

Narrowing Down your Market Niche

As you go through the process of identifying a market niche, you will need to look beyond things of which you are interested. Additionally, rather than look at a high overview of a niche, you need to drill down to specifics, which then allows you to target the exact audience interested in what you sell. As you will discover, narrowing down your market niche starts with conducting online research for a popular topic such as making money using online marketing.

Obviously, making money online with marketing is much too broad. As you do research, you will find many other people doing what you are doing so you need to look at the opportunity differently. You might think of this process as being a fraction in a mathematical problem.

Your primary topic would be ways of making money with online marketing.

From there, you would brainstorm to identify your subtopics such as people:

- Interested in creating a home-based business
- With computer skills and want to make money using these skills
- That want to have more control over hours worked.
- Stuck in a dead-end job, looking for something outside a typically office position
- Eager to learn a skill fast but have limited education or low level skills
- That have been laid off because of overseas outsourcing or company downsizing due to the changing economy
- That fall in the “baby boomer” category looking for opportunities of building better retirement income
- In college that need a way of making a little extra income
- That are home with babies or small children and want to make money so they do not have to go back to work

If you look at each of the above, you can easily see the vast topics for your market niche. All you need to do is research and then analyze the various reasons that online marketing would be beneficial to anyone needing more money. Rather than hit each niche mentioned, we recommend you go with two or three at the most, preferably the ones that you are interested in most.

With your market niches chosen, start with the first niche and then come up with a list of seven to ten questions, those that people would go online to research. From there, you need to identify keywords or phrases used in finding information with online

research. Use MS Word or Google Notebooks to gather all your information and include any website that also deals with the same market niche.

Your last step is to visit ClickBank or other similar websites trying to locate a number of affiliate products, which would then be used in the process of getting your market niche developed. Of course, you can always write product information on your own but if you choose to do this, we suggest you create a powerful outline for the eBook to be written. Once done, you are now ready to put your knowledge to work in the market niche chosen.