MarketStorm

Micro Niches

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Effective SEO Techniques To Improve Your Website Ranking

The competition is fierce in the search engines. In order to get your web site or blog ranked high you need all the SEO techniques you can handle from this list. But the great thing is the search engine is also one big search engine optimization school. You can study millions of high rank web sites and model their techniques to use on your web site.

30 SEO TIPS:

1) You might add keywords/phrases in the html title tag. You could also model other high ranked blog site's SEO tactics.

2) You can have good linking structure. You might also clone other top listed video site's search engine tips.

3) You should insert keywords/phrases in the html body copy. You can also imitate other leading world news site's optimization methods.

4) You could purchase quality web hosting. You may also fabricate other number one wiki site's SEO concepts.

5) You may use a fast loading web site. You should also mirror other top 10 web site template site's search engine ideas.

6) You might place keywords/phrases in bold typeface. You could also copy other hierarchy portal site's optimization advice.

7) You can affix keywords/phrases in header tags. You might also pattern other high traffic web directory site's SEO instructions.

8) You should use quality web site links. You can also duplicate other top of the list web based software site's search engine loopholes.

9) You could submit link viral freebies to other sites. You may also reproduce other #1 yellow page site's optimization outlines.

10) You may add keyword/phrase image names. You should also simulate other top position web based book site's SEO checklists.

11) You might use quality internal linking. You could also study other uppermost ranked virtual world site's search engine models.

12) You can insert keyword/phrases image alts. You might also mold other first placed video sharing site's optimization plans.

13) You should refreshed your content regularly. You can also portray other upper listed video sales letter site's SEO steps.

14) You could get authority back links. You may also match other highest listed web ring site's search engine recipes.

15) You may use doorway pages. You should also generate other prime position top list directory site's optimization schemes.

16) You might place keywords/phrases in the domain name. You could also create other top five squeeze page site's SEO resources.

17) You can use SEO optimization software. You might also similar other popular placed sports site's search engine analysis.

18) You should add keywords/phrases in the web page name. You can also use other high ranked software directory site's optimization recommendations.

19) You could write keyword/phrases in the page folder. You may also attain other top listed social networking site's SEO links.

20) You may insert keyword/phrases in link names. You should also form other leading social media site's search engine solutions.

21) You might submit linked audio to other sites. You could also make other number one service site's optimization directions.

22) You can join back link exchanges. You might also produce other top 11 self improvement site's SEO maps.

23) You should get keyword/phrase name back links. You can also learn other hierarchy search engine site's search engine procedure.

24) You could use good ratio keyword/phrases in your content. You may also review other high traffic self help site's optimization descriptions.

25) You may type keywords/phrases in the meta description tag. You should also add other top of the list sales letter site's SEO profile.

26) You might get quality back links. 26) You could also incorporate other #2 resources site's search engine fixes.

27) You can use a good sized web page. You might also model other top position report site's optimization hints.

28) You should get tons of black links. You can also clone other uppermost ranked real estate listings site's SEO help.

29) You could make a lot related linked pages. You may also imitate other first placed question/answer site's search engine shortcuts.

30) You may allow visitor to add comments. You should also fabricate other upper listed proxies site's optimization clues.

31) You might use original content. 31) You could also mirror other highest listed profile site's SEO strategies.

32) You can purchase quality back links. You might also copy other prime position product review site's search engine commentary.

33) You should hire a SEO expert or service. You can also pattern other top five product catalog site's optimization formulas.

34) You could use quality site maps. You may also duplicate other popular placed web hosting site's SEO coaching.

35) You may submit linked videos to other sites. You should also reproduce other high ranked product site's search engine consulting.

36) You might use keyword/phrase named videos. You could also simulate other top listed picture sharing site's optimization explanations.

336) You might use keyword/phrase

37) You can use balanced placement of back links. You might also study other leading personal site's SEO shortcuts.

38) You should link to good root domains. You can also mold other number one payment processor site's search engine keywords.

39) You could use gateway pages. You may also portray other top 12 organizational site's optimization processes.

40) You may create and link to many related mini sites. You should also match other hierarchy opt-in giveaway site's SEO blueprints.

30 ARTICLE WRITING IDEAS

Article ideas to increase your traffic, backlinks and sales

30 Article Writing Ideas:

1) You could add outlines in your articles. The article byline may mention a limited time offer. You can submit your articles to web sites.

