



## “Define Your Niche & You Define Your Success”

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### **Find a niche product or service you are passionate about, and truly believe in.**

This will greatly improve your chances of being successful. Why? Because it's the only way you're going to be able to devote the kind of time and effort to create a meaningful web site, build up the right traffic, generate worthwhile income, and enjoy what you're doing.

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### **Choose a niche product or service you are knowledgeable about... Or at least know people who are!**

Reflect on what skills, hobbies or products you know the most about. If you don't have the knowledge yet, then choose a niche product that you would love to promote, then spend the necessary time to research it, so you can eventually become an expert in your marketing niche.

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### **Define your niche market before you start ANYTHING! You won't succeed without a clear niche...**

do the necessary research to see if there is a market for your niche product. To create a profitable business for your niche product, you need to ask yourself these questions;

“Are there people advertising in this market?”

“How many products are being sold in this market? Is just products, or services? Do they buy digital products?”



## **Take a survey of your niche with AskDatabase.com so you can target exactly what they want!**

You may already have products or services that you selling to your customers. If so, ask questions within your survey about what product/service would help your customers business. If it can help them save time by gaining more knowledge or automating tasks, you could have a winner.

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## **Create Your Own Unique Selling Position. Get this down & know it by heart.**

Study your competition to find out what they emphasize about the product which makes them stand out from the crowd. Then decide on something that will make your business unique from the others. It could be something unique about the product (ie discount coleman camping equipment) or you could choose a more highly defined target market

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## **Niche marketing is the key to developing a profitable business that will make you stand out from the crowd.**

By doing the necessary research and building an informative web site, you will become an expert in your niche marketing field.