

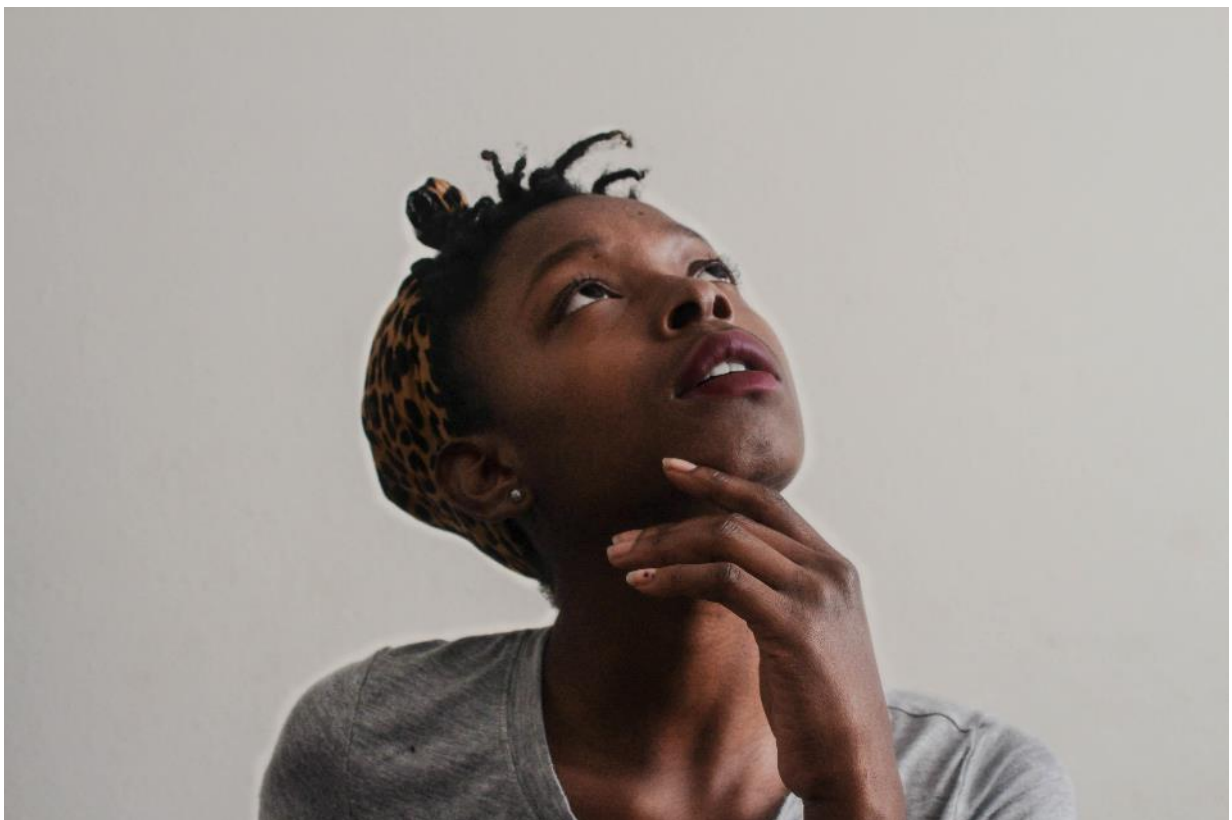
MarketStorm



Plus:

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14 Questions To Determine If A Niche Is For You



You have done your research, and narrowed down a list of potentially profitable niches. But are they truly suitable for you?

Here is where you will need to analyse and prune the list you've compiled. No niche is perfect, but there are many things to consider when deciding to do internet marketing in a niche.



The most important part of this process is finding out the things that appeal most to YOU when it comes to each niche.

Use the following 14 questions when determining whether a niche is for you or not. Some of the questions are about the profit potential of a niche. Other questions are about how easy it's going to be for you to reach your target audience on a daily basis. Then there are questions

about how fast you can grow and become a force in any given niche market. If a niche doesn't sit with you after asking these questions then delete it from your list.

Question #1: Are there multiple good products in the niche?

The first question you want to ask yourself is, are there a lot of good products? You want to know this because you may quickly run out of good products to offer to your website visitors or e-mail list

subscribers. If you're running AdSense or selling ad space on your website or selling ad space in your e-mail newsletter, then that's one thing. But if you're going to be depending on making commissions, then it's vital to have multiple offers you can promote.



Question #2: How big is the problem to your prospect?

If it's not a hobby niche, how big is the prospect's problem? Is the problem significant enough to make them willing to part with their hard earned money, in order to to get a solution? Maybe someone would be willing to pay for pain relief, but they wouldn't be willing to pay to solve a lesser problem.

Question #3: Are there potential JV partners in the niche for explosive growth?

Here's something not many marketers consider when selecting a niche. Are there potential Joint Venture partners already in the niche? Are all of them so big that they would never consider doing a JV deal with you? Or are they so small that it wouldn't matter if they did a JV deal with you? There's no faster way to grow a business



something to consider.

than by
using
Joint
Venture
deals,
so it's

One major thing you have to consider before getting into a new niche is how easy it will be to reach your target audience.

