

How to Determine the Best Niche Market to Target with Information Products Online

If you've decided to sell information products online, the first step in doing so is to determine the niche market you'll be catering to. You want to choose an area of interest that needs some information, but also has a large enough audience to create a long-term business prospect for you..

Sometimes, even though a niche interest area exists, this doesn't mean the audience is large enough to make it profitable for you. If your target niche market is for people considering bankruptcy, for example, you need to make sure your audience is willing and able to purchase your product.

Other audiences may be accustomed to spending a great deal of money to learn more about their interest area, such as golfers. Golf is not an inexpensive hobby, and there are always new techniques and gear that can be marketed to the extensive amateur golf audience available.

Those who are considering filing bankruptcy are obviously not in a great financial situation right now. They may not be willing or able to pay \$50 for an eBook telling them how to organize their debts or file for bankruptcy. Often, this information is available for free anyway, so make sure this is not the case with your chosen niche.

Of course, the type of information you're selling also becomes important in this consideration period. If your eBook is about how to avoid bankruptcy, then your intended audience may be more willing to purchase the information.

A great place to begin searching for your niche market is by perusing several community forums and chat rooms. iVillage and Yahoo have several groups that cater to both men and women from all walks of life. Reading through past posts may clue you in to what type of information these groups are in need of.

There are a few qualifying aspects you should look for when choosing your niche market. You want to find a large group of people, but also one that has quite a few problems to solve. This will give you plenty of ideas that cater to the same group, and you can develop a series of products to offer the same list of customers for future sales revenue.

Creating products solely for past and existing customers is far more profitable and less time consuming than trying to find new customers. If you have an established reputation that is positive with your clients, they'll be far more likely to buy additional information from you in the future.

You may also find that you start by creating an information product that caters to a larger group of people, but after a few sales you need to focus on a smaller group within it. This is why surveys and customer satisfaction reviews are so important.

For example, you may decide to write a book about parenting, but this can cover a wide range of issues and questions. You may find that customers are asking for more information about a

certain subject within the eBook, or that many of them are single dads raising girls. This information should cause you to consider that it may be more profitable for you to offer more specific products to cater to these less common situations, but still have quite a large audience.