2) You might include answers in your articles. The article resource box can have a limited quantity offer. You could use your articles on blogs.

3) You can link ideas in your articles. The article ad might include an affiliate program link. You may send articles to your article directories.

4) You may write advice in your articles. The article ending could contain a contest announcement. You might publish your articles in e-books.

5) You could affix instructions in your articles. The article signature block may publish some affiliate bonuses. You can distribute your articles to forums.

6) You might use methods in your articles. The article advertisement can present a product rebate. You could author your articles for books.

7) You can include concepts in your articles. The article author information might provide a unique selling position. You may syndicate your articles to other engines.

8) You may use interviews in your articles. The article conclusion could show more free content. You might create your articles for newsletters.

9) You could attach features in your articles. The article signature file may link to a free video/audio. You can make your articles for e-courses.

10) You might use benefits in your articles. The article closing can have a product review. You could give your articles to customers.

11) You can post objectives in your articles. The article byline might give bulleted benefits. You may use your articles on print reports.

12) You may list loopholes in your articles. The article resource box could publish highlighted keywords. You might write your articles for prospects.

13) You could add checklists in your articles. The article ad may provide free resell rights. You can publish your articles in email newsletters.

14) You might insert models in your articles. The article ending can present free private label rights. You could put your articles in membership sites.

15) You can enclose plans in your articles. The article signature block might furnish free branding rights. You may paste your articles on wiki pages.

16) You may involve lists in your articles. The article advertisement could post bigger product quantities. You might type your articles for clients.

17) You could paste steps in your articles. The article author information may mention order deadlines. You can sell your articles to marketers.

18) You might use presentations in your articles. The article conclusion can include a retiring sale. You could market your articles to webmasters.

19) You can add recipes in your articles. The article signature file might present a bill me later offer. You may promote your articles to businesses.

20) You may include notes in your articles. The article closing could include a rush/free delivery/shipping offer.

21) You could publish research in your articles. The article byline may promote a dime sale. You can design your articles for videos.

22) You might post reviews in your articles. The article resource box can show audio/video testimonials. You could script your articles for audios.

23) You can use lessons in your articles. The article ad might link to a handwritten/unsolicited testimonial. You may record your articles for mp3's.

24) You may provide assignments in your articles. The article ending could state a business milestone. You might use your articles for e-classes.

25) You could add opinions in your articles. The article signature block may issue more ordering options.

26) You might dispense myths in your articles. The article advertisement can involve a free bonus. You could sell your articles with private label rights.

27) You can present schemes in your articles. The article author information might mention an instant commission product. You may add your articles to columns.

28) You may add links in your articles. The article conclusion could offer friendly/fast customer service. You might market your articles with resell rights.

29) You could list resources in your articles. The article signature file may have a 'name your own price' option. You can include your articles in magazines.

30) You might present misconceptions in your articles. The article closing can promote your coupons/gift certificates. You

BUSINESS TRACKING LESSONS

Tracking your business activities to reach greater heights

Studying the metrics of what you do is a very important part of having a successful business. Because without looking at the numbers you really can't know exactly what is working and what isn't. Of course, you can make assumptions, but it's better to use facts to help ensure that your time and money aren't being wasted.

If You Can't Measure It, It Doesn't Exist

When you set goals, they should be something that can be expressed in numbers. Things like clicks, page views, sign-ups, and sales. Using analytic tools will help you collect valuable data about your business.

Now let's go over some of the things tracking can do for your business:

1) Get to know your visitors

When you started your business you probably had a pretty good idea of who your audience would be.

Chances are you created marketing materials based on your ideal audience and it worked.

But, can it work better? Once you learn how to dig deep into your audience's demographics (especially the people who've converted), you'll know exactly how you can tweak your marketing campaigns to improve your results.

2) Know what content is working

When you set up analytics you can see what blog posts, articles, and other content is getting more traction. You can see views, comments, and more, which can help you judge better what type of content you need to create more of.

3) Understand your traffic

Using the data, you collect, you can find out who is sending the most traffic (converted traffic) to your website. This is useful because if it's coming from one person (like an affiliate) or one website, you can give them some extra attention to encourage more of the same.