If you're looking to pay for traffic, then you'll want to see how expensive the ad inventory is for that market. For example, you'll find the costs vary when bidding on keywords and URLs using CPV networks like LeadImpact and also when bidding on PPC keywords with Google AdWords.

Question #4: Does it make sense to build a list in the niche or not?

Are other internet marketers in the niche building an e-mail subscriber list? Would it make sense to build a list in the niche? You may or may not want to get into a niche where it's a must to build a list in order to make nice profits. Take a look around at the competitors and see if they have opt-in forms on their websites or not. Join their lists and see what it would be like to market in that niche.

Question #5: How expensive is available ad inventory in the niche?

Question #6: Will it be easy to generate free traffic in this niche?

If you're looking at going the free traffic route, then take a look around at how easy (or hard) it would be to reach your target prospects in a particular niche using free methods. You can use the Google Keyword Tool to discover generally how competitive keywords are in a niche. Also try to do some digging around and find out if your

competitors are successfully using other free sources like YouTube, Twitter, and Facebook. If they can do it, then why not you?

Question #7: Are there continuity programs like membership sites in the niche?

It's easier to make dependable income when there are continuity programs in a niche. This includes membership sites, subscriptions, etc. They are especially lucrative when there are services that customers need and will keep paying for month after month.

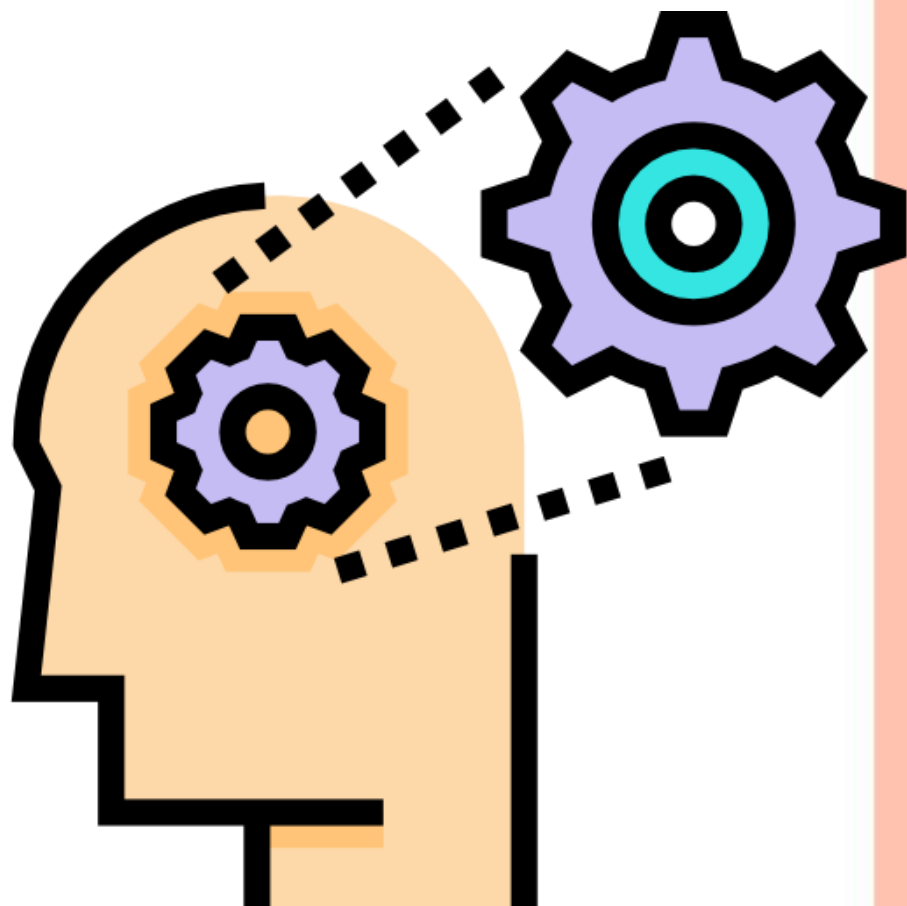
Question #8: Do you already have knowledge of this niche?

It's much easier to enter a niche when you already have the knowledge or expertise. You don't have to be an expert, but being

an intermediate is enough to share what you know information-wise. A burning desire to learn more about a niche is helpful as well in getting into a niche. In that role you're more of a reporter than an authority figure.

Question #9: Are people spending money in this niche?

Many hobbies are popular, and solutions for problems are searched for all over the net - but that doesn't mean people are



willing to spend money on it. In this case you'll need to verify whether there are buyers in the niche. It's easy to make the mistake of choosing a popular yet unprofitable niche, so make sure you "do your homework" on this.

Question #10: Will it be easy to stand out from the crowd in this niche?

Some niches have a crazy amount of competition, but that doesn't mean you should be scared to get involved. Is there a way you can stand out from the crowd in a competitive niche? Think about it, because standing out can help you stomp your competition into the ground.

Question #11: Is this niche related to Health, Wealth, or Relationships?

If the niche you're looking at is related to Health, Wealth, or Relationships, then you may have a mass market on your hands.

