available for you by doing a search online for "niche market software".

The next thing you need to look for as you research your niche market group is what they are prepared to spend on a product or service. This will help you when it comes to creating your advertising material.

The best and most effective way to do this is to visit sites that advertise products or services similar to what you have chosen to sell. It should be easy enough for you to see if they are giving away a service or at what price they are offering their products to consumers for.

The basic principle here is that if you can determine that there are people out there who are willing to spend money to buy what you are

selling, you can then identify those people as a niche group to focus your marketing efforts on.

The most important thing to keep in mind is that good research is the key to successful and profitable niche marketing.

Don't forget to look for another lesson soon and remember if you have any questions or need any assistance please feel free to contact me at anytime. I will be glad to help.

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subject line: Fourth Lesson - Introduction To Niche Marketing

Hi again "autoresponder code here",

I hope you are learning a lot from the Introduction To Niche Marketing crash course. In your last lesson we talked about how to research and find a good products to promote and how to narrow down your niche market group.

Today we are going to talk more about finding a good niche market by going to bookstores and hunting down hot markets.

Did you know that millions of people buy 'how-to' books and books that are devoted to solving their problems and making their lives better every day?

By learning how to identifying the hot market books that are being sold in bookstores (online and off line) you can quickly identify a hot niche marketing topic.

To use this method of niche market research all you have to do is go to the bookstores in your area and look through the non-fiction book sections. You can use this method online as well, but sometimes it

helps to visit your local bookstore, especially if you are planning on targeting your marketing campaign locally.

Take particular note of the self-help and how-to books. If you have the opportunity, ask someone that works in the store stocking shelves which ones are selling the best. Because they know what is being restocked most often.

You may also want to ask a salesperson the same question. Asking the bookstore owner or manager is the last option. They are more likely to be pushing the books that aren't selling well in order to make a sale. The goal here is to uncover (by whatever means you can) which self-help or how-to books are the hottest sellers.

As I mentioned, you can also use online bookstores to do your research. While you can't ask for information from a person, you can look through the site and do your best to determine which of the non-fiction, self-help or how-to books are the most popular and getting the best reviews. This will help you uncover which ones are making the highest in sales.

While this type of research may seem a little old school to an experienced marketer it is still a very effective method for hunting down hot topics to focus on.

By finding out what books people are buying most often can give you some insight into what the market subjects are. Armed with this information, you can go out and find or create products to promote to that market. You could even create an entire niche website based on the topic and feel confident that it will have a good chance of becoming very successful.

I'd love to hear from you! Please let me know what you think and remember if you have any questions or need any assistance please feel free to contact me at anytime.

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subject line: Fifth Lesson - Introduction To Niche Marketing

Hello "autoresponder code here",

Well we're winding down to the end of this short course. But we still need to go over a few things, so that you can learn how to effectively use niche marketing to make your business more successful and profitable.

In the last lesson we talked a lot about researching hot markets. Today I want to switch gears a little and talk to you a little more in depth about the different ways that you can use niche marketing to your advantage. So that you can make more money and become an extremely successful niche marketer.

Some may say that niche marketing is the last great frontier for the small business entrepreneur. The simple fact is that out in the 'real' world, small businesses don't have a fair chance of competing against the giant international corporations of the world.

With the help of niche marketing the internet has evened the odds for small business everywhere. The internet has created a real equal opportunity for those who are smart, savvy and willing to use it to their advantage.

There are several different ways to successfully make use of niche marketing. Many of those ways require getting a domain name, hosting and building web pages full of good content.

Which are the basic basics components of any type of internet marketing campaign, especially if you are planning on grabbing a fair share of the market.

Once you have the basic components in place there are several choices that you will have to make about how to build a successful niche marketing business that will hopefully provide you with a lot of nice profits.

Here are a few ideas that can draw from:

- You can create an informational product. An informational product can be articles, reports, columns, audio or video, or other things. These can be sold as standalone products or used for advertisement or promotional causes.

- You can build a content rich web site that will be so interesting it will draw potential customers again and again.

- You can publish newsletters and ezines that are so full of pertinent information that people will happily pay for subscriptions to them.

While all of these methods can be used to create a niche marketing business that has the capacity to make money. There are two things that they all have in common.

- The topic must be one that helps people solve a problem, makes them healthier or happier, or provides them with information that they want or need in some way.

- The content of the website, no matter the topic, must be relevant, timely and interesting to the people who are reading it and the website must be easily navigated.

