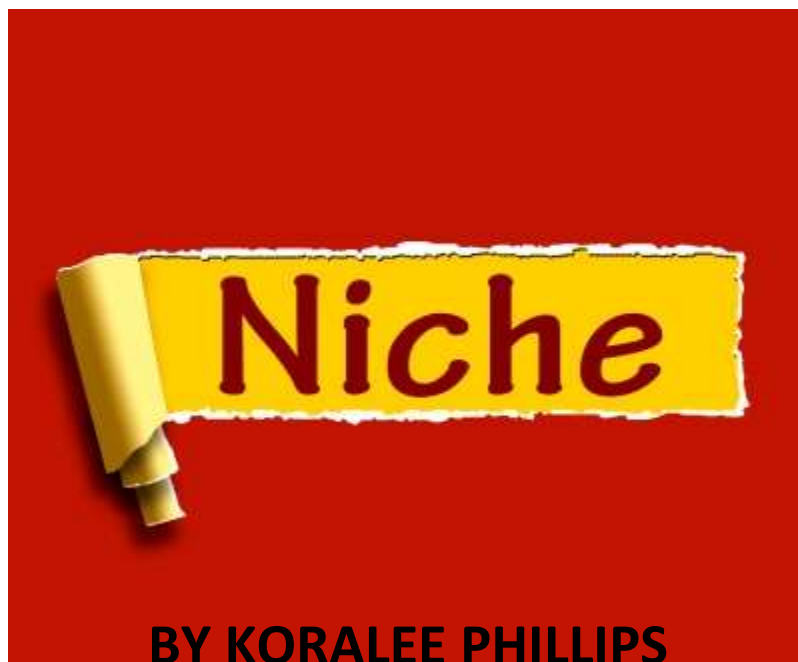


NICHE MARKETING: HOW TO CHOOSE THE RIGHT NICHE: MAKING MONEY ONLINE STARTS WITH THE DETAILS

**A GUIDE TO CHOOSING THE RIGHT
NICHE FOR MATURE BEGINNERS**



WORKING FROM HOME – I'M IN IT FOR THE LONG HAUL

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WELCOME: My name is Koralee Phillips and I'm really excited that you decided to take action and learn how to make extra money online.

I have been working, and studying internet and affiliate marketing online since 2008 – full-time since 2011. I am a content and marketing coordinator, internet marketer, online writer, and blogger. Prior to that I was a Paralegal for 12 years, and a Health Care Aide for 2 years.

I am a little anal about helping people - by truly helping them - not confusing them with useless information, or tons of information they can't process. Like some marketers do just so they can take advantage of your lack of knowledge.

This Guide is for a Mature Audience – Men 35 to 50 - to arm you with the knowledge you need, in a simple and easy to follow format.

Choosing a NICHE and NICHE MARKETING is where it all begins!

Chapter 1 - Introduction

Welcome to “Working From Home – How to Choose the Right Niche.

If you're between the ages of 35 to 50, you are at an advantage when it comes to making extra money online.

Although you may be thinking young men are more tech savvy, and have grown up on the internet. I will let you in on a little secret –

**PEOPLE HELPING PEOPLE - MAKING EXTRA
MONEY ONLINE DOESN'T REALLY HAVE
ANYTHING TO DO WITH THE TECHNICAL STUFF!**

It's a people business with a problem/solution business model, and your maturity gives you a huge advantage.

A lot of young people are in too much of a hurry, are often desperate, and they don't focus on the details. They think small, and act big.

You, on the other hand aren't just starting out, you don't jump head first into projects, you think big and act small – meaning you know how take care of the details and build something with a strong foundation and work your way up.

In this report, we will look at the importance of choosing the right niche and target market to work online and make extra money for yourself and your family.

Massive Fail Rate for Working Online

It's amazing how many would-be internet entrepreneurs don't make any money online, because they don't focus on the two most important aspects of working online – **PEOPLE** (you and the people you're going to help).

They jump right into affiliate marketing without researching what niche is right for them, who their ideal target market is, and finding out everything they can about them.

Instead they're told to focus on a quick way to make a buck, and not think about whether they help or hinder anyone else with what they're selling.

We will talk about:

- How niche marketing works and the basic business model for working from home, online.
- Why you need to choose a niche, then narrow it down – your niche can make or break your success.
- Why you need to choose your target market with your niche - and get specific.
- Why you need to know everything about your target market.

If you're ready, we'll get started talking about making extra money online with niche marketing.

Chapter 2 How Niche Marketing Works

**WORKING ONLINE FOR YOURSELF IS A
BUSINESS - WITH A PROBLEM/SOLUTION
BASED BUSINESS MODEL.**

You make money by selling products and/or services just as you would with a store or office (solution) to people who have a problem.

But instead of a store you will have a website, or a blog. And with your blog you get business in similar ways you would with a store, but you CAN also get business from search engines.

