

## **Deciding Which Niche Market to Aim Your Information Products Toward**

If you're an internet marketer who's decided to start selling information products for profit, the most important initial step in the process is to determine which niche market you will target.

Of course, anyone can come up with an idea for any market, but you will need to give yourself enough time to research several different ones. The audience you choose to target should be narrow enough to so that you can identify the specific information to provide, but should be broad enough to offer huge profit potential to you. Don't forget that you'll want to profit enough to make the time and effort that goes into developing the product worth it.

One marketer may decide to develop a wedding planning guide as an initial information product offering. Most will immediately try to include every aspect of wedding planning in this first eBook.

It is far better to have a long-term marketing plan that will allow your customers to keep coming back for more in the future. This means that it is far better to make \$10,000 from a customer over a lifetime versus \$50 once. So, if you only focus on offering quality information on one aspect of planning a wedding, such as choosing the right color scheme, then you can offer the same customers follow-up products on choosing flowers or planning the perfect reception in the future.

Always ensure the information product you're offering will meet the needs of your intended audience. Are you targeting the bride or the groom? There are virtually dozens of smaller guides you can create for each over the period of a few months to encourage customers to purchase only the parts of the series they truly feel they need.

Of course, sometimes a single product is what your audience will require. Just remember that there may be smaller niche markets within your broader target market. For example, single parents may be separated into a multitude of issues for both moms and dads and specific parenting guidance.

This is why brainstorming and allowing yourself plenty of time to decide your market is so important. You may begin to write a single product, but decide it can become twenty different ones. Ensure you're considering even the smallest details about your audience, and you'll be much more likely to offer the types of products that they will likely purchase.

Selling to existing and past customers is much more cost efficient, as it doesn't cost you anything to promote a new product to these individuals. Marketing to and finding a new customer costs much more time and money, so use your customer lists to your advantage.

Also remember to sufficiently research your proposed target market before jumping into creating your product headfirst. Take a look at what is already out there on the Internet for your audience, and what types of products your competition is offering. If you're planning on targeting those who want to make money on the Internet, for example, this is a very saturated

market - so you'll have to make sure that your product will offer something truly unique that visitors will want to purchase.