

**Rapid Niche**  
**Domination**

**How To Target And  
Dominate A  
Profitable Niche In  
Less Than 7 Minutes**

**By : Tre' Mcdowall**

# Rapid Niche Domination

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## Introduction

Ever since I began studying internet marketing the one thing that I've discovered that holds a lot of people from launching a successful information business is the ability to select a profitable niche.

Niche Selection is the most important ingredient of any profitable information business. Let's put it this way without getting this right your chances of making money online are very slim. Without a niche you have no audience to market too. You'll end up wasting a lot more time trying what you think will work without actually doing what will.

You can try all the different make money in a few minutes online with the latest loophole tricks that you want, but the one thing that almost every successful information business is built on is the ability to effectively select a "hungry" audience that they can easily sell to.

Through lots of tedious testing and implementation like an internet marketing mad scientist, I have developed a simple system that I

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will teach you in the pages that follow, that allows me to select and dominate a profitable niche quickly.

Learning how to find and infiltrate a profitable niche as quickly as possible is an ability you must possess if you plan to be successful in the information business. It's simple you can do everything else correctly but if you fail to select the right niche you won't make as much money as you can, because people won't want what you have to offer.

So it's very important that you learn how to master this skill. The good thing for you is that I will show you how to do so in this guide.

So without further introductions let's begin!

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## The Best Type Of Niche

Technology is evolving at a rapid pace and as a result information is becoming more valuable. We now have a wide variety of e-readers and eBook sales are rising rapidly. It's simple; people are hungry for information and not just any type of information but information that will cause positive changes in their lives.

What this means for you is that the best niche to get into right now is the information niche. There is no better time to get into the information business than right now.

The first reason why information niches are the best to get into is because information is easy to create. If you have the information already in your head then the process of creating information is both easier and quicker for you.

Creating valuable information products also cost nothing upfront but your time. For example this book that you're reading cost me nothing but some of my time, the organizing of my thoughts and the ability to put together complete sentences.

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Another reason is if you fuel your products with the right marketing you can boost their perceived value. In other words information products are the cheapest types of products to create and can sell for premium prices.

An information business is a lot easier to start than a physical business. With an information business you can sit down this afternoon, find a target audience, research your target audience, and create a simple but “valuable” product in the matter of a few hours. Create your sales funnel. You drive traffic and make money over and over with little maintenance in the beginning. No overhead cost.

Sweet Right?

Are you excited yet? I know I am! Let’s move on.

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## Two Best Information Niches

To keep things simple when you decide to get into the information niche there are two niches that you should spend the most of your time targeting. These two niches are:

1. People who have problems and are desperate for “solutions”
2. People who spend ridiculous amounts of money on stuff they really don’t need “hobbies”

So basically we are targeting solutions seekers and people who are excessively passionate about their specific hobbies.

Solution Seeker – Desperation Niche

Passionate Spender – Hobby Niche

In my opinion the desperation niche is the easiest to target for a beginning marketer.

Here is how I define a desperate niche: People who have a problem that they are desperately seeking out solutions for. These are the type of people, who lay in bed at night unable

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to sleep because the problem they struggle with is so intense that it controls their lives. These problems hold them back from experiencing a life of full potential.

A quick example: Bob is lonely because he lacks the confidence to approach women. Bob is upset with his life because he knows he can do better but he is held back by this problem.

Bob wishes he had someone to share his life and special moments with. He becomes so desperate that he tries to find the solution to end his pain and help him to live the life he deserves. Bob is willing to buy “any” amount of information that can help him to overcome his problem.

This is where you as the solution expert come in. You present Bob with a solution to his problem, that’s quick, easy and to the point. How much convincing to buy your product do you think you have to do to get Bob to purchase? Maybe not so much because he is so “desperate” for a solution to fix his situation.

A desperate person would do desperate things. They hardly think when they are buying, all

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they want is a solution and if yours look good enough then they will buy what you have to offer. Desperate people are irrational which means that they buy on impulse they hardly ever really think before buying.

