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Introduction

Niche marketing is like taking a journey through an alternate route, or less travelled path only to discover countless goldmines along the way.

With each stop, you harvest as much gold as you can carry while continue to explore what lies ahead.

You aren't following the crowd, or elbowing your way through thick competition, but instead, are able to generate non-stop profits from some of the smaller markets that are often overlooked by the 'big guns'.

The biggest misconception regarding niche marketing is that there is less money in it than with the larger, mainstream markets.

In truth, if you approach niche marketing the right way, you can actually make MORE money in LESS time than with any of the larger markets because when there's less competition, it's far easier to penetrate markets and target your customer base.

In this report, I'm going to teach you the basics of finding desperate markets. This will help you make more money from your efforts, because desperate markets will typically convert much better than other types of niches.

So let's get started.

Niche Evaluation

You've probably heard of just how profitable 'desperate markets' is and there's good reason for this. Markets that are considered desperate are not only easier to target but easier to sell to.

- * That person desperate to get rid of her acne quickly.*
- * That mother frustrated by not being able to potty train her toddler.*
- * That guy who will do anything to win his ex back.*

When NEED is there, rather than just desire, you've got a winning niche. Combine that with a laser targeted campaign that provides a solution to their problem and you'll never struggle to make money again.

The best place to start with finding a good desperate niche is to use minor keyword research to find what people want to fix. You don't need to use any high-priced tools... just searching in any browser will do, or you can use Google Suggest.

Whenever you search for something with Google, it will give you suggestions as you type for related keywords. This is one very easy way to find some potentially desperate niches.

Keyword Searches

To see what's really popular right now for the niches, you should search for the quoted phrases:

- "how do I stop"
- "get rid of"
- "how to get rid of"

These are a few good starting points. Once you have a list of potential markets, you can use them as the basis for your keyword research by using them as your seed keyword.

What you want to look for are niches in which the average user has a problem that they are extremely desperate to solve and will do almost anything to fix.

Examples of such niches include:

- Weight loss

- Acne
- Pain management
- Insomnia
- Pest control

When people have problems like these that they are desperate to get rid of, they are willing to spend almost any amount of money if they believe a product is a solution to their problem.

One of the most important things you can do is first evaluate and identify niche markets that encompass three major elements:

- 1) You can easily identify exactly who your audience is.
- 2) There are motivated, active buyers in the niche market.
- 3) You are able to get your marketing message across to your audience.

There's no sense in trying to find an untapped niche market. There are few of them out there and those that exist would take a lot of work in order to penetrate.

Then, you'd have to condition buyers, research angles and test out different campaigns and approaches before you determine what was successful.

Forget about that! It's always easier to make money in niches that are already proven to be profitable, and that is what you need to focus on.

You always want to conduct as much research about your markets as possible however, so that you can really understand what your target audience is interested in and create compelling campaigns that 'speak their language'.

You want to know:

- What people are currently buying
- Where there are any potential market gaps for products you can promote (or create!)
- How much of a demand exists in the market
- What your customer base is most interested in, concerned with, needing help with.

In other words, pay attention to who you are selling to before you determine what you are going to sell and your campaigns will be successful.

Yahoo Answers

Another way to find desperate niches is through sites like Yahoo Answers:

<http://answers.yahoo.com>

You can browse the site to find people who have questions. Use the categories to browse, or search for particular niches if you are interested in something specific.

The Yahoo Answers site can be a goldmine for locating desperate niches, because people who take the time to post there are already desperately seeking help for their situation.

Don't overlook other resources for finding hot niche markets including popular magazines through www.Magazines.com , books via www.Amazon.com, hot searches through www.pulse.eBay.com and through digital marketplaces including www.Clickbank.com

Google Zeitgeist

Offers access to Google Trends, Trends for Websites, Hot trends and more:

<http://www.google.com/intl/en/press/zeitgeist/index.html>

Analyzing Desperate Niches

Once you have found some niches you believe have potential, you need to analyze them for profitability. Not all desperate niches will be as profitable as you hope.

A friend of mine found a niche she felt was going to be extremely lucrative. It was related to household pest control. She was convinced it was a goldmine, because it had thousands of monthly searches and very little competition. She spent a lot of time and money setting up campaigns in this niche, but she made very little money.

It turned out that while people were desperate to get rid of this particular pest, there was a very simple and effective solution available for free all over the internet. It was so effective that there was no reason for people to spend money. So this niche turned out not to be profitable at all.

In order for a niche to be viable, there must be three factors at work:

1. There must be significant traffic.
2. There must be commercial intent.

3. There must be monetization methods.

Obviously, there must be potential visitors. Unless there are thousands of people searching for something, it's probably not worth pursuing. It's most likely a waste of time to try to pursue a market with only a few hundred searches each month.

Commercial Intent

There must also be commercial intent. This means that people must be willing to spend money in that market. If they aren't, then it's going to be very difficult to make money in that niche.

It is possible to make money with AdSense even if no one is spending money, but it is not especially likely, since advertisers won't generally advertise via the system if users aren't buying anything.