4) Study your competition

Nothing is more important aside from your visitors than your competition. You can learn a lot from your competition when you can get to know everything they are doing including the keywords they use, the prices they charge for their products, and even their conversion rates it will help you stay ahead.

5) Discover what works for your audience

When you study your numbers, you can find out if the ideas you have will work or not. Some will, some won't. You can find out what works, optimize it and do more of it by looking at the data.

6) Drop things that don't work

When you know your numbers, you can drop projects that aren't working and focus on the ones that are. It's not like the past when you spent your money on a campaign and then had to let things run their course and watch your money go down the drain when they didn't work.

Running your business by the numbers can really help you take control of the growth in ways that you may not have considered.

It's very important to learn about metrics, goal setting, and how to determine correlation, because not everything is not always as it seems when it comes to the numbers.

Different Analytics Tools You Can Use:

1) Chartbeat - https://chartbeat.com

This cloud-based software is a little different than some of the other products out there. This company realizes that clicks are only part of the story. With this software, you'll know right away what content is working best on your website or blog.

2) Google Analytics – https://analytics.google.com

This is the original free analytics software which is definitely worth trying out. It offers so many features and benefits that it would be impossible to go over them all in this space. But, it would do your business good to learn it or hire a professional to help you with using the software.

3) KissMetrics – https://www.kissmetrics.com

The analytics you can get from KissMetrics will help you become more customer centric as you learn what makes your customers tick.

You'll be able to optimize pages through testing and more. If you want to keep happy clients, this is great software to try.

4) Adobe Analytics – http://www.adobe.com/marketing-cloud/web-analytics.html

With this service, you can gather deep insights in all your online activities, including mobile. Get to know each customer's journey inside and out from A to Z with just a few clicks. You can conduct a 360-customer analysis, use predictive intelligence and more.

5) Piwik – https://piwik.org

This is an open-source analytics tool that anyone can use. You and only you can see the information. You can self-host it or you can use it in the cloud. You're in full control of your tests and analytics.

6) Clicky – https://clicky.com

Almost a million websites use Clicky to monitor their web analytics in real time. If you want to know how your website is performing in a simple way, this software works wonders to help you make the right choices.

7) Woopra – https://www.woopra.com

You can use this software to track anonymous website and mobile app users even before they identify themselves and then after too. If you really want to get a good understanding of your customers and their buying cycle, try this software.

8) HubSpot Analytics – https://www.hubspot.com/products/marketing/analytics

HubSpot offers an enormous amount for website owners and business owners in terms of analytics. The reports offer sales and marketing data in one spot for easier understanding.

Which software you choose to use will depend on your objectives and on your willingness to learn how to use it.

You should also keep in mind that many websites like Facebook, Twitter, YouTube and Pinterest also have built in analytics that you can use to track everything from likes and shares to clicks and conversions.

EMAIL LIST MANAGEMENT SECRETS

List maintenance is one of the most important subjects in online marketing. Your list is your number one and most basic bottom level output for your promotions. It's expensive and time consuming to gather, but forms one of the most powerful resources and profit potential you have.

For this reason, we need to understand exactly how it works. Depending on your business, there are several solutions that might be right for you.

Why Do You Need To Manage Your Lists?

1. To show you why you need to decide which method you're going to use to maintain your list before you even start building it for maximum positive effect.

2. To explain why it's so hard to change mid flow, once you've already started.

3. To show that to get people to listen and take notice of you and avoid complaints, there's a few things that you'll need to tell the customer beforehand.

List Management Techniques:

1. Always Be Truthful

The number one thing that I need to tell you right now, before we even look at these methods is to make 100% sure that the people signing up know what they're getting themselves into.

For example, how many e-zines or newsletters have you ever subscribed to only to find out that they're not actually e-zines and newsletters, just ad lists.

The choice you make now will shape your business far in to the future, but more importantly whatever you tell your customers and subscribers they'll be getting will shape your response rate considerably,

and that's obviously something we'll want to take into account from the very start. So there we have it.

Rule number one, never tell your customers they're getting something then deny them that, or send them things that they haven't requested or didn't know about, because not only will that get you into trouble, but it will also affect the loyalty and trust these customers and subscribers have with you, which is so important.

What we're aiming to build here is a targeted and effective list that has response rates through the roof depending on what you're promoting. Don't forget this also includes affiliates, and may form a large part of your affiliate base.

