



Niche Marketing

By

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Niche Marketing

This ebook will be designed to inform you of the changing Google trends in marketing successfully online. Without a doubt, niche marketing is much more effective than promoting some obscure, and highly overrated keyword phrase like home based business.

You must be able to invest in yourself, and give yourself time to first visualize what you are wanting to accomplish, then you will set about the path to obtaining your goal.

I know for sure, that everyone on this planet has a niche of some sort. Everyone reading this ebook, will have a passion, a drive, a desire and a talent that is unique. Here is where your power center will be found. If you develop your own niche, then you will unlock the power of the universe in terms of getting what you desire.

In my estimation, people do not follow their own path. They are more willing to try to do what someone else is doing, rather than cutting their own path to success. Within this ebook, I am going to unlock this marvelous power within you, to assure that you too, can see the success that you desire.

So, as in my other ebooks that are located here: <http://internetebooklibrary.com> it is vitally important that you not only read the information, but that you actually **USE** that information to your distinct advantage in marketing.

Always realize that nothing happens, if you do nothing. Also, always realize that true marketing takes time, effort and consistency. There are no quick fixes on Google. If you see an advertisements on the Internet that claim any instant results, please do me a favor. Do not respond to them, as they are lying to you.



Niche Marketing An Overview

A niche market is a focused targetable portion (subset) of a market.

By definition, then, a business that focuses on a niche market is addressing a need for a product or service that is not being addressed by mainstream providers. A niche market may be thought of as a narrowly defined group of potential customers.

A distinct niche market usually evolves when a potential demand for a product or service is not met by any supply, or when a new demand arises due to changes in society, technology, or the general environment.

Niche market ventures may become profitable even though they are by nature small in comparison to the mainstream marketplace, or monopoly. due to the benefits of specialization and focus on small identifiable market segments; even without the benefit of economy of scale. Niche markets may be ignored or discounted by large businesses due to what they consider to be small potential; this in turn is part of the process that makes the niche market available to smaller businesses. The key to capitalizing on a niche market is to find or develop a market niche that has customers who are accessible, that is growing fast enough, and that is not owned by one established vendor already.

So, niche marketing is really that way to approach your online business. The trick in all this process is to visualize about what your niche market is. In the next section, we will go into exactly how to discover your niche, and then develop that niche into a powerful wealth creation system. You will be amazed when you enter into this somewhat mysterious process. You will no longer have to struggle, nor strain in order to make money from your particular Google business.

When you unlock and unleash your power, then you will begin to evaluate, and very successfully develop a power center that is all your own. You will also discover that other people will draw themselves to you on the Internet. I know that this is a fact, because this is exactly the process that I have used in developing my power of becoming an SEO Master on the Internet.



Visualization

The process known as visualization, I feel, is one of the most important aspects of marketing successfully on Google. I like to use the term visualization marketing, as this is the exact process that I use, before I attempt to gain a position on the net.

Visualizing your success, and then pursuing that goal with all due fervor, is the way to gain notoriety and presence for your site. You must understand that the visualization process is the most important element in promoting your online business. Once this is done, the universe sets up a series of steps that you will then need to achieve your dreams and goals.

On this site: <http://sites.google.com/site/visualizationmarketing/> I go into some of the ways that you can begin to setup the necessary thought processes in order to achieve the results that you are searching for. Its important to note here, visualization is much more than some Anthony Robbins term. It is a real process that every human possesses on the planet. Even though you may not exactly feel proficient in visualization, you will soon learn that simply take a few moments of time will reap huge rewards in your life, both personally and financially.

If you wish to delve deeper into this process, I suggest getting the book: ***68 Seconds to Becoming Wealthy***, by Louis Moss. Mr. Moss is a personal friend of mine, and I credit him with breaking free many thoughts concerning financial freedom and how I control my own destiny. Often times, people seem to want someone else to do the work. This is not the way that things get done. In my personal opinion, if you choose to let others do your work, then you will eventually fall short of your dreams and goals.