Health, Wealth, and Relationships-related products and services are known to be cash cows. Also, the traffic potential is generally higher when related to Health, Wealth, and Relationships.

Question #12: Are there many searches in Google in this niche?

Take a look at the Google Keyword Tool (type "Google Keyword Tool" into Google to find it). If you see low traffic levels for keywords in your niche, then it doesn't make much sense to choose this niche. Sure the competition is likely low. However, there's usually a reason for that - there's probably a lack of customers.

Question #13: Could you create a product in this niche?

Having your own product gives you maximum leverage in a niche. You can create cross promotion deals with JV partners and you

can sit back and let your affiliate army crush your offer with traffic all day long. If it's a physical product you must create in a niche, then that may be something you can't do. As for digital products, if you don't have the expertise in a niche, then there may be Private Label Rights material available on the web that you can use to aid you in creating a respectable product.

Having your own product is honestly the ultimate way to build authority in a niche. Another way is by having JV partners who customers associate you with, so you're borrowing your JV partner's credibility in a way. A popular blog can also give you authority in a niche.

Question #14: Will it be easy to build your authority in the niche?





Creating Content For Your Lead Magnet

The fastest way to build your list is to give away something valuable for free that people interested in the types of products, services or interests you are promoting will find irresistible. The free giveaway is called the Lead Magnet Report (LMR) or a lead magnet - it attracts people to join your list by providing them with some sort of high-value content in exchange for their email address.

There are two basic ways to develop a great lead magnet that people who are interested in your niche will want, which is to develop it yourself or use content that already exists.

If you are skilled at writing, creating original video or recording audio courses, you might consider developing your own content. This is especially if you are already knowledgeable and passionate about your niche. If you can create a short report, make a brief instructional video, record a useful MP3, or even lead an online webinar, you can save yourself the expense and trouble of having somebody else create content for you or buying existing content.

The original content you create doesn't have to be lengthy, as long as it is something your subscribers or potential subscribers will want or can use in their everyday lives. It can be a simple 10-page short report or a brief 5-minute video shot using your laptop's built-in video camera, in which you explain how to perform some task or explain some idea.

Another option is to hire a freelancer to create original content for you. If you have an idea for a short report, video or audio recording that you think people will find fascinating, you can go to a freelancer marketplace such as [Elance](#), [Guru](#) and [ODesk](#) to hire a writer, video creator, voiceover artist, web designer or other skilled professional to create your content for you. Even if you don't already have an original idea, you can usually work with a freelance to develop something collaboratively, or have them handle it all for you from start to finish.

Using a freelancer marketplace is beneficial because the site will normally handle all billing, payment and dispute arbitration so you don't have to

worry about any of that. They also take care of all the licensing and copyright agreements so that you don't have to worry about authorship issues or somebody suing you for copyright infringement later.

The benefit of hiring a freelancer is that they can provide high-quality content without much input or direction from you, usually at surprisingly affordable prices. And once they submit their creation to you and are paid, it belongs entirely to you and you can do with it whatever you please without having to pay royalties, residuals or any additional payments.

A third option is to use Private Label Rights (PLR) products. These are eBooks, videos, software and other content that already has been created by somebody else that you can purchase and resell it as your very own under your own name or brand.

Depending on the terms of the purchase, usually you can claim original authorship if you choose. Or you can add new content, remove parts of it, or edit it any way you like. You also can combine multiple PLR products to create a new product or take a single PLR product and split it up into multiple products that you can either give away or sell. Some PLR products even allow you to resell the rights to resell them as your PLR products to other marketers.

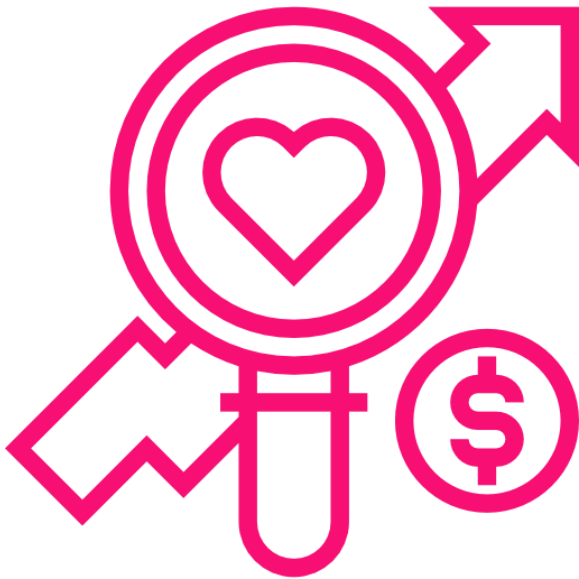
While there are hundreds of places where you can purchase PLR products, among the best sources are: [UnstoppablePLR](#), [UnselfishMarketer](#) . The benefit of PLR products is that they are available in practically every niche, so you can get high-quality content that you can either give away as a LMR or promote as an original product to your subscribers. They usually are very affordable as well.