GOOGLE: When you do a search on Google and choose a website to click on based on what you see, once you click on the link you become search engine traffic for that website.

To solve problems on the internet, you need to choose a **topic (niche)** for your blog and solve problems for a specific group of people (**target market**).

Niche Marketing

Niche Marketing is focusing all your efforts on this smaller, but specific and well defined segment of the population.

NICHES: Don't exist, they are created by identifying needs, wants and requirements that are not being addressed, and selling other people's products (or creating your own) to satisfy them.

Niche marketing is a strategy aimed at helping a small population out of the overall population.

It is the easiest way to learn how to make extra money online, because it is compact, so you're not all over the place.

When you try to learn too much at once, you end up procrastinating and not taking action, which leads to failure.

The purpose of this guide is to narrow your focus on finding a topic, and a specific market. Then you can branch out to other areas – **master one thing at a time**.

This guide (and accompanying email series) will help you find a niche that you can dominate. Whether you're new to making money online, or have tried and failed.

I spent a few years jumping all over the place, and I can tell you it's not fun, and definitely not productive. If I wasn't as stubborn as I am, I would have given up a long time ago.

Now let's move on to how to choose a niche.

Chapter 3: Choosing a Niche

TOO MANY PEOPLE WANT TO MAKE EXTRA MONEY ONLINE, BUT HAVE NO CLUE WHAT NICHE TO GO INTO.

You read about keyword volume, ranking potential, and passion – but that doesn't help you.

Broad Niche: Covers a large number of people and wide scope of subjects or areas.

After you choose a broad niche, you need to narrow it down. The reason why is because you need to zero in on a specific segment of the population within your niche. If you have a broad niche like one of the three top niches (health, wealth, and romance) it would be too large of an area to cover.

For example, if you chose health as your niche what would focus your blog on – what would be your blog's theme? General health tips for everyone?

That's where the problem comes in, it's too hard to capture the attention of EVERYONE.

Picking and Profiting From the Right Niche for You

Niche selection is something that has to be done carefully, because in order to succeed long term, you want a niche you can commit to day after day, year after year.

The biggest problems people run into when choosing a niche are:

- They don't spend enough time choosing a niche

- They hear about other people online making a lot of money online from a product so think copying them will do the same for them.
- They are desperate to make money so they choose the wrong niche (but I don't think this applies to you)
- There is no money to be made in it.

Start With Your Interests

Take a pen and paper, or open a word document on your computer or tablet and start writing a list of possible niches. Keep a running tab of your possible niches, it will make the process easier, and you may have to go back to it later.

If you want to start a new blog in a new niche.

To give you some ideas, think about your personal experiences such as:

- Health of you and your family
- Relationships
- Things you've overcome or are battling, such as a bad divorce or an addiction.
- Problems you've had and solutions you've come up with on your own – at work or in your personal life.
- Mid-life crisis issues
- Financial problems or achievements

Hobbies

What hobbies do you like? Do you build things in your spare time? Do you play a musical instrument?

Sports

Are you an avid golfer? Do you watch every hockey game during the season? Do you play a sport now, or have you in the past?

Formal Education

What do you have formal education in? Perhaps you're an expert in your industry, or you took a course in college that you excelled at, but have never worked in that field.

Go-To Person

Are you the person everyone comes to when they are dealing with a specific problem?

Tap Into Your Love of Learning

Is there something you've always want to try, or learn more about? If there is, you can learn new things about that topic, put it into action, and then teach it to others.

People love to see progress. An example could be if you want to lose weight, you can try a new diet, then blog about your weight loss journey – you can apply this system to any niche.

Can you Make Money With Your Niche?

If you want to make extra money with your niche, you need to choose a niche that has the potential to make you money. Below is a list of things to consider when you want to see if your product, or service will make you any extra money.

Is Your Niche Evergreen?

A niche that is evergreen (long-term) not a fad or trend – unless you just want to try to make extra money and not start something that can turn into a full-time business.

An evergreen niche can make you money consistently long-term...months and years from now. While a fad could make you a lot of money, but then it would eventually fizzle out.

Is Your Niche Content Rich?

Broad, evergreen topics have a lot of information to talk about for the long-haul – you could also have a broad niche, and narrow it down in blog posts. (Back to the health example) – You could have the broad topic of health, but choose specific topics you can focus on such as heart health, controlling diabetes, or lowering cholesterol.

Is Your Niche Evolving?

Is it an evolving niche that changes enough so you will have new slants (things to talk about) to write about over the years? – You don't want a niche that you will get bored with, or have nothing to talk about after a couple of months.

How to Test if Your Niche is Content Rich

Make an outline of your niche for topics and put them into categories to see how much it is booming. If you find this too hard to do, then you will more than likely struggle blogging about it.

For example, house building. Topics could be framing, insulation, roofing, etc. Categories could be breaking down the steps into sub-topics.

Look for publications on your niche – books, websites, blogs, etc. If there is a lot of content, then it should be okay.