This idea of taking charge, and taking personal responsibility is of the primary importance in marketing goods and services on Google. I suggest that you take heed of my words here, as this will unlock the code for obtaining success.

Understand that YOU control your own destiny. YOU are responsible for your thinking and your actions. YOU must make the conscious effort to choose here and now, the path that you will follow in order to achieve what you want in life. NO ONE holds the keys to the kingdom, but yourself.



Niche Marketing the Process

Now we are ready to begin the process of developing your niche market. The first step will be to determine your strengths and weaknesses. You will also need to think about this in detail. Everyone on the planet is good at something, and you are absolutely no exception. You must explore yourself, your passions, your strengths, your desires and get an overall perspective of the process involved in this.

I suggest taking out a notepad document and begin writing about yourself. You may find this difficult to do at first, but in all reality, your writing will determine your success on the Internet. Providing people benefits and solutions is the key to marketing. You must be able to provide that information to people through blogs, websites, forums, press releases, YouTube.com videos, and literally any where that you can place live content on the net.

Understand here and now, the process of developing a successful niche marketing campaign. It will be directly related to your ability to become a competent writer. You may think that you cannot write at all, but you will be sadly mistaken. Writing is simple and the simpler that you can place your words on the submission services of the Internet, the more notoriety that you will pickup for yourself.

Once you begin the process, you will probably become as I have, a voracious writer. I often will write 10-20 articles per day for my SEO clients and myself. I then take that content and place them on my blogs. Blogging is an excellent way to gain search engine position ranks on Google, and I highly recommend that you use them daily.

Blogger.com <http://blogger.com> is an excellent free blogging service. Signup for one, or many blogs. Be sure to be keyword specific with your signup. This will be a deciding factor on where you will wind up on the search engines with your information.

To begin the niche marketing process, I suggest using WordTracker: <http://keywordselectortools.com> I use the paid version, as this is an excellent way to learn more about niche marketing. Place your keyword in the box, and the software will take care of finding the exact keyword phrases that people are searching for on the Internet. You may THINK that you know what a keyword is, but you soon will discover, that you are totally off base in that thinking.

You will also need to think outside the box here. Using the keyword selector tool is simply a guideline, and not the bible to marketing online. Using the tool to find the keyword, and then developing your niche market around that keyword phrase, is what will give you success on the net.



Domain Selection

Now that you have discovered your niche marketing keyword, its time to go to a domain company to choose an effective domain. I prefer <http://domains-free-hosting.com> as the choice for domain purchasing. Yes, I am the owner of Domains-Free-Hosting.com, but there is much more to the story that what you may think. You see, I know exactly how to market goods and services on Google. I know that having a domain and hosting company is one of the most important elements in that process. I have designed my business to fulfill the needs of my entrepreneurial clients. For very low prices of \$8.95, I give you a domain for a year, and a free site building service called website tonight. Website tonight is very simple to operate, and you can build some excellent sites with this service.

NEVER, and I repeat NEVER simply forward your domain to some affiliate site. This is a process that will lead you nowhere on Google. You MUST develop a good marketing website, to ever hope to build a niche marketing campaign with. Most people seem to think that website construction is a complicated process. It is not that complicated. Write a good keyword specific article, and then choose a template and you are done.

If you need some more great information in how to build a great website, take a look at this insightful and information packed ebook by Tom Prendergast: <http://buildabetterwebsite.butchhamilton.com/> You will find this to be a very valuable resource in the building of a great website.

Always make your sites very clean and crisp. NEVER use a lot of banners and flash. This is distracting to the reader, and they will probably click away from that site very quickly. The most effective and sales producing websites that I create, are the simplest and most fact filled ones. Here is an example of just one of my high traffic sites: <http://thewildcatseomaster.com> I get a lot of visitors, and make SEO sales consistently with this site. I suggest that you take heed and listen to what I am telling you. Your site is your storefront on Google. Make your store crisp, clean and a very good resource, and people will draw their attention to your information.