Criteria For Choosing An Affiliate Program



Variety is a good thing, but when there are too many choices available for a single purpose, it makes the decision making process more complicated. This is often the case when prospective affiliates attempt to choose an affiliate marketing program to join. Choosing the right affiliate marketing program is critical to your success in this area, and one must be wise in making a choice. Here's a couple of criteria to look out for that will aid you in finding and choosing the best affiliate program for you.



**1.
The**



program is top quality

Always go for an affiliate marketing program that is backed up by a reliable team with the relevant expertise and knowledge. Look into the affiliate product and services offered as well. Do they offer good value and are saleable? Do keep in mind that you will be putting your own credibility on the line when you sign up for any program. If it's trustworthy, then you will be viewed as such as well.

2. The affiliate product is in demand

Stay up-to-date on current market demands and the 'hottest' and 'to watch out for' products on the market. A simple search online will help you find out the kind of things that people are looking for and are willing to buy. There's a good chance an affiliate marketing program is selling that particular product. A product is more likely to sell when there is a high market demand for it. This is good news for you as an affiliate of that

program since there won't be any backbreaking work to do just to get the product off the ground. It will sell on its own, with minimal effort.



3. The program pays high commissions

Ultimately, the affiliate's goal in signing up for an affiliate marketing program is to earn money. In affiliate

marketing, earnings come in the form of commissions – usually a percentage off the sale of a product. Why settle for a low-paying program when there are others you can benefit more from, given the same amount of efforts on your part?



When considering what affiliate marketing program to use, choose programs that offer higher commission rates. Good rates range from about 50 percent to 75 percent. If the program pays lower than that, you might want to reconsider. It may not be worth your effort at all.

4. The program has a higher than usual conversion rate

Conversion rate refers to the period it takes for a prospect who clicks on an affiliate site to become a paying customer. In affiliate marketing, this can be notoriously fickle, with leads taking as much as 60 days before ever purchasing anything.

A good indication that a particular affiliate marketing program is the best one to use is its high conversion rate. This means that more visitors to an affiliate's site become buyers. When there are more buyers, an affiliate's earnings increase.

To find out about their conversion rate, you can check an affiliate marketing program's website. Some of them publish this information. If not, you will have to test the product yourself using targeted visitors to see how well it performs.

5. The program offers full support

This is an especially important criteria to look for when deciding on an affiliate marketing program, particularly if you're a beginner in affiliate marketing. There are many programs that will offer their system and leave you to your own devices without checking in on your progress.



If you're not a self-starter or are wary of affiliate marketing programs that don't assist their affiliates, avoid these type of programs. Use affiliate marketing programs that provide sufficient information, training and affiliate support. You will appreciate this extra feature in case you run into

a bit of trouble later.



Domain Name Parking - What Is It?

What is domain name parking?

Well, let's say that this person has come up with a great idea for a niche website. However, he's in the middle of something else at the moment, and won't be able to get to it until later. At the same time, he doesn't want someone

else to snap up that great domain name he has come up with. So, he buys the domain name and park it until he gets around to it.

When you buy a domain name, you can then build a website with that name and have a hosting company host it for you. Hosting



simply means that you will have a small 'space' online where your website will appear when someone enters your domain name into their computer browser. Sometimes, someone will either buy a domain name that they simply can't put up a website with right away or they will buy a domain name with the sole idea of parking it to generate some income.

While it's true that in most cases you can just park your domain with your hosting account for free (you don't even have to park it but any visitors that may come to your domain will receive an

error message), you can also park it with a company that specializes in helping you monetize your parked domain.

They will place ads on your parked domain and whenever you get a visitor you will get paid if they click on one of the ads. This can either be a nice little extra income stream until you can build the website or it can become a full time income. However, in order to make that much money, you will need to have many parked domains and you will have to be very careful in choosing your domain names.

