Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

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**Copy and paste phrases**

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"confirmation link" (found in your autoresponder service)

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Best of luck with your new course

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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Introduction To Niche Marketing.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

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1

Subject line: First Lesson - Introduction To Niche Marketing.

Hello "autoresponder code here",

Welcome to the first lesson in the Introduction To Niche Marketing

crash course.

Over the next few days you will receive easy to understand lessons that

will help you learn the ins and outs of niche marketing and how you can

use it to effectively reach your target market and sell more products and

services.

In this first lesson we are going to talk a little about what niche

marketing is and why is it important to your business?

Chances are that if you have been exploring ways to make money and

build your business online that you have heard of niche marketing and

maybe you have even been using is as a part of your business model.

But when it comes to niche marketing many people don't really take the

time to understand the importance of researching and narrowing down

their target market.

During this short course you'll discover the significance of niche

marketing. You will also learn why it is important that you have a basic

understanding of what it is and how it works, so that you can determine

whether or not niche marketing is important for your business.

Let's get started by talking about how niche marketing helps you target

your market effectively. Think about this question for a minute" do you

really know who is your target customer is?"

While you are pondering that question in your mind let me give you two

basic definitions that will help you answer it more effectively.

1. Marketing:

The majority of small business owners can easily define the term

"marketing." Typically speaking, marketing is the process of increasing

awareness about your business, products and/or services and the art of

persuading consumers to be prepared to be sold something. Not to be

confused with sales. This is defined as the process of directly selling a

specific product or service to a consumer.

Marketing and selling work hand in hand. Marketing brings potential

customers to your business, selling is what gets them to actually

exchange their cash for your product or service.

2. Niche market:

A niche market is a specific group of people that share something in

common. In the business world, they are the groups of consumers that

you should be focusing on, because they are the ones that will be most

likely to purchase your product or service. They are referred to as your

target market.

A niche market can be broken down and defined in several ways.

For instance, they can be broken down by:

- Age

- Gender

- Employment

- Income

- Family and marital status

- Interests and hobbies

- Ethnic and cultural backgrounds

- Social or religious beliefs

- Geographic locations

Most of the time a niche will be broken down in many different ways and

many different factors will used to narrow it down, making it possible for

business owners to effectively target the right group of consumers.

Why is niche marketing important?

The answer to that question is simple, niche marketing is important

because "not everyone needs everything all of the time." Let me

explain.

In fact it is a basic business principal that many business owners often

miss. If you were to ask most business owners the question "who is

your target customer” most of the time they will answer "everybody",

because they truly believe that everyone will want what they have to

offer. By making this assumption they fail to actually reach the people

who really will.

When you think about it from the point of view that not everyone will

want your product or service then it becomes fairly clear why and how

niche marketing is important to every business owner in some way.

When you are researching and defining your own niche market, always

keep in mind that all people have different wants and needs. By using

niche marketing to narrowly define your target customers and focusing

your advertising efforts on them you will see a much higher return on

your investment and much more success for your business.

So as you can see, niche marketing is a basic and important business

principle that should be learned and used in every business model,

especially if you want your business to be successful.

We have a lot to go over in the next few days if you want to learn how to

use niche marketing for your own business, so make sure you look for

your next lesson soon.

Thank you again for joining. If you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help,

Until then,

"add your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Introduction To Niche Marketing

Hello "autoresponder code here",

It’s time for your second lesson in the Introduction To Niche Marketing

crash course. I hope you found lesson one helpful and informative.

In this lesson instead of talking more about what niche marketing is, we

are going to talk a little bit about what niche marketing is not, so that

you can get a better understanding of how it can benefit your business.

Let's jump right in!

The first thing you must understand is that, niche marketing is not about

trying to sell your product or service to the world at large. We touched

on this briefly in the first lesson, but it is important as a small business

owner to understand that it isn't practical or possible to try and launch a

wide spread campaign unless you have a multi-million dollar

advertising budget to work with. You can, however, sell to a smaller,

more targeted audience by using niche marketing.

