

THE **NET MARKETING** **STRATEGY MANIFESTO**

Hi, and thanks for deciding to take a chance on downloading and reading this report. In the next pages, there will be distinctions that will be made, new and uncommon concepts to be discussed and new ideas to be uncovered.

My name is Daniel Toh, and I'm an Internet Marketer, a blogger and a niche marketer who loves to experiment and try out new strategies that can increase my online income. I'm not a mega marketer but I'm willing to share my strategies, mindsets and tactics that I have learnt, and that are working in the market today according to my experiences.

The NetMarketingStrategy Manifesto is about uncovering powerful strategies that are not frequently used in Internet Marketing, however is becoming increasingly more important to embrace especially with the changes in the Internet Marketing landscape, with decreasing attention span of customers and the heightened and ever increasing competition in the marketplace.

By learning each of the Net Marketing Strategies presented in this report, it is my hope that you will move from having a big picture idea of the key components of Internet Marketing, towards building each of these strategies into your business, towards mastering and integrating each strategy seamlessly into your Internet Marketing business, step by step until you have built a truly rock solid business.

If you are an experienced marketer, read through and tell me what you think still...

That is my goal towards creating this report, to share the community knowledge on this manifesto, and to accelerate the knowledge base of the Internet Marketing community. The knowledge here are not my own as I have learnt them from many different masters from numerous specialities and skill-sets, but it is my pleasure to present these ideas in this report to you in a simple to read and understand format.

To your Net Marketing Success!
Daniel Toh

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Net Marketing Strategy #1: Niche Selection Strategy (What markets to go into)

Before you start your online ventures, it's rather important that you select a niche that has the potential to pay you the dividends and rewards that you are after. Without the right selection strategy, your great plans for Internet marketing success may well be doomed from the start.

In this chapter we will go through the steps and criteria that I think is important that you consider in your selection of your niche and target market.

FIND A MARKET THAT HAS STARVING CROWD



I have heard so much about choosing a hungry, starving crowd that the real importance of this point is almost taken for granted.

Your market really has to have a starving crowd, that is not a fad, is evergreen and one that has multiple associated marketing doors so that you could market to them over and over.

They would have to be hungry and passionate about the niche, and they would be proven spenders that don't mind investing more and more into that niche, as they are so hungry for more resources to help fulfill their needs on the topic.

In every niche there are varying degrees of interest and levels of commitment, and what I'm going to show you today is how you can exactly evaluate your niche or

market, and coming in with a solution as to whether you should wholeheartedly pursue this niche or to head off to find more profitable niches that will make you successful much faster.

CRITERIA OF STARVING CROWD

So below I will list the criteria of the Starving Crowd, and explain how it works:

CRITERIA #1: CONSCIOUS AWARENESS

Now what I mean by conscious awareness is this: How much time is your crowd spending on thoughts regarding your niche/market? How often do they think about the topic in question everyday? Does this subject DOMINATE their thoughts? Do they do it when they are working, during their spare time, when they're driving? Does the thought sometimes consume them that they have no choice but to dwell on it?

Let me give you an example here: Let's pick a niche that has a starving crowd, which is How to Get Your Ex Back. If someone has just broken up with their girlfriend or boyfriend that they really love, and when they feel like getting back with their ex, how much time do you think they would spend thinking about this issue? Lots and lots of time I would say... So this niche would meet criteria #1 of conscious awareness.

CRITERIA #2: EMOTIONAL ATTACHMENT

This second criteria is a very important one. In fact, it might be even more important than Criteria #1.

So what do I exactly mean by "Emotional Attachment"? What this means is how much emotional weight does this topic carry with it for that person. Whether the person FEELS strongly about the topic or not. Are they Positively or Negatively passionate about the topic. Does it bring them JOY or GRIEF, and does it motivate them to take certain actions, whether good or bad?

If someone feels strongly about the subject at hand, it is likely that they are emotionally attached and it is more likely that it can be a great niche market to sink your teeth into.

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Now using the previous example of “getting ex back”, this would be the perfect market to check off this criteria, as usually relationships and break ups have lots of emotional attachment involved and the emotional baggage could easily stay for a while.

So what’s an example of a non -emotional attachment topic? Well even if something fulfilled the Conscious Awareness criteria(#1), such as brushing your teeth- doing it 2 or 3 times per day, its unlikely that you will attach any emotional attachments to it (unless you have had lots of dental troubles and been to the dentist far too many times!). So just use you gut feeling and common sense to judge whether your subject has met this criteria.