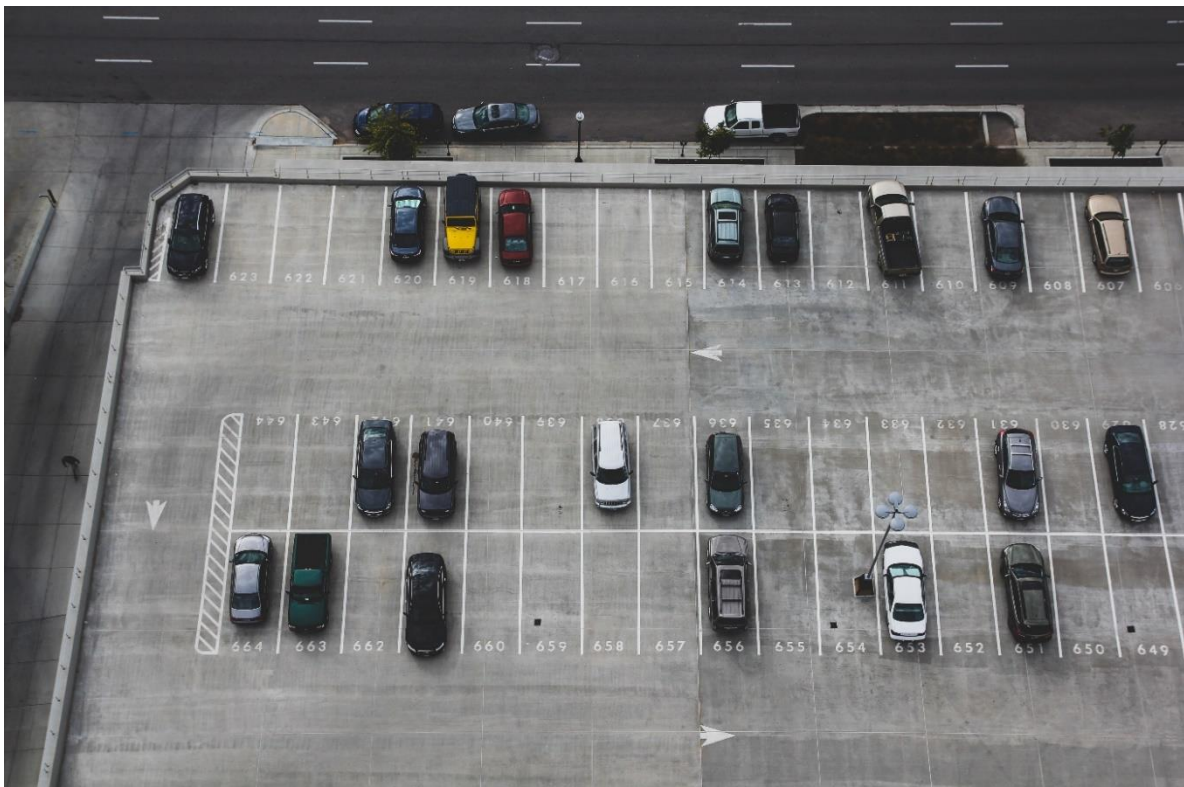
It's up to you to decide which method makes sense for you and your financial goals, but one thing you do need to be careful of are all the scams promising to provide you with a system to make hundreds of thousands of dollars just solely by parking domains. I'm not saying that you

can't benefit from learning all the ins and outs of this process by getting a system, I'm just saying that you need to be careful that you don't get conned in the process.

One of the best ways to get traffic to your parked domain for free is choosing your domain name wisely. If you choose a term that has many monthly searches and you keep that term (keyword) intact, using it as your domain name, you will get a lot of

'organic' traffic. Organic traffic consists of visitors finding your site simply because they entered the keyword you were focusing on for your site. This is different from people who click on a link and are taken to your site.

Whether you are parking your domain name temporarily until you can get your website built or use it as an income stream, take a little time to find out the best way for you to go about this method

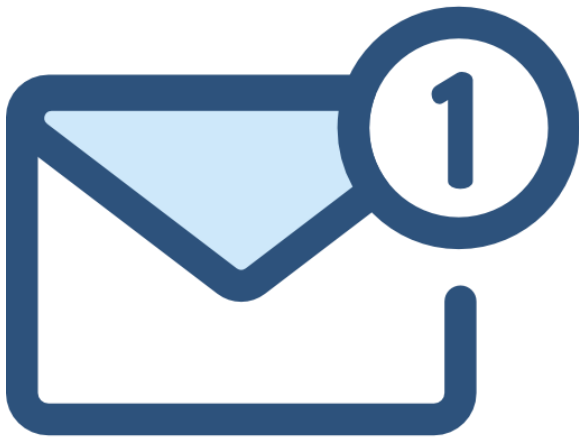


Email Swipes :

The Basics



Once you have a list of subscribers who have already proven they are passionate about your niche on your opt-in list, the next step is to set up a series of emails – called email swipes -- that you program your autoresponder to send out according to a pre-set schedule. There is no limit to the number of emails you can send out and your subscriber will keep receiving them from you until they unsubscribe.



The emails you send out should serve one of two purposes:

- To reinforce the loyalty your subscriber has to you by giving them something of high value for free
- To promote a particular product or service

An effective email swipe series will contain both types of emails. If you only send out emails that are promoting products and services, it's unlikely that your subscribers are going to take a lot of value from your emails and they will be more likely to unsubscribe faster.

But if you alternate these promotional emails with others in

which you provide free high-value content that they can actually use in their everyday lives, then your subscribers will be more likely to open your emails when you send them and will be more open to purchasing the products or services you promote when you send promotional emails.

Free high-value emails can contain original content that you have developed yourself or purchased in the form of freelancer content, PLR or some other source. Or they can simply contain links to informative content you have found that you know your subscribers will find useful.