The next thing that you must understand is that niche marketing is not

about trying to compete. Competition is taken out of the equation when

you do niche marketing. You aren't out there in the world lined up

beside or behind a million other people who are selling the same thing

you are selling. You are selling to a specific audience that you have

targeted for yourself and hopefully have built and your opt-in email list for.

Niche marketing is not about selling to different people every day of the

week either. Once you have your list built, you can sell to the same

people time and time again. By taking as much time as you need and

putting forth enough effort to get to know the people who make up your

list of buyers you can continue to sell to them.

The last thing that you need to understand is that niche marketing is not

about focusing on the big picture.

As a matter of fact it is about focusing on the small picture and in most

cases the smaller the better. Narrowing your niche down to a very

specific part of a larger market assures you of gaining a fair market

share of that small part.

After all the world is a big place and there are billions of people in it.

For your business to be successful you only need to focus on a small

portion of the population. By doing that you will end up with a list of

potential buyers for your business, products and/or services.

Again, I appreciate your joining me for this short course. If you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Look for another lesson soon,

"add your name here"

"your email address"

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3

subject line: Third Lesson - Introduction To Niche Marketing

Hi "autoresponder code here",

It’s "add your name here", with your third lesson in the Introduction To

Niche Marketing crash course. In lesson one; we talked a little bit about

how to research and choose a niche to market products to.

In today's lesson we are going to expand on that and start talking about

how to research and find good products and services to promote and

then how to narrow down your niche market so that you will see a better

result from your promotional efforts.

When deciding on what product or service you will promote in a niche

market your decision should be based on one simple principle.

There should be a demand for the product or service!

You don't want to waste your time and effort creating a marketing

campaign for a product that nobody wants. So you want to focus on

finding products that people are looking for, ones that they actually

need, that will make their lives better, make them feel better, help them

look better physically, or help them solve a problem.

These are the types of products that people will actually spend their

money on.

Once you have chosen a product or service that meets your basic

requirements then researching and narrowing down the right market

group for that product or service is the next most important step of the

niche marketing process.

Some of the things that you need to know about your niche market

group are:

- Where they spend their time online?

- What do they do in their spare time?

- What makes them tick from a personal and business point of view?

- What are their spending habits? (What do they buy?)

- What is their general demographic?

There are, of course many other factors that you can consider but these

basic questions are a good place to start. You can also choose from

several different types of niche marketing software that can help you

learn these things about your potential niche market. There are many

free and paid tools available for you by doing a search online for "niche

market software".

The next thing you need to look for as you research your niche market

group is what they are prepared to spend on a product or service. This

will help you when it comes to creating your advertising material.

The best and most effective was to do this is to visit sites that advertise

products or services similar to what you have chosen to sell. It should

be easy enough for you to see if they are giving away a service or at

what price they are offering their products to consumers for.

The basic principle here is that if you can determine that there are

people out there who are willing to spend money to buy what you are

selling, you can then identify those people as a niche group to focus

your marketing efforts on.

The most important thing to keep in mind is that good research is the

key to successful and profitable niche marketing.

Don't forget to look for another lesson soon and remember if you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Until then,

"add your name here"

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4

subject line: Fourth Lesson - Introduction To Niche Marketing

Hi again "autoresponder code here",

I hope you are learning a lot from the Introduction To Niche Marketing

crash course. In your last lesson we talked about how to research and

find a good products to promote and how to narrow down your niche

market group.

Today we are going to talk more about finding a good niche market by

going to bookstores and hunting down hot markets.

Did you know that millions of people buy ‘how-to’ books and books that

are devoted to solving their problems and making their lives better

every day?

By learning how to identifying the hot market books that are being sold

in bookstores (online and off line) you can quickly identify a hot niche

marketing topic.

To use this method of niche market research all you have to do is go to

the bookstores in your area and look through the non-fiction book

sections. You can use this method online as well, but sometimes it

helps to visit your local bookstore, especially if you are planning on

targeting your marketing campaign locally.