CRITERIA #3: INVESTMENT MADE

This is another factor (although possibly lesser of the 3) that will help you determine your starving crowd. What I mean by Investment made is the amount of resources, time, money and energy spent on the niche, by the person. This would equate to the more investment that had been made on the subject, then logically the more invested the person is to the subject and hence would more likely be part of the “starving or passionate crowd”.

So for example take a niche such as the popular game, WORLD OF WARCRAFT. In this game there are many levels to progress and many level ups requiring a lot of input and resources from the players. Now imagine that if you’re a player in that game, who had spent over 100 hours getting to a respectable level of conquest but is stuck at a certain level risking having your character diminished, what would you do?

I think you would research on the best methods, strategies and tactics to keep progressing in the game, and in the process becoming part of the starving crowd that is desperate for a solution. And you might even buy a World of Warcraft Strategy Guide that promises everything you hoped for, in desperation.

So in effect, the amount that you have invested and stand to lose if not corrected plays a big part in your selection of your starving crowd.

RESEARCH AND GRASP THEIR PROBLEMS AND PAIN (DEEP UNDERLYING, HIDDEN PROBLEMS AND PAIN)

We have discussed in detail how we could find our “Starving Crowd”. However, this would be just the first step towards connecting to your market.

Often times, by knowing your starving crowds general niche does not mean that you know the details and the inside scoop of their Real Pain and Frustrations, Needs and Wants.

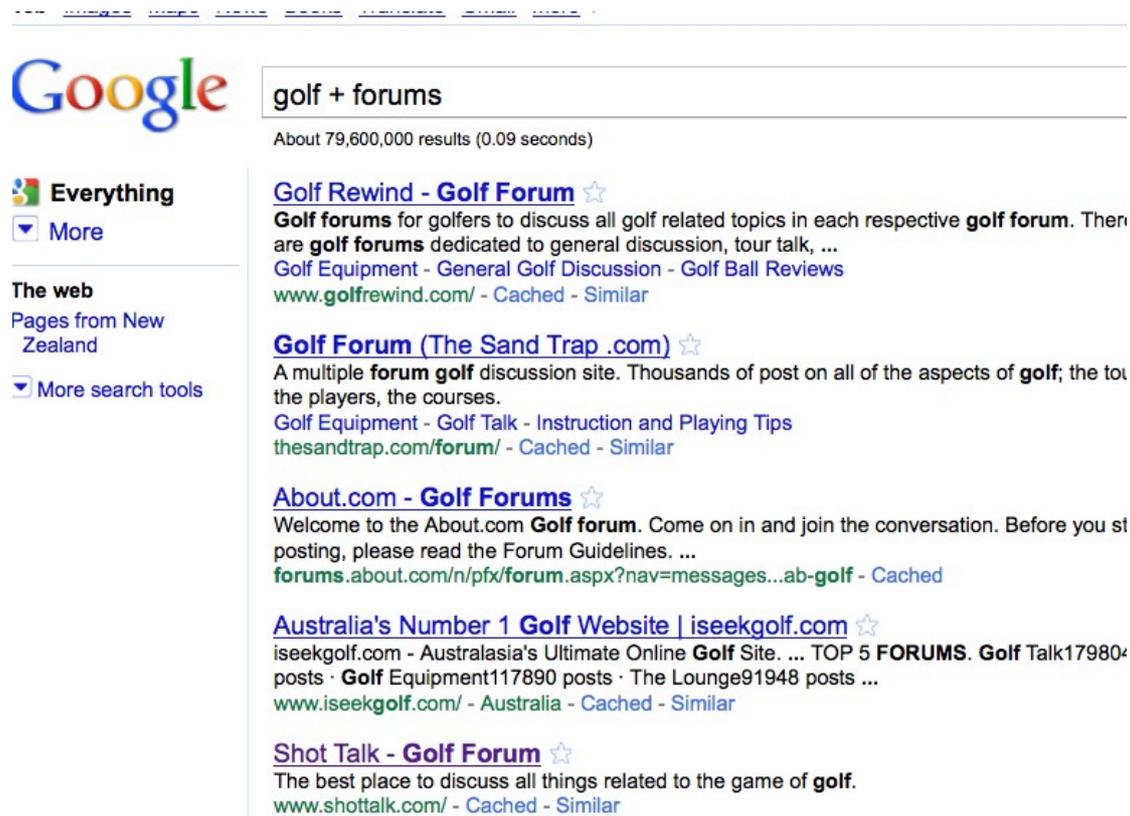
Let me give you an example, if we were in the Golfing Niche, and we know that there are some desperately hungry buyers there for golf, would we know what exactly that they are hungry for? Would it be for a certain model of golf clubs? Will it be more knowledge to putt, or to drive? Will it be to fortify their mental game? Would it be to learn how to more accurately read the conditions of the game?