It's helpful if you think of your emails swipes as a newsletter that you are sending your subscribers. When you get a newsletter, you expect it to contain interesting and helpful

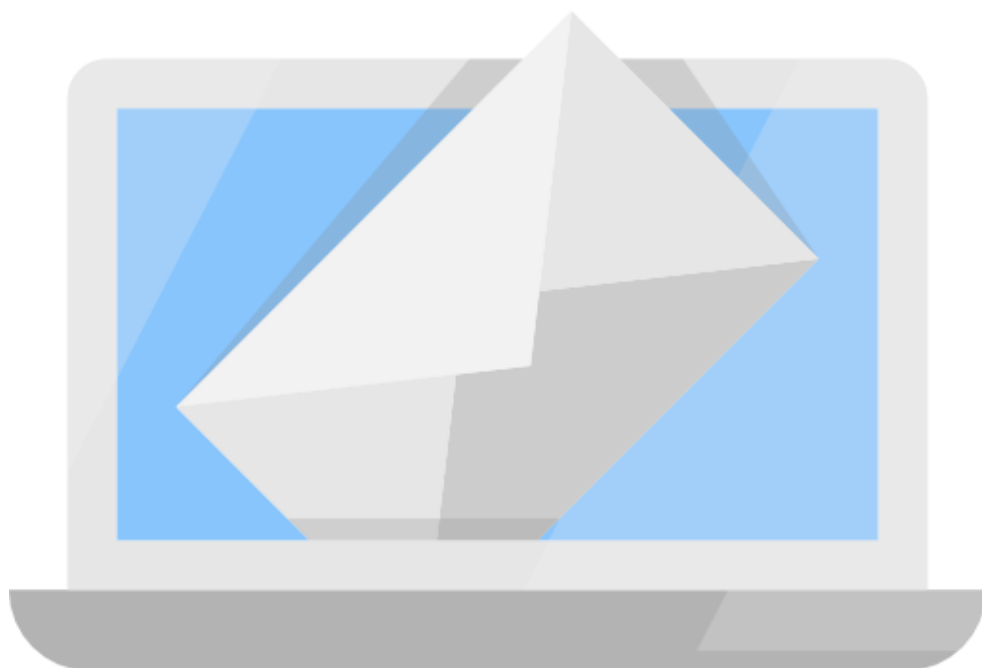
articles about topics that you are interested in. If the content is high quality and you enjoy reading it, you are going to be more open to buying the products and services that are promoted in that newsletter.

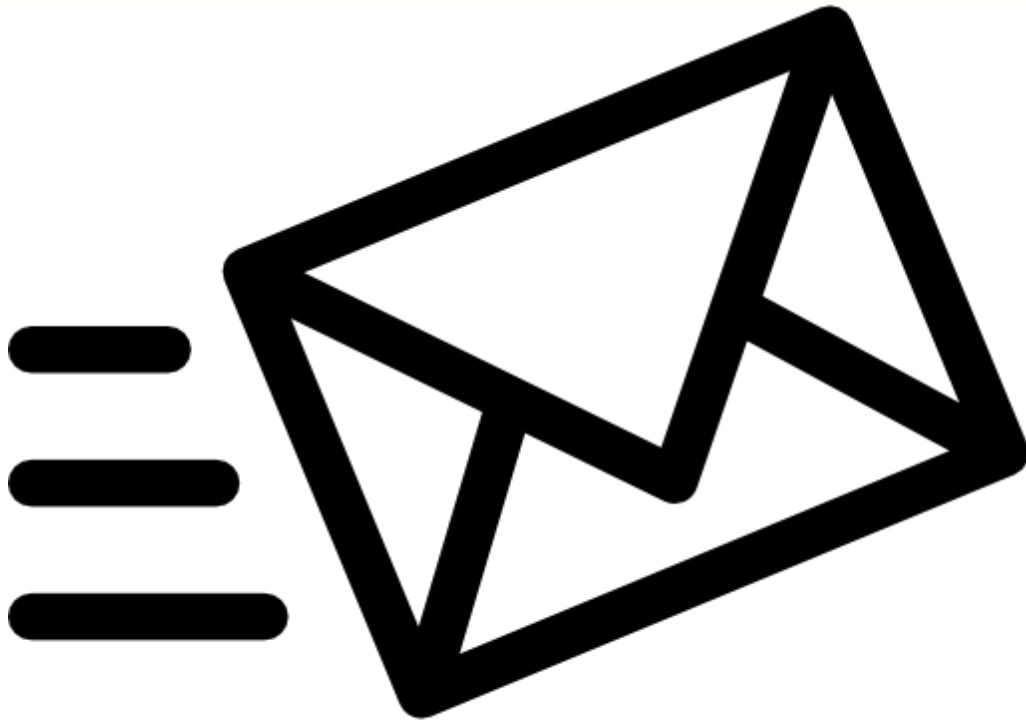
Although there is no agreed-upon schedule for free content/promotional emails, you probably will want to use at least a 3:1 proportion: For every promotional email you send out, you send out three in which you simply provide free high value content designed to cement

loyalty bonds between your subscribers and you.

When it comes time to send out a promotional email, it should take a structure that is similar to a sales letter in that it has a clear Call to Action (CTA). This is what exactly you want your reader to do: Buy a product, subscribe to a newsletter, invest in your company, etc.

For example, if you are promoting an eBook on fly fishing to ardent fishermen, everything in your promotional email should





be geared toward showing how valuable and useful that eBook is, why you recommend it, and encouraging your subscribers to buy it now.

Promotional emails also must include a link to where your subscribers can go to buy the products or services you are promoting.

A word on products and services : the content you promote in your promotional email can be either original or something you paid somebody else to create for you.

You can also choose to promote affiliate products. These are products that are sold by somebody else but promoted by you. Anytime one of your subscribers clicks through and purchases one of these affiliate products, you get paid a commission on the sale.