Take particular note of the self-help and how-to books. If you have the

opportunity, ask someone that works in the store stocking shelves

which ones are selling the best. Because they know what is being

restocked most often.

You may also want to ask a salesperson the same question. Asking the

bookstore owner or manager is the last option. They are more likely to

be pushing the books that aren't selling well in order to make a sale.

The goal here is to uncover (by whatever means you can) which self-

help or how-to books are the hottest sellers.

As I mentioned, you can also use online bookstores to do your

research. While you can’t ask for information from a person, you can

look through the site and do your best to determine which of the non-

fiction, self-help or how-to books are the most popular and getting the

best reviews. This will help you uncover which ones are making the

highest in sales.

While this type of research may seem a little old school to an

experienced marketer it is still a very effective method for hunting down

hot topics to focus on.

By finding out what books people are buying most often can give you

some insight into what the market subjects are. Armed with this

information, you can go out and find or create products to promote to

that market. You could even create an entire niche website based on

the topic and feel confident that it will have a good chance of becoming

very successful.

I'd love to hear from you! Please let me know what you think and

remember if you have any questions or need any assistance please

feel free to contact me at anytime.

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5

subject line: Fifth Lesson - Introduction To Niche Marketing

Hello "autoresponder code here",

Well we're winding down to the end of this short course. But we still

need to go over a few things, so that you can learn how to effectively use niche marketing to make your business more successful and profitable.

In the last lesson we talked a lot about researching hot markets. Today I

want to switch gears a little and talk to you a little more in depth about

the different ways that you can use niche marketing to your

advantage. So that you can make more money and become an

extremely successful niche marketer.

Some may say that niche marketing is the last great frontier for the

small business entrepreneur. The simple fact is that out in the ‘real’

world, small businesses don’t have a fair chance of competing against

the giant international corporations of the world.

With the help of niche marketing the internet has evened the odds for

small business everywhere. The internet has created a real equal

opportunity for those who are smart, savvy and willing to use it to their

advantage.

There are several different ways to successfully make use of niche

marketing. Many of those ways require getting a domain name, hosting

and building web pages full of good content.

Which are the basic basics components of any type of internet

marketing campaign, especially if you are planning on grabbing a fair

share of the market.

Once you have the basic components in place there are several

choices that you will have to make about how to build a successful

niche marketing business that will hopefully provide you with a lot of

nice profits.

Here are a few ideas that can draw from:

- You can create an informational product. An informational product

can be articles, reports, columns, audio or video, or other things. These

can be sold as standalone products or used for advertisement or

promotional causes.

- You can build a content rich web site that will be so interesting it

will draw potential customers again and again.

- You can publish newsletters and ezines that are so full of pertinent

information that people will happily pay for subscriptions to them.

While all of these methods can be used to create a niche marketing

business that has the capacity to make money. There are two things

that they all have in common.

- The topic must be one that helps people solve a problem, makes

them healthier or happier, or provides them with information that they

want or need in some way.

- The content of the website, no matter the topic, must be relevant,

timely and interesting to the people who are reading it and the website

must be easily navigated.

As I mentioned in lesson four, the main thing to keep in mind when

using these basic content methods in your niche marketing activities is

to focus around a topic that helps people solve their problems, makes

them feel better or look better, or supplies them with information that

they need.

The more content that you put out into the market the more targeted

visitors and prospects that you can expect to receive and more

opportunities you will have to offer them the products and services that

you recommend.

That's it for today's lesson. Don't forget to look for your next and finale

lesson soon There will be some great stuff in there and remember if you

have any questions or need any assistance please feel free to contact

me at anytime.

See you then,

"add your name here"

"your email address"

"your URL here"

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6

subject line: Sixth Lesson - Introduction To Niche Marketing

Hello "autoresponder code here",

Well, we have come to the final lesson in the Introduction to Niche

Marketing crash course, I hope that you have found your lessons helpful,

informative and that you now have a better understanding of how niche

marketing works and how you can use it for your own business. .