Now if we weren't in the trenches of golfing so to speak, but we would like to market in that niche, and to bond with the starving crowd in the golf niche, to speak their lingo and to know what they're really after, THEN we have to really take a step deeper in our research.

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FORUMS

This is my favorite method of research when I'm starting a new niche project, and normally I will still hang in the crowd, just to get the pulse of their conversations and to know my target market better.



The screenshot shows a Google search interface. The search bar contains the text "golf + forums". Below the search bar, it indicates "About 79,600,000 results (0.09 seconds)". On the left side, there are navigation options: "Everything", "More", "The web", "Pages from New Zealand", and "More search tools". The search results are listed as follows:

- Golf Rewind - Golf Forum** ☆
Golf forums for golfers to discuss all golf related topics in each respective golf forum. There are golf forums dedicated to general discussion, tour talk, ...
Golf Equipment - General Golf Discussion - Golf Ball Reviews
www.golfrewind.com/ - Cached - Similar
- Golf Forum (The Sand Trap .com)** ☆
A multiple forum golf discussion site. Thousands of post on all of the aspects of golf; the to the players, the courses.
Golf Equipment - Golf Talk - Instruction and Playing Tips
thesandtrap.com/forum/ - Cached - Similar
- About.com - Golf Forums** ☆
Welcome to the About.com Golf forum. Come on in and join the conversation. Before you st posting, please read the Forum Guidelines. ...
forums.about.com/n/pfx/forum.aspx?nav=messages...ab-golf - Cached
- Australia's Number 1 Golf Website | iseekgolf.com** ☆
iseekgolf.com - Australasia's Ultimate Online Golf Site. ... TOP 5 FORUMS. Golf Talk17980+ posts · Golf Equipment117890 posts · The Lounge91948 posts ...
www.iseekgolf.com/ - Australia - Cached - Similar
- Shot Talk - Golf Forum** ☆
The best place to discuss all things related to the game of golf.
www.shottalk.com/ - Cached - Similar

So go to Google and type "Your Niche + Forums". For example, Golf + Forums.

Then you will find on the search results many different forums for your niche. Now if there isn't a forum for your niche then it could a warning sign for you, because when people are interested in the topics, they usually have many conversations about it and this usually takes place in forums.

Anyway, when you're in the forums, just have a look at the general way that these popular forums are setup. Notice their general categories and topics. See what generates lots of views and attention. Jot it down.

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 Golf travel and course reviews Did you get to play golf somewhere cool? Did you play a local course that stunk? Tell us about your experience.	Threads: 167 Posts: 951	Honey Run Golf Club, York PA by starsky 08-11-2010 10:35 AM
 Golf for Women A forum for women	Threads: 46 Posts: 747	Please Help me???? by beermug 08-26-2010 08:45 AM
Equipment Talk Last Post		
 Equipment talk Reviews and advice	Threads: 8,685 Posts: 104,044	Let's Talk Driver Shafts by bames 09-01-2010 01:11 PM
 Sponsors Bazaar A forum for sponsors to post their wares. Only admins and paying sponsors can start threads here, anyone will be able to reply.	Threads: 126 Posts: 1,201	Okato Prebook update -... by indacup 06-19-2010 09:08 AM
 The press room press releases from the OEM's Comments welcome	Threads: 6 Posts: 28	R9 SuperDeep vs 510TP by TheTrueReview 07-09-2010 07:06 AM
 User equipment reviews Got some new bling you want to tell others about? Love it or hate it, post it here	Threads: 403 Posts: 5,127	Callaway FT IQ I-mix Tour... by N.V.M. 08-28-2010 09:35 AM
 Pro Shop Click on the link and buy all sorts of gear from our valued affiliates. 2 affiliates are UK based for our UK and European members.		
 Classifieds Sell your stuff....not necessarily golf equipment...you can sell your plane train or automobile in here if you like. No spam please!	Threads: 2,339 Posts: 14,735	WTB - Accuflex Evolution by Strider 08-31-2010 09:34 PM
Off Topic Last Post		
 No golf for you!	Threads:	Boats and Ho's!

Next, delve into threads and have a read of these threads.

Now what I would like you to keep a keen eye on is this:

1. What PAIN do they want to get RID of?
2. What Frustrations are they experiencing that need solving?
3. What end results do they want to achieve in their interest?
4. What Problems do they face that are very Painful for them?
5. What are the current solutions to those problems and why they aren't delivering?
6. What EXTRA VALUE can you give to that Crowd?