As I mentioned in lesson four, the main thing to keep in mind when using these basic content methods in your niche marketing activities is to focus around a topic that helps people solve their problems, makes them feel better or look better, or supplies them with information that they need.

The more content that you put out into the market the more targeted visitors and prospects that you can expect to receive and more opportunities you will have to offer them the products and services that you recommend.

That's it for today's lesson. Don't forget to look for your next and finale lesson soon There will be some great stuff in there and remember if you have any questions or need any assistance please feel free to contact me at anytime.

See you then,
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subject line: Sixth Lesson - Introduction To Niche Marketing

Hello "autoresponder code here",

Well, we have come to the final lesson in the Introduction to Niche Marketing crash course, I hope that you have found your lessons helpful, informative and that you now have a better understanding of how niche marketing works and how you can use it for your own business. .

Today we are going to jump right in and talk about one more way that you can hunt down a profitable niche, find out what they want and then give it to them.

As we have discussed before, finding out the needs of your specific niche market group is an essential part of your niche marketing plan.

Looking for problems to solve in any given market can be tedious and time consuming, but there is a simple way that you can conduct your research and that is by visiting online forums where your target group hangs out.

Niche marketing at its best helps to solve real problems that real people live with everyday. If you can come up with a product or service to promote in a niche market that will help people solve their problems then you can be fairly sure that you have a money making niche market to focus your efforts on.

The things that people view as 'problems' in their own lives open an endless supply of possibilities for the savvy niche marketer. They can range from how to get rid of hang nails, improving a golf swing to more serious things like a chronic illnesses like diabetes. These are real people problems that they are constantly looking for help to solve.

A good way to find out what people consider a problem is to visit online forums related to your topic. There you will find people talking about anything and everything related to their problems.

They discuss subjects online that they wouldn't even talk about with their best friends for the simple reason that they can remain anonymous.

They look for solutions online for the very same reason. By visiting forums and taking note of what people are most concerned about you can search the Internet for products and services that will help them solve those problems.

Gather all of the information that you can about the topic. Write, have written or purchase content and articles about that topic that you can use to build a content-rich website for the niche market group that helps them to understand and solve the problems that you have identified.

This will not only help you generate leads that you can promote products and services to, it will help you become a respected and trusted market leader that people will have no problem purchasing products from.

Another great way to use forums to help you build a good niche market business is to join forums related to your topic, identify the problems being most often discussed, post a question that will produce a lot of responses and use those responses to write an ebook or report on the topic.

This works very well because the simple fact is that many people would rather buy an ebook or report that is filled with information they can easily find on their own, rather than actually gathering it for themselves.

One more tip: They will also gladly purchase ebooks and reports with stories and case studies that tell them how other people with the same problem cope with, handle or solve that problem.

The simple fact is that a niche marketing campaign doesn't have to be hard or complicated. It just needs to be designed to meet the unique needs of the targeted audience. To become a successful niche marketer you must learn to tailor your products and your marketing campaigns to meet those unique needs.

Before we come to the end of this last lesson let me give you one finale example. Let's say that you have a great ebook to promote, that will explain how to start and run a successful online business.

Who will your target niche group be?

Here is a clue; "it's not everyone!"

The answer to that question is based on basic research. You can begin your research by typing in the words "online business" in to your favorites search engine and taking a look at the top ten sites for that keyword.

Now go to the Google keyword tool:

<https://adwords.google.com/select/KeywordToolExternal>

You will find a box where you can search by website. Take a look at what keywords some of the top ten sites are using to reach their customers. This will give you a good idea of who your target market (niche group) is.

In this case it is people who are looking to make money online, make money from home or searching for business opportunities.

With this information you can then begin to narrow down your target even more by digging deeper and using the information that you learned from this short course to find out where your niche group hangs out online, what type of products that they like to purchase and most of all what problems they are having, so that you can be the one to help them solve them.

Armed with this information you can focus your energies and create an effective marketing strategy that will help you to reach them and communicate your message to them in a way that they will understand and appreciate.

One of the things that make niche marketing so attractive is that it costs far less to advertise to a specialized niche market than it does to advertise to a broader undefined market.

The simple fact is that niche marketing is a very effective and cost efficient way to advertise your business, reach more prospects and sell more products and/or services to people who really want what you have to offer. It only makes sense!

I sincerely hope that you have learned a lot from the Introduction To Niche Marketing crash course and that you now have a basic understanding of how niche marketing works and how you can use it to make your business more successful and profitable..

I wish you the best of luck with all of your niche marketing endeavors and don't forget I am here to help, so feel free to contact me at any time with your questions or comments.

Good luck,
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