Its clear why this niche is the easier of the two to sell to. The market is hungry and desperate for the answers that your information product will provide them with.

Now we move on to our next most profitable niche and that is the hobby niche.

Here is my definition of the a hobby niche: People who have the same things in common who like to spend excessive amounts of money on certain hobbies of theirs. These type of people spend “large” amounts of money on things that they don’t necessarily need but buy them because they are the things that they really enjoy. They are also sometimes irrational about what they purchase as well.

An example is: Let’s use Bob again. Bob loves golf. Bob would buy any piece if information he can get on how he can perfect his golf swing and

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how to purchase the best golfing gear, the best golfing posture etc.

Bob spends \$6000 on golf clubs and all the stuff he needs to make his hobby worthwhile to him. Bob does all of this because for some reason golfing gives him and escape from his regular routine in life. Golfing gives his life some meaning.

Many people in the world today are spending ridiculous amounts of money on their hobbies. Everybody has a hobby that they spend a ton of money on, simply because they are irrationally passionate about their hobby and they have extra money to fulfill their wants with that hobby.

Most people don't use logic when it comes to hobbies. They are impulsive about the decisions they make. Also you can play on their sense of fulfillment to increase the perception of value for the things that you have to offer them

I know your probably wondering which one is the better one for you to begin with. Well their isn't necessarily one that is "better" than the other.

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The desperate niches are easier to sell to than the hobby niche.

If you really can't choose and you are just starting out then my recommendation to you would be to begin in the desperation niche. Once you have built up a sustainable amount of income by targeting this niche then you can probably try your hand in the hobby niche.

Now I want to get into the criteria to go about precisely choosing a desperation or hobby niche that will give you the most profitable results.

Deal? Ok let's move on...

## Selecting A Desperation Niche

The first thing you want to look for and ask yourself is "Are these people hungry for a solution to relieve some of the pain they may be experiencing whether physically, mentally or both?" You have to be able to gauge if your market is hungry for a solution to a problem.

The second thing you would want to do is find out if the average person in this target market

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has a “hunger for information consumption”. You have to know if your market is the type of market that will consume massive amounts of information to find out the solution to their problem.

The final thing that you should look for is if your target audience has a place that they will hang out and share about their problem. If there is a niche that has a forum chances are that this niche will be profitable to you.

### **Gauging How Hungry Your Market Is For Information**

Many marketers overlook this when picking a niche. They never take the time to figure if their niche consists of people that are hungry to consume information on the particular problem that they may be experiencing.

You want to make sure that people in this niche don't just buy one product. You want people to buy the eBook, the audio set and tapes, the video courses. You want them to pay for more high ticket items like your coaching program, the

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templates, the tools that you will be offering and the list can go on and on.

What you are doing is creating a relationship with your target consumer. To build a relationship you have to stay in constant contact with that person. When you can do this then you can get people to buy more stuff from you just because it's you.

These are the types of niches that you should make a special effort to be in because in these niches there are a ton of money to be made.

The question now becomes how you go about finding out if this niche consumes a ton of information. Well its easier then you may think. Just take a look at how many people are selling in that particular niche. "Are there a lot of people selling lots of different products in that particular niche?"

The next thing you ask yourself is, "if they are doing it and making a healthy profit from it?" If these two questions can be answered easily the niche passes the test, but if only one or two products are sold in that niche it tells you that

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there is money to be made in the niche but not a lot. I would surely pass on a niche if only one or two products can be sold to that niche, because you can end up wasting more time than making money in that niche.

I would only enter a niche if I am able to create a way for myself that I can leverage my resources and experience to make a decent profit in that niche. To me from experience you don't want to enter a niche that doesn't have a lot of people with lots of products selling, with a lot of people who spend money to buy these products.

Now we move into their territory by...

### **Find Where These Type Of People Hangout Online**

There just must be a way that you can easily gain access to a large number of these people. This makes it a lot easier for you because now you don't have to go out and search for these people one by one, but by them being on a forum you can get their attention a lot easier.

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