I suggest that you participate in those Forums to get further insight. To go a step further, you might want to solve their problems by providing a viable solution and to build their trust, or maybe even recommending a resource for them that could help them.

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It's important to notice the emotions and sensations that your market would want to feel. I can't stress this enough as this would generate enough emotional power to motivate your prospects into action, whether it is to purchase your product or sign up as your subscriber.

So if you can demonstrate that your offerings could potentially end the very pain that is torturing them, or remove the anxiety and fear that they so desperately want to overcome, then you're on your way to a great marketing future, no matter your niche or market.

SWIPE FILE

So after doing those research and Truly getting a bird's eyeview of your marketplace, make sure you note them down in a specific file so that you could refer to it over and over. And make sure to add more valuable insights as you discover more distinctions that could help you further along to grow your business.

Another good way that you could tap into your prospects mind is this: Ask them to leave their FEEDBACK and comments on your website, detailing how the website can be improved, how valuable the content and your solutions are, what further topics that they are interested in and any other improvement feedbacks will be welcome.

To accelerate this and to also build a community as a by-product, offer them an Incentive to leave a useful comment or feedback. I normally use [Comment Relish Plugin](#) in my WordPress blogs to deliver a FREEBIE just to say thanks to my readers who had left valuable comments on my website.

Now to take this further, what you could also do is sending out EMAILS asking your subscribers for feedback, plus incentivising them to do so.

Then I would read the feedback received and act upon it to improve on my communication to my readers and customers.

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RECOMMENDED RESEARCH TOOL

Now for those who are keen on getting more mileage on their niche and market research, the tool that I recommend is [Market Samurai](#).

Why Market Samurai? It's simple, because it's the most comprehensive tool that you can find in the market to uncover hidden or untapped profitable niches via keywords analysis.

With this tool, you would be able to uncover uncompetitive keywords that have few competing pages and that have weak competitors just by clicking a few buttons.

There is a [free trial](#) that they are offering now on their site, and with that you will also be able to access the many comprehensive tutorial videos that they have prepared for your benefit. Give it a try, I think it's a valuable tool to add to your arsenal. (The link that I have on here has my affiliate link, so I could potentially generate commissions from your subscription.)

Below is a screenshot, depicting the competition for the keyword golf grip tips:

The screenshot displays the Market Samurai interface for a keyword search. The search term is 'golf grip tips'. The tool shows a list of 11 competing URLs with various metrics including DA, PR, IC, BLP, BLD, BLEG, DMZ, YAH, Title, URL, Desc, Head, and CR. A tooltip for 'Index Count (IC)' explains it as the number of pages indexed within Google. The interface includes filters for 'Off Page' and 'On Page' metrics, a 'Type of Backlink' dropdown set to 'External', and a 'Max Backlinks' input set to '1000'. At the bottom, there is a 'View Results in Google' button and a support link.

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CR
1	http://golf.about.com/od/golftips/ss/golfgrip_lead.htm	11	4	17,200	26	35,016	0	Y	Y	N	Y	N	Y	8
2	http://golf.about.com/od/golftips/ss/gripstypes.htm	11	3	17,200	22	35,016	0	Y	Y	N	Y	N	Y	1
3	http://www.free-golf-swing-tips.com/golf-grip-tips.html	7	1	43	15	269	0	N	N	Y	Y	Y	Y	8
4	http://www.youtube.com/watch?v=chdit-Ezbx8	5	2	784,000,000	2	270,055,920	0	Y	Y	Y	N	N	Y	2
5	http://www.youtube.com/watch?v=QksVEciEbTk	5	3	784,000,000	3	270,055,920	0	Y	Y	Y	N	N	Y	21
6	http://www.ehow.com/video_2357710_golf-grip-tips-handisy-swings.html	11	3	7,330,000	1	2,960,237	0	Y	Y	Y	Y	Y	Y	8
7	http://www.youtube.com/watch?v=AmKQ7gRcVo0	5	5	784,000,000	170	270,055,920	0	Y	Y	N	N	N	N	1
8	http://www.golfhelp.com/golf-tips/	11	2	721	30	2,550	1	Y	Y	Y	N	Y	N	8
9	http://www.golfgripstips.org/	-	1	1	19	24	0	N	N	Y	Y	Y	Y	8
10	http://entertainment.howstuffworks.com/sports/golftips/5-golf-grip-tips.htm	8	0	5,990	3	617,022	0	Y	N	Y	Y	Y	Y	11
11	http://www.learnaboutgolf.com/beginner/golf_grip.html	-	2	1,560	7	5,880	0	N	Y	Y	N	Y	Y	9

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