There are literally thousands of affiliate products you can promote in practically every niche imaginable. If you promote physical products, Amazon has one of the largest and most

successful affiliate programs anywhere. If you are promoting digital products – such as eBooks, videos, software and so on – Clickbank is one of the biggest digital affiliate product sources. When you have developed a list

of loyal subscribers and have provided them with lots of free high-value content, they will absolutely be looking forward to your emails. They are also highly likely to act on your offers and rewards.



Google Adwords

Campaign Management



It is important that you know what you're doing when it comes to running a Pay Per Click (PPC) campaign. There are a lot of variables that come into play when you set up an Adwords campaign, it is not a couple clicks and watch the traffic flow, far

from it. You need to take some time, do some testing and repeat until you've got your campaigns dialed in.

Of course, if you have the budget, you can hire a firm to manage your campaigns for you. There are many places that will do this



for you. They can set up all your campaigns, write the ads, adjust your daily budget, find the keywords, etc. It's not cheap, but if you have more money than time it just may be a good option for you.

The most important element of any Adword campaign is picking the right keywords. When you start using PPC, you will no doubt realize that some keywords will cost you a lot more per click than others. In order to save yourself a significant amount of money, but still get solid click through rates (CTR's) you will need to find

those keywords that 'fly under the radar'. They will still get a decent amount of searches but they aren't as competitive.

These would be 'long tailed keywords', which are actually keyword phrases. The one or two word keywords are almost always way too competitive for the average internet marketer.

Most smaller online marketers simply don't have the budget to be able to compete on these keywords.

Another thing you will need to keep in mind is that all the major search engines, particularly Google, love to change things up. They really aren't that concerned with the smaller online advertisers or the affiliate marketers. They cater more to the people who do the searching as well as the big boys - the advertisers who spend millions. For that very reason, it is tough

for the little guy to keep up with the constantly changing rules which can make managing any Adwords campaign a real challenge.

If you want to lower your pay per click cost on a certain keyword, provide a quality ad. One of the ways Google decides how much everyone will spend on a certain keyword is by their quality score. How they measure that is not revealed to us, but there's one thing we know for sure - they do take into account your click through rate. The more people who click on your ad, the better your score will be and the lower your bid price will be.

The way Google looks at it is like this : if a lot of people are clicking on your ad, it must be very

relevant to the keyword you have targeted. That's what they want so their searchers are kept happy. If you provide that relevance they will reward you by giving you a better quality score which can translate directly into lower bid prices for that keyword.

Google can be a little like the land of OZ, strange and mysterious; you never know what's waiting around the next corner. These tips will prove helpful as you manage your next Google Adword campaign.



More Ways To Attract Subscribers And Grow Your Opt-In Email List



Growing your opt in email list is no easy task - you have to first convince visitors to your website to voluntarily give up their email addresses so you could send them emails. Many do not like the idea of filling up their email inbox with what could potentially be spam - and it takes a certain amount of trust and also offers that can benefit them in order for that to happen. Below are a list of 15 techniques you can try with your opt-in email list.

1. The "Las Vegas" Technique

Tell your potential subscribers how much money they could win by subscribing. You could tell them that you will randomly select a subscriber every week to get a cash prize.

