



"How You Can Easily Select the Winning Niche and Make Money Every Single Day"

By Peter Garety
www.bloggingmechanics.com

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Introduction: The Power of the Niche

Have you ever tried going on a road trip with a car and without a road map to a place where you have never been to before? While this may sound like a really grand adventure rich in life lessons, this road trip of yours is bound to yield some serious headaches along the way.

It is also likely that you will get into a spot of trouble or two before you reach your destination – if you reach your destination, that is. What is even more likely is that at some point you will realize that you have been driving around in circles all that time, wasting precious time and money, and with your destination so far from sight. Then, at that point, you will probably decide that it is time to give up on this adventure of yours and simply drive back home.

That is essentially what will happen to you if you decide to go on in a business without defining your niche. It does not matter what kind of business you will be getting into, whether it is an online enterprise or a traditional brick-and-mortar business.

The biggest difference in business in comparison to the road trip though is that if you waste your time and money without defining your target audience, the outcome may be bankruptcy and debts. And this is what essentially happens with almost 80 percent of new business that starts up every year.

The price for not knowing your niche is so high that you can spend life time in debts because of that.

In current business environment when to start an enterprise is a matter of minutes and because of the web a guy from a village can compete with anybody, *the only competitive advantage you have is how you talk to your customers, how you design products and services for YOUR customers and how big is the value your offer to your customers.*

But in order to do that, you need to have intimate knowledge about your customers. You need to know who are they and what can make them to give you money for the products or services that you offer.

Therefore, if you will apply the strategies and techniques that you will learn in this report, you will discover tons of money making niches where people are ready to hand you money on demand and you will be able to build long term residual income business.

The flip side is that if you will not learn and apply the strategies and techniques that you will find in this report, you will struggle to make a sale, and you will never build a real, residual income business.

Let's build your business!

What Is Niche

Before you learn how to define your niche and different discovery strategies, it is really important to understand what a niche is.

According to the Merriam-Webster dictionary, the word "niche" comes from the old French word "nicher," which means "to nest." This tells you that the niche refers to an organism's habitat and its role in the larger environment or ecosystem of which this organism is a part. It does not matter whether this organism is human, animal or plant.

Another definition for the word "niche" is a place, activity, status or employment to which a person or an object fits perfectly. A niche can also refer to a corner, nook or recess in a building or in one's house.

The definition that you are most interested in is this: *The niche is a specified sector of the market.* **The people in this sector of the market have a**

specific need, and this need can only be fulfilled by certain products and/or services particularly designed to address that need.

What does this tell you? This definition identifies three characteristics of the niche to which you must pay close attention.

First: Niche Is Targeted

You need to identify that particular sector of the market on which you will focus all your business efforts. You will also need to narrow down your niche as finely as you can. You will find out later why this is necessary and how you can do it.

Second: Specific Needs

The people in the niche you are targeting have specific needs. It is your job to discover what these needs are. Only when you know for sure what the needs of your target audience are, you will be able to come up with a product that suits them best.

Third: Product Must Fit The Needs

Whatever a product or service that you are going to offer your targeted niche must fit them to a tee. *Your product should be as perfect a solution to your targeted niche's concerns as it can be.* Once people see your product, they will tell in a millisecond: Yeah, this is designed for me. Otherwise, you will not make a sale and will only end up wasting your time, effort and resources.

Finding and researching the niche should always be your #1 task **before you even start any business activity.**

Remember that your goal here is to search for your niche and discover everything you can about it. You basically are looking for the stark realities for your particular sector of the market.

This is what many beginners in business unfortunately get wrong. They make the mistake of choosing their niche rather than finding it. They go through product development first before researching their niche, so they really have no idea whether or not their product will win an attention from audience.

While this can still yield profit in some cases, in more than 99 percent of time you will never get a dime from your business from doing it in reverse order.

It is completely opposite if you will find the niche first before going into business building and product development.

When you find your niche, you get to know your target audience. You get to discover what they need and what makes them tick. Once you have this knowledge in your pocket, you can come up with the appropriate line of products and/or services that will best suit your audience's needs.

You will also be able to come up with a unique selling proposition (your competitive advantage) that your audience will not be able to resist.

Even more, when you will find your niche, you will also be able to create a formula for your business that will guide its advertising and promotions. More importantly, you set the groundwork that will lead your business towards long-term growth when you make the effort to find your niche and know it intimately.

Do you see the power here?

Niche profile is your business road map – it is your business success formula.

Therefore, if you will spend enough time to research the niche, your profitability is almost guaranteed.

Finding Your Specific Niche

Now that you know what a niche is, you are ready to find one that will make killing for your business. However, I need to warn you: *if you want to build a lucrative and long term business, pay close attention to each of the points and think about them for a while.*

You will get gold information here. This is what most Gurus are selling in high end coaching and mentoring programs. But, if you will not be focused and will not dive into this with attention to detail, you can lose thousands of dollars, enormous time, and you will be frustrated as hell.

Let me start by saying that the process or mechanics to find your niche is pretty simple. *Most important, and this is what you need to absorb yourself, is the psychology behind each of niches you will discover. You should think only about people, and they needs.*

Forget everything you know and focus on 2 questions only:

- who is that person who is searching for your service or product (even if you are affiliate, consider the product or service you promote as your own) and,
- what is their biggest problem why they are searching for your product or service.

If you will find clear answer to those 2 questions, you will make tons of money all the time.

Ok. Let's look on the methods how you can find the winning niche that will make money for you every day.

Your Very Own Interests

You can actually build a business out of the very things and topics that interest you. In fact, creating a business out of the things or topics that you like is a one of the most powerful starting points. Your own interests are a great source of ideas for what niche to target if you sit down and think about it.

In addition, starting off with your own interests in finding your niche will give you two big advantages.

First, you are part of the niche you are targeting.

*Think about that for a moment. **Business is passion that equals money in 21st century.***

If you are not passionate about what you are doing, you can still make some money, but you will never build a long term residual income business.

Niche in an alliance with your passion will give you a massive competitive advantage. You already have some insider knowledge, and you already know what triggers your attention when it comes to your passion.

Second, you will be persistent when it goes tough.

To build a lucrative business takes time and enormous energy from your part. Persistence is one of those characteristics that most business owners lack the most. Therefore, if your niche will be with your range of passions, you will have strength to do whatever it takes to make it the success.

Niche Finding Exercise

Start your niche-finding exercise with a pen and a pad of paper. Do some brainstorming and list down every single thing that comes to your mind that you enjoy. Be as specific as you can with your list.

What sports do you like playing or watching? List them down.

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