Branding

In this process called niche marketing, you must begin to brand yourself on Google. Branding is just another word for creating your own power center. To give you a prime example of this, I began to brand myself on Google years ago. I often tell people to type in the keyword Butch Hamilton on a Google search

http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GGLJ_en&q=Butch+Hamilton

As you will see by clicking that link, there are over 200,000 entries on Google for my name. I have the first 50 pages or so, and I am fully branded by my name. This one task, when fully accomplished, will lead people to my information. When they want to check me out, they will see that I am a real person, running a really successful business. This makes them more apt to contact me to learn more.

Branding is all about being real with people. Never think that you are just going to be able to sign up for some affiliate program, and have people fall into your site. It will never happen that way online. You must be able to develop a presence on the net, and then be able to follow up, either by autoresponders, email or phone, in order to get people to join your business. Later on in this ebook on niche marketing, I will go into detail, the art and science of using autoresponders to their maximum capacity.

Branding yourself, and your business, is the most important element that you must lock into place when marketing online. Without this process being fully recognized, you will simply be like the other 99.9% of people that will never make any money at all from a home business. In reality, by purchasing the ebook that you have wisely chosen to do, I have unlocked your success capabilities.

As a side note here, branding will take time to develop. Nothing ever works quickly on Google, as most sites will have you believe. It is necessary that you develop the mindset that you are going to work for years in this process, as this is exactly what it will take to obtain the success that you are searching for.

You will come to a point, as I have done before, when you are not seeing any success nor results. Take heart and never give up. You are probably right on the cusp of obtaining success, but you do not realize it. All the techniques that I share in the ebook have led me to know that success is obtainable by anyone who has the desire and determination to succeed.



Promoting Your Websites

Promoting websites is not as difficult as you may think. I have already talked about blogging as a very important and worthwhile endeavor to use. People surf blogs consistently on Google. A well written blog post will come to the top of any keyword category within several days. I will give you a few of my blogs here, for you to see the exact process that I use.

<http://searchenginespiderfood.blogspot.com> In this blog, I post all types of information for both myself, and my SEO clients. This is an extremely powerful site and gains many visitors each day.

<http://websiteoptimization.butch-hamilton.net/> This is a hosted WordPress Blog. Be very aware that hosting your own WordPress blog is much more effective than signing for their free service. The geeks over there have a tendency to axe any material they do not see the relevance in.

<http://domains.domains-free-hosting.com/> Hosted WordPress blogs are very flexible, and easy to create, but more importantly than that, you information will be stored on your own server, thus eliminating the possibility of censorship.

The key to blogging is to be very keyword specific with your article posts. Follow my guidelines in the above blogs, to see exactly what I am talking about. If you follow my information closely, you will be able to pattern your own online promoting to a higher level.



Press Releases

Internet press releases are some of the best ways to gain not only search engine positions, but also to gain readership as well. A well written press release will often time surface to the top of Google within 72 hours. When you write an excellent press release, you will also discover that there will be the possibility of that pr being picked up on a worldwide newswire service. When and if this happens, you will gain exposure to your site exponentially.

Here are some guidelines to follow when writing a press release.

A press release consists of following elements:

Headline - The headline is the first single line of text in the press release and tells what the press release is about. It can be a very effective tool to grab the attention of the journalists, so writing it from a journalists perspective is very important.

All that the journalists care about is readers. Think what headlines catch your eyes in the newspaper. Identify a unique feature about your product or service and then write how it is going to revolutionize the world.

Dateline - The dateline contains the release date of the press release and usually also the originating city of the press release.

Summary - The summary let's your build up your chance to sell your press release to the journalist. It is generally a requirement of online press release services and it can be of the size of a small paragraph.

Introduction - The introduction is where the press release body starts. It is the first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

Body - The body comes after the introduction. It gives further explanation, statistics, background, or other details relevant to the news and also serves to back up whatever claims were made in the introductory paragraph.