One way to determine commercial intent is through the use of Microsoft adCenter Labs:

<http://adlab.msn.com/Online-Commercial-Intention/>

You can enter a keyword and click the "Query" selection, and you can get a fairly accurate determination of commercial intent.

The keyword "acne" returned this:

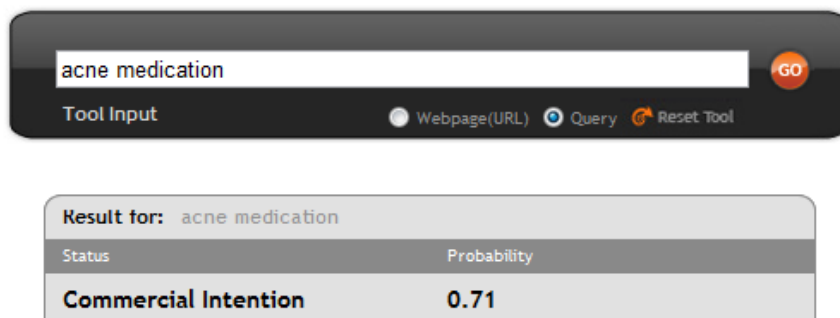


The screenshot shows a tool interface with a search bar containing the text "acne". Below the search bar are three radio buttons: "Webpage(URL)" (selected), "Query", and "Reset Tool". To the right of the search bar is a red "GO" button. Below the search bar is a table with the following data:

Result for: acne	
Status	Probability
Non-Commercial Intention	0.96

This basically means there is a 96% chance that someone searching for "acne" would NOT be looking to purchase anything.

However, look at the result for "acne medication":



The screenshot shows a tool interface with a search bar containing the text "acne medication". Below the search bar are three radio buttons: "Webpage(URL)" (selected), "Query", and "Reset Tool". To the right of the search bar is a red "GO" button. Below the search bar is a table with the following data:

Result for: acne medication	
Status	Probability
Commercial Intention	0.71

In this case, there is a 75% likelihood that someone searching for "acne medication" is looking to buy something! This means that you

should focus more on keywords that do have commercial intent rather than those that don't.

This is why it is very important to research a niche carefully before making a final decision as to whether or not to pursue it. A brief look at the keyword "acne" might discourage you from pursuing that niche, but other keywords in this niche do show significant commercial intent.

Anything greater than 0.5 shows significant commercial intent, and this means a niche is potential viable.

Monetization Methods

Obviously, you need a way to make money from any niche. It doesn't matter how much commercial intention there is in a niche if there are no products you can promote to make money.

In the vast majority of niches where there is significant traffic and commercial intent, there will be products you can use to monetize, but you have to look at a few different factors.

Analyzing Monetization Methods

As I mentioned in the previous section, you must analyze a few different factors to determine how solid a particular product is likely to be. You want to promote products that will convert well, and will make you enough money to be worth the effort.

For example, a 99 cent item might convert fantastically well, but at such a low price, you would have to sell massive quantities of the item in order to make decent money.

Of course, the reserve can also be true. If you have a product that sells for \$2,000, it might convert so poorly you sell only one or two per year. Again, this might not be profitable.

You will probably need to test various products in order to find those that offer the best conversions and earnings, but you can get a general idea of whether a product will be good to promote by making sure you can earn at least \$10 to \$20 per sale, and that the sales page looks like it has the potential to convert well.

To help you get started, here is my personal swipe file of desperate markets.

Desperate Market Swipe File

Desperate Markets: Health

Insomnia

Morning Sickness

Teeth Whitening

Excessive Sweating

Acne

Psoriasis

Bruxism (Teeth Grinding)

Weight Loss (sub niches including eliminating love handles, beer belly, post pregnancy weight loss, man boobs, eliminating stretch marks, acai berry, etc)

Impotence (erectile dysfunction)

Yeast Infection (Thrush)

Gout

Halitosis (bad breath)

Nail Fungus

Removing/Preventing Warts

Removing / Preventing Painful Boils

Cold Sores (recurring cold sores)

Acid Reflux (heartburn)

Cure Hemorrhoids

Bacterial Vaginosis
Sciatica
Anxiety/Stress/Panic Attacks
Pregnancy, Infertility
Endometriosis
Eliminating Tinnitus
Eczema
Stop Snoring
Hypothyroidism
Angular Cheilitis
Restless Legs
Premature Ejaculation

Desperate Markets: Finance

Debt Consolidation, Credit Repair
Avoiding Bankruptcy
Securing a Mortgage
Preventing/Dealing with Foreclosure
Work At Home (securing telecommuting positions, online work)
Finding a Job (offline, resumes, preparing for interviews)

Desperate Markets: Misc

Pest Control

Parenting help (colic baby, teething problems, etc)

Dental Pain (home based remedies, etc)

Penis Enlargement

Body Odor

Bed Wetting

Hair Replacement

Facial Hair Elimination (focusing on women)

Increasing Height

Anti Aging

Nail Biting

Quit Smoking

Desperate Markets: Relationships

Get Your Ex Back

Marriage Repair

Dating (online dating, approaching women, pheromones, confidence, seduction guides, etc)

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