Today we are going to jump right in and talk about one more way that

you can hunt down a profitable niche, find out what they want and then

give it to them.

As we have discussed before, finding out the needs of your specific

niche market group is an essential part of your niche marketing plan.

Looking for problems to solve in any given market can be tedious and

time consuming, but there is a simple way that you can conduct your

research and that is by visiting online forums where your target group

hangs out.

Niche marketing at its best helps to solve real problems that real

people live with everyday. If you can come up with a product or service

to promote in a niche market that will help people solve their problems

then you can be fairly sure that you have a money making niche market

to focus your efforts on.

The things that people view as ‘problems’ in their own lives open an

endless supply of possibilities for the savvy niche marketer. They can

range from how to get rid of hang nails, improving a golf swing to more

serious things like a chronic illnesses like diabetes. These are real

people problems that they are constantly looking for help to solve.

A good way to find out what people consider a problem is to visit

online forums related to your topic. There you will find people talking

about anything and everything related to their problems.

They discuss subjects online that they wouldn't even talk about with their

best friends for the simple reason that they can remain anonymous.

They look for solutions online for the very same reason. By visiting

forums and taking note of what people are most concerned about you

can search the Internet for products and services that will help them

solve those problems.

Gather all of the information that you can about the topic. Write, have

written or purchase content and articles about that topic that you can

use to build a content-rich website for the niche market group that helps

them to understand and solve the problems that you have identified.

This will not only help you generate leads that you can promote

products and services to, it will help you become a respected and

trusted market leader that people will have no problem purchasing

products from.

Another great way to use forums to help you build a good niche market

business is to join forums related to your topic, identify the problems

being most often discussed, post a question that will produce a lot of

responses and use those responses to write an ebook or report on the

topic.

This works very well because the simple fact is that many people would

rather buy an ebook or report that is filled with information they can

easily find on their own, rather than actually gathering it for themselves.

One more tip: They will also gladly purchase ebooks and reports with

stories and case studies that tell them how other people with the same

problem cope with, handle or solve that problem.

The simple fact is that a niche marketing campaign doesn't have to be

hard or complicated. It just needs to be designed to meet the unique

needs of the targeted audience. To become a successful niche

marketer you must learn to tailor your products and your marketing

campaigns to meet those unique needs.

Before we come to the end of this last lesson let me give you one

finale example. Let's say that you have a great ebook to promote, that

will explain how to start and run a successful online business.

Who will your target niche group be?

Here is a clue; "it's not everyone!"

The answer to that question is based on basic research. You can begin

your research by typing in the words "online business" in to your

favorites search engine and taking a look at the top ten sites for that

keyword.

Now go to the Google keyword tool:

<https://adwords.google.com/select/KeywordToolExternal>

You will find a box where you can search by website. Take a look at

what keywords some of the top ten sites are using to reach their

customers. This will give you a good idea of who your target market

(niche group) is.

In this case it is people who are looking to make money online, make

money from home or searching for business opportunities.

With this information you can then begin to narrow down your target

even more by digging deeper and using the information that you learned

from this short course to find out where your niche group hangs out

online, what type of products that they like to purchase and most of all

what problems they are having, so that you can be the one to help them

solve them.

Armed with this information you can focus your energies and create an

effective marketing strategy that will help you to reach them and

communicate your message to them in a way that they will understand

and appreciate.

One of the things that make niche marketing so attractive is that it costs

far less to advertise to a specialized niche market than it does to

advertise to a broader undefined market.

The simple fact is that niche marketing is a very effective and cost

efficient way to advertise your business, reach more prospects and sell

more products and/or services to people who really want what you have

to offer. It only makes sense!

I sincerely hope that you have learned a lot from the Introduction To Niche Marketing crash course and that you now have a basic understanding of how niche marketing works and how you can use it to make your business more successful and profitable..

I wish you the best of luck with all of your niche marketing endeavors

and don't forget I am here to help, so feel free to contact me at any time

with your questions or comments.

Good luck,

"add your name here"

"your email address"

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