About - The about section is also called the "boilerplate" as it used over and over again. It is generally a short section providing background information on the press release issuing company, organization or individual.

Media Contact Information - This section contains the name, phone number, email address, mailing address, or other contact information for the media relations contact person.



General Tips - It is very useful to look at other people's press releases. Feel free to take a look at the most viewed press releases on this site, as it usually gives a lot of insight into how to write a press release.

Follow these pr tips closely, and you will begin to see increased visitors and the branding process for your name and business pick up significantly.

As an example of the branding process, view these links about me on these press services:

<http://www.prlog.org/search.html?cx=008136829352670896076%3Aimt2pqvmdpu&cof=FORID%3A11&ie=UTF-8&q=Butch+Hamilton&sa=Search%20-%20#1756>

<http://www.free-press-release.com/s.php?q=Butch+Hamilton>

See what I mean? These press services will create links for you to use any way that you choose. Are you beginning to see the power and significance of promoting on Google. It is a process, to be sure, but this process takes years to glue together. Be patient, and just place a piece of information live on Google each day, and before long, you will see increased presence on Google.



Ezine Articles

Becoming an ezine article publisher, is an excellent way to gain presence for your business. People who know their business, will write many ezine articles and submit them to these services to gain readers. After all, your goal is to get visitors to your site, right? Then you use these services to accomplish just that.

The ezine article, unlike the press release, can be very personal. Insights, perspectives, testimonials and all sorts of ways that you want to write about your business can be achieved here. If you do a good job at writing articles here, you will gain instant traffic to yourself, and your site.

Publishing ezine articles is an excellent way to gain notoriety and presence on Google, and to also get your information syndicated on other's sites as well. When you consider the power of this, the better content writer that you become, the more chances that you stand to have your information published on other people's sites as well.

I know for a fact that my information is picked up by many other people looking for good keyword specific content. I will be browsing Google occasionally, and will find my article, along with my information attached. Having said that, niche marketing using viral marketing tools like ezine articles just makes perfect sense.

As an example of some of the ways that I use article marketing, see the links and captions below.

<http://ideamarketers.com> IdeaMarketers.com, owned and operated by Marnie Pehrson, is the oldest article directory on Google. Her service is highly respected and contains great content. Marnie's policies are relatively lenient, and I highly recommend you taking a look at this submission service. She also offers many great tools like the Publisher Tool Box, Here, you have the ability to publish your own insightful newsletters. My personal IdeaMarketers.com profile is located here:

<http://www.ideamarketers.com/library/profile.cfm?writerid=20294>

<http://ideamarketers.com> This service, owned by Christopher Knight, is a highly respected ezine article publishing house. It is difficult to get articles published here, as their criteria rules are demanding; however, once you become a platinum author here, you will have a certain amount of flexibility in your article content. Here is my platinum publishers profile:

http://ezinearticles.com/?expert=Butch_Hamilton

Be sure to include ezine articles in your niche marketing campaigns.



Podcasting

Podcasting, or using audio presentations, is another niche marketing tool that you should incorporate into your SEO campaigns. Podcasts are simply recorded audios that are hosted on a server. You will be making a link for others to listen to your recording.

Since the fear of writing content is of prime focus of many people online, with podcasting, you have the ability to talk, instead of writing. There are specific search engine spiders that pick up on this content. I remember years ago when I was a marketing director for an Internet based company, I became well acquainted with podcasting. I produced many podcasts that were geared towards search engine optimization. The spiders would find this content, and place it at the top of a keyword category that I was approaching.

There are a number of ways to produce a podcast, but I believe that the simplest way is to go here: <http://talkshoeradio.com> At TalkShoeRadio.com, you will setup an account, and have the ability to create episodes. You simply dial into a pre-set phone number, and begin recording your presentation. After the session is done, they will produce the podcast, and place it on a page as well. In other words, this cost you no money at all to accomplish.

Podcasting gives you great notoriety, and I know that it is a valuable resource to be used for your niche marketing campaigns. Below, here are some of my [TalkShoeRadio](http://TalkShoeRadio.com) recordings.

<http://talkshoe.com/talkshoe/web/talkCast.jsp?masterId=17460> In this series, I give information concerning search engine optimization techniques and strategies.

<http://tenminutelessons.com/index.html?rateep=265&value=5> 10MinuteLessons.com is attached to TalkShoeRadio.com. You must be invited by John Buehler, if you wish to become part of this service.

<http://talkshoe.com/talkshoe/web/talkCast.jsp?masterId=17661> Yet another service from TalkShoeRadio.com Here, you may setup additional accounts for certain keywords that you are approaching on Google.



YouTube Videos

I am sure that you have heard about <http://youtube.com> This is an excellent way to produce and host your own videos presentations on the net. As in podcasting, the videos that are hosted live on Google, are extremely powerful niche marketing and SEO tools.

Videos are very simple to create. You must move away from your fear of letting people see who you are on the net. Just use a simple webcam, like Logitech, and sit in front of your pc, and begin talking about your business, or yourself. Be aware of the rule that the title of your video is one of the most important elements. If you title your YouTube videos properly, they will surface to the top of a keyword category on Google.

YouTube videos are popular simply because they are composed of real people wanting to get their messages out on something. YouTube is a highly search keyword term, and you will gain visitors simply by making a habit of producing them. Once again, this is a free service. They do all the work, you simply add the content.

There is an excellent new video uploading service that Mike Augustine and Robert Sterling have produced: <http://www.workathome-video.com/> YourTube is produced from Mike and Robert, and I personally like their service very much. Having the all the capabilities of YouTube, with the added safety that your content will never be taken down, is an added benefit for your marketing.

Here are some of my uploaded videos:

<http://www.workathome-video.com/butchhamilton> You see, I highly recommend the services at YourTube, and I would be very surprised indeed, that these guys will hit the proverbial jackpot someday with their services. I support people who have visions, and are willing to word to achieve those goals.

<http://www.youtube.com/user/thewildcatseomaster> Here are some of my YouTube videos. Be very aware that when you upload your content to third party providers like YouTube, you will always run the risk of censorship. It is a good idea to host your videos on your own server as well. It is as simple as buying a domain, then hosting that domain. Your videos can be uploaded on your server, then all you need to do, is to create a site with your videos located there. It is an excellent way of becoming your own power center in promoting on Google.

Use YourTube and YouTube videos and create a powerful presence on the net for yourself and your online businesses.



Becoming Your Own Power Center

This is one area of your niche marketing campaign, that I should make you aware of. Censorship on the net is becoming a wide spread problem. You should take necessary measures to assure that your information stays intact. I do not trust third parties to host my information. Naturally, I want my information to stay in place until I, and not someone else, makes the decision to take that info down.

Becoming an Internet professional means that you take personal responsibility for your information. Simply coming online with an affiliate program is not enough. You must decide here and now that you are going to learn all the techniques and strategies needed in order to achieve your goals of success with a home business venture.

I will list some of the prime elements that you should be doing in order to become a power center all to yourself.

Buy domains and Host websites. As I have recommended before, choose your domain and hosting company carefully. Since owning my own domain company for years: <http://domains-free-hosting.com> I have become ever more aware of the importance of buying domains for investments, and then building sites on those domains.

Creating a spider web of links with services like blogging. Even the blogs created at Blogger.com stand a very good chance of being taken down at a moments notice. In that area, you should be hosting your own WordPress blogs on your own server. Once again, this protects your vital information from censorship.

Creating your own hosted forums. Some forums on the net are free, but once again, you are submitting your information to a third party. If that party decides to either censor your information, or simply go out of business, then you run the risk of losing your information.