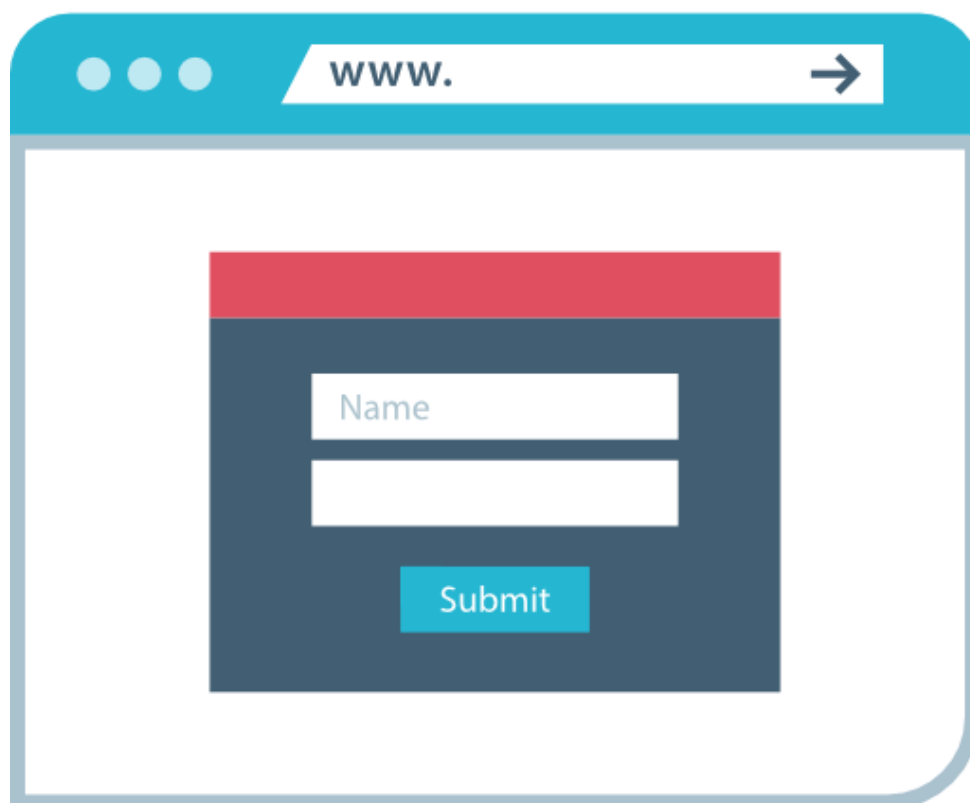
2. The "Try A Piece" Technique

Tell your potential subscribers they can read samples of your past issues or list before they opt-in. If people like your content,

they will definitely subscribe. It would be a good idea to use some of your best content.

3. The "See It Everywhere" Technique

Tell your potential subscribers to subscribe everywhere on your web site - include your opt-in form or pop up on every page of your web site. The more times people see it, the higher the



likelihood of people subscribing to your content.

4. The "My Credentials" Technique

Tell your potential subscribers about your business credentials, expertise and experience. People are unlikely to opt-in to a list that is created by someone who does not have the necessary experience or authority to provide them with the information they need and want.

5. The "Confidentiality Agreement" Technique

Assure your potential subscribers that you will keep their subscription information confidential. Potential subscribers are usually concerned that unscrupulous parties would share, rent, lease or sell their contact information that they key into opt-in forms. They want you to protect their



privacy at all costs - giving them your word will assuage their fears.

6. The "100% Pure" Technique

Inform your potential subscribers that your content is 100% original. People subscribe to a lot of lists that just publish articles that are duplicates of other articles found on the Internet. If you can't always offer 100% original content, at least publish some once in a while to keep your subscribers loyal.

7. The "Look Who's Here" Technique

Tell your potential subscribers about the famous, expert or reputable people who have subscribed to your e-zine. Most

people are followers rather than leaders. They want to model themselves after people they respect, admire and look up to. People will think your list must be good if a reputable person subscribed to it.

8. The "Believe Them" Technique

Show your potential subscribers the testimonials or endorsements that you've received from other subscribers. Having seen the benefits those people received from being on your list, people are more likely to believe them and subscribe to your list.

9. The "Collect Them All" Technique

Tell your potential subscribers that there is a free bonus product in every issue. People will be driven to subscribe just to start collecting those bonuses.

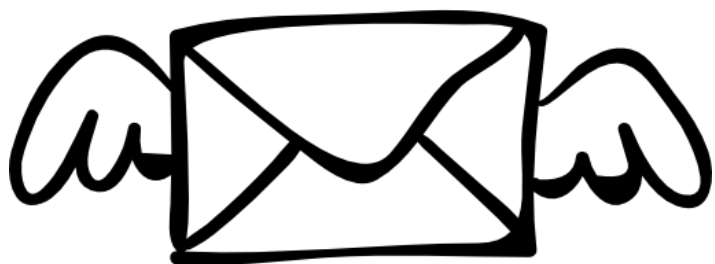
Plus, this will keep people from unsubscribing because they look forward to see what the next bonus will be.

10. The "Next Time" Technique

Tell your potential subscribers about the type of content that will be in your next issue. They will think that if they subscribe right away, they will be able to read the content in their next issue. It gives them an incentive to subscribe on impulse.

11. The "Ad Less" Technique

Tell your potential subscribers your list has very little advertisements. People sometimes don't subscribe to free lists or e-zines because they are under the impression that all



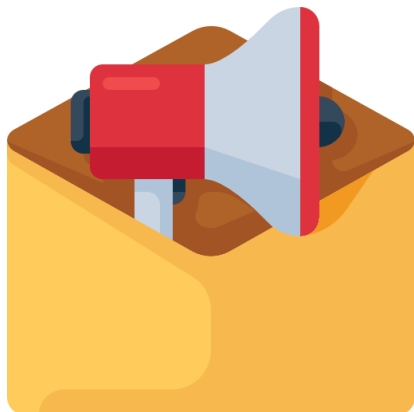
they will get a bunch of ads. You could even offer an ad-free or an all content/article (with a resource box) version of your list.

12. The "Give Me Them" Technique

Tell your potential subscribers that you accept article submissions. You will get people who will subscribe just so they can submit articles and see them published. You will also get a steady stream of content you can pick and choose from.

13. The "Swap Me" Technique

Tell your potential subscribers and other e-zine publishers that you accept e-zine ad trades. People will subscribe just to submit ad trades with you and



see if you run their ad. Doing list ad trades can increase your circulation fast.

14. The "See The Past" Technique

Tell your potential subscribers that they will get access to all your past issues or messages if they opt-in to your list. You can tell them the benefits that they can get from those issues too. You can have them all archived on your web site by date or subject in a password protected area.

15. The "Targeted Flirt" Technique

Give your potential subscribers a compliment. People like to be complimented and will usually return the favor. It might just tempt them to opt-in to your list. The compliment needs to be something that would be related to your target audience