Lesson 5: Competition in Internet Marketing

In the previous lesson, we talked about Affiliate Marketing and showed how the definition of marketing still stood for this version of Internet Marketing. If you’re bright enough, you will have realized that something like this can’t stay hidden forever; there are literally tens of thousands of Internet Marketers out there, all competing with each other, trying to earn a living.

In a recursive sort of way, all the Internet Marketers out there also sort of form their own market; what do most people want out of Internet Marketing? They want to replace their full-time income and be able to work from home. They want something easy to do that won’t require too much effort but will give a good return.

This is like the demand amongst Internet Marketers. You could almost imagine all of us as a flock. We would move as a herd to the niches (markets) that are the most profitable. Ie, people who don’t require much persuading to make a sale from.

This is a hidden trick and is inherent in Internet Marketing; us Internet Marketers are a market unto ourselves! If you have a hard time picking out your first market, a good indication on what’s selling is basically what everyone else is promoting.

Of course, don’t simply be a sheep and do what everyone else is doing. You are unique and have your own problems. A good way to start in Internet Marketing is to solve your own problems, then make a product out of your own experiences. A lot of people are already experts in a profitable area and don’t even capitalize on this knowledge.

To get back on topic, it’s important to not view competition in Internet Marketing as a negative thing. The fact that the market is full of Internet Marketers means that it’s profitable. If there are more Internet Marketers in that niche, this would lead you to assume that a lot of those Internet Marketers may actually have been new like you once.

As big as the Internet is, you want to be able to focus in on particular places to do your research. How do you actually gauge how competitive a niche is? In the following modules, I’m going to talk more about particular places that you can access for free on the Internet which will help you find profitable niches.