Chapter 4: Promotion Potential: Is There Digital Affiliate Products

More will be discussed about this topic, later when it fits. This is just an overview.

Digital Products are products such as ebooks, or online courses - Is there a variety of affiliate products about our niche? (Because you want to have choices).

Do they pay a good enough commissions so that you can make money?

Think About Tangible Affiliate Products - Amazon

Are there tangible, physical affiliate products you can promote? You can check online at Amazon. Put your niche topic into the search area and see what comes up.

Check out the books on the topic, to get ideas for your niche.

You can also check out the sellers at an affiliate website called Commission Junction to see what products are available in your niche.

Is There Room for you to Launch Products?

CAN YOU EVENTUALLY CREATE A BETTER, MORE DETAILED PRODUCT TO HELP YOUR AUDIENCE MORE SO THAN WHAT'S CURRENTLY AVAILABLE?

Can you come up with a unique slant that nobody else is doing? Or something that is anti-traditional to set yourself apart from other online businesses.

When you put together a list of interests, hobbies, and education and put it up against different niche topics you're sure to see how you can turn your uniqueness into a business.

Chapter 5: Top 5 Evergreen Niches With High Profit Potential

THE FOLLOWING ARE THE TOP 5 EVERGREEN NICHEs, BUT DON'T CHOOSE ONE JUST BECAUSE IT'S PROFITABLE. THEY ARE INTENDED TO GIVE YOU SOME IDEAS.

1. **Weight Loss:** Just about everyone on the planet has, or will try, to lose weight during their life time so it is a long-term niche. But there are also extra perks with this niche, because there are always new trends, so you will always have something new to talk about.

2. **Anti-Aging:** Because there is such a huge baby boomer population, there is a huge market to sell to – both men and women. And they have money, and most are not struggling financially.

Vanity causes high spending – some people will spend thousands of dollars to recapture their youth.

This is also a broad niche because it includes everything from mindset to decreasing the look of wrinkles.

3. **Parenting:** Everyone wants to be the best parent they can be, and parents will always spend money when it comes to their kids.

This is also a broad niche (because parenting starts at conception and goes through to college), so you can narrow down each segment of the process.

4. **Cooking:** Everyone has to eat, and cooking has been trending for a few years now. Think about how it's changing daytime television (cooking shows are even replacing soap operas).

In this niche you can promote recipes, cooking lifestyles from quick and easy meals to gourmet.

You can also sell tangible products like cookware.

- 5. Relationships:** This is a huge market as well, because everyone wants to be in a relationship. And there is a range of topics – from dating and finding someone to wedding planning and down moments too, such as getting your ex back.

Another niche that has high profit potential is self-help. Everyone is stressed, needs confidence building, goal setting, etc. If you're going through, or have gone through a messy divorce, an addiction or midlife crisis, choosing one of these niches is also beneficial to you.

Helping others by helping sharing your experiences is therapeutic and helps you grow as a person.

Chapter 6: Zero in on a Target Market Specific Segment of the Market

THE MORE FOCUSED YOU CAN BE ON WHAT MARKET (GROUP OF PEOPLE) YOU WANT TO HELP AND SELL PRODUCTS AND SERVICES TO, THE MORE MONEY YOU CAN POTENTIALLY MAKE.

We will use the broad health niche mentioned earlier as an example. You could take that niche and zero in on a specific gender, and age group, then add something extra.

It's important to note that when you're zeroing in on an age groups, just because people are the same gender, they don't necessarily have the same needs.

For example, a man who is 29 may have much different needs and goals than another man who is even 35 (depending on the niche).

- Combine a slant with a broad niche, such as work at home and parenting.
- Gender based niches like hockey tips for teen girls
- Age based niche slants like weight loss for seniors over 65

As promised, when you signed up to receive this report, the 7-part email series that follows will give you lots of suggestions on how to:

- Choose and narrow down your niche
- Choose and narrow down your target market to get even more specific
- Look deeper into how potentially profitable your niche is.

Chapter 7: Conclusion:

**“DETAILS MATTER – IT’S WORTH WAITING TO GET IT RIGHT”
STEVE JOBS**

Choosing a niche is all about the details, so it’s the starting point for mature beginners who want to make extra money online. Not only does it narrow down your focus on business ideas, it also gets you thinking about the people you’re going to help.

Making money online is a people helping people business. So you need to get into the mindset of how you’re going to make people’s lives better.

If it seems daunting to you or you think finding a niche is too much work, think about how exciting it is instead -- kind of like a self-discovery journey. You get away from the daily grind and focus on yourself and your interests.

And in the process, you get to know yourself better and find out things you didn’t know about yourself before.

HAPPY SEARCHING! And I really hope you enjoyed this guide and 7-part email series that accompanies it. Where you’ll get some great quick and easy tips on ways to find your niche, and start thinking like a marketer.

If you haven’t already, read my blog article with even more information on choosing a niche you can go [here](#).

I’ll talk to you later.