Education and knowledge. Be aware that you education on Internet marketing is of prime importance. Never let your ego make you believe that you know it all, and cannot learn any more about this art and science. If that is your thinking, then you will be wrong. Becoming trained is the most important element for you in online business.



Becoming Your Own Power Center Part 2

Where do you go to receive this sort of training? I highly recommend <http://makemoneywork.veretek.com> for this education and mentoring. There is no greater educational system on Google today than Veretek. I know that from my own personal online journey, Veretek is the core of my SEO business. I learned search engine optimization, search engine marketing, building effective websites and all the other elements that I needed, to now become a powerful service on Google.

Veretek takes time effort and diligence to become proficient in, but when you accomplish this through the live trainings, but more importantly through the audios and videos that Tom Prendergast, the CEO and Founder of Veretek provides for you, the process will begin to unfold.

With the newest addition of Veretek Web 2.0, there has never been a better time in Internet history to come and learn from the masters of marketing. Here is one of my WordPress blogs that I am using to promote Veretek: <http://veretekweb.com> On this blog, I give insights, perspectives and commentaries about the Veretek system in general, and even go into specific details on what the system offers. If you are not in Veretek, you are not utilizing the best SEO tools on the planet.

The process of joining Veretek is simple. Go to the Veretek link provided above, and signup for a free Silver Veretek system. You will then need to upgrade that system immediately to take advantage of all the services it provides. From there, you will begin your process by going to Veretraining, and being listening to the training modules provided.



Email Marketing

Email marketing should become a part of your promoting process on Google. Email marketing is not sending unsolicited emails in hopes that someone will sign up for your latest and greatest widget. Email marketing should be viewed as keeping in constant contact with both customers, and potential customers as well.

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer to:

Constant Contact Management

Email Marketing Amplifies sales rates when used properly

Email Marketing can become one of your most effective sales boosters

Email Marketing can be used for newsletter subscription services

Below, I will go into detail on the service that I have found to be the best.



Veremail

Veretek is the producer of the system known as Veremail:

<http://makemoneywork.veremail.com>

This excellent email marketing tool has specific purposes in my online campaigns. I can create newsletters there as well, but having the Veremail system enables me to send autoresponders of any design that I choose, to the people who optin to my various lead capture pages.

You may be thinking that Veremail is just another autoresponder, but your thinking will be wrong in this. A proper configuration within the Veretek system will return long-range benefits for you and your online marketing.

Veremail also allows 10,000 new emails upload per day into the system to help build your list. There is no limit on how big your list becomes and there is no limit on the amount of autoresponder campaigns you build.

Veremail also allows sending out daily email correspondence to your entire database or select groups of your verified leads

To optin to one of my autoresponder letters within the Veretek system, simply send me an email to makemoneywork@veretek.com

When you optin, you will start receiving my series right away. This will give you an example of the power of the Veremail and Veretek system as well.

You have probably heard, or read on Google, the significance of building an email list. You may believe that this is a difficult process to accomplish, but in reality, it all hinges on your ability to provide benefits and solutions to your readers. If you are not able to provide this type of information, then it will be up to you to become a dedicated business professional, and learn all that there is to know about your online business, whatever that may be.

It is amazing to me that people join something on the net in order to get rich quick. Let me tell you from years of consistent effort and work, nothing comes quickly or easily. You will need to upgrade your thinking and lose you ego, before you are ready to take your business to the next level.



In Conclusion

I trust that you have gained some valuable insights and information into the niche marketing systems that I have instructed you to use. Once again, even though you have purchased this ebook, unless you actually USE the information provided, it will be of no use to you at all.

After training, mentoring and educating many people in the art and science of search engine optimization and search engine marketing, it is a complete mystery to me, that I have actually handed the keys to the kingdom, but often times, they will make no positive move in actually putting these proven techniques to good use. I trust that you will be different in your approach.

All the best, and be sure to look for more ebooks on a variety of topics in the very near future.

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<http://butchhamilton.com>

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