2. The Role of Your List Should Always Be At The Front Of Your Mind

What's your list there for? Promotion and to allow you to make money from the subscribers selling products that either you've created, or affiliate products in your target market, to build joint ventures, and of course increase your affiliate numbers and quality. But there's one more thing I want you to be aware of.

Where do I get all this information? Through ad tracking, true, but my list is also a very important part of this.

3. Listen To Your List And Reap The Rewards

I know what to sell to them because they tell me what they want. I know when my websites suck or look plain ugly because I ask them. I know what they're interested in buying, the most effective headlines and language to

use when typing out ads in relation to my list, who are in effect my target market. So you see, again we're promoting not just for profit, but to learn valuable lessons at the same time. Your list provides as much useful data as your advert tracking, no matter how small.

This Is your key to developing a successful business that is aimed at your target market, and creating a sales system that works, not just in your eyes, but in the eyes of the people that are most important to you. And that's your customer, the person who at the end of the day is going to make you a whole lot of money if treated right. So here's the deal.

Ask. Don't feel stupid about sending out mails to your list that aren't adverts, or that might seem like random babble to you.

TYPES OF MICRO NICHE SOFTWARE

Saving time on unprofitable niches

Why Micro Niche Software?

Of course, you cannot expect to arduously target each and every niche by meticulously searching for whatever keywords you think might be the most promising. This is the reason that most niche marketers opt for Internet niche marketing software to make locating a favorable niche easier. In other words, using this kind of software has the added advantage of doing all the digital legwork for you.

Basically, all this type of software requires is that you input the keywords you are targeting in your niche or micro niche. Once you have done that, the software will take over and do the rest.

Basically, all this type of software requires is that you input the keywords you are targeting in your niche or micro niche. Once you have done that, the software will take over and do the rest.

Using such software also ensures that you do not waste your time on unprofitable niches. Intelligent software will track lesser known but very profitable niches.

How Does Internet Marketing Software Work?

First of all, you need to narrow down your options considering the niche you want to target. After that is finished all you have to do is type you're desired keywords into the search function of the niche software tool.

The software will then search through all the possible types of niches that might be based on the keywords you typed in. The search results that the software finds will actually be the most popular on the web.

Since the software will give you an idea of how many searches are regularly conducted for a certain product or service, you will know what niches or micro niches you should target that will be sure to give you the most revenue.

After you are equipped with all the information you need regarding your niche, you can also use the software to do a search that is based on the synonyms of your chosen keywords.

There is also more sophisticated software that comes with even more functionalities. For example, some packages also allow you to save your searches. This can come in handy especially if you plan on handling a lot of micro niches at once and need something that can help you keep track of everything. There are also functions that allow you to appoint thesaurus functions to look for words.

"Using this kind of software package will give you an idea of what certain types of customers are searching for online."

Not only that, sophisticated software tools such as these will also often provide you with keywords that are not so common since they might be spelled incorrectly. (Most people do not sweat the small stuff like correct punctuation, grammar or spelling when they type in their keywords to locate their desired items or services).

This is the reason you should make sure that the Internet niche marketing software you are currently using (or will be using) is up to date with the latest market trends and search trends.

Making money out of small niche marketing isn't going to be easy. There will be a lot of other marketers out there that will be gunning for the same niche and keywords. Competition in the online market is tough. Every marketer is looking to grab the most profitable niche, so it is best that you stay on your toes.

Micro Niche Finder

By this point, you probably agree that smart keyword research is one of the most integral aspects of online marketing. Micro Niche Finder is one of the most used micro niche finders everywhere. Micro Niche Finder helps you search for a specific demand in a specific niche which you can ultimately use to make a website. Besides that it also helps users in the following:

1. Geographical Targeting

Micro Niche Finder is one of the few niche-finding tools that actually lets you narrow down your search according to specific geographical locations and languages.

This makes it easier for anyone who wants to use a micro niche marketing strategy by targeting a specific audience.

2. In Depth Research

One of the handiest things about Micro Niche Finder is that it also allows you to use other keyword research tools. You can use Google Trends as well as other types of free software to make your niche search easier.

3. Project Management

This software also allows you to archive all of your keywords into separate project files or spreadsheet downloads. This can save you a lot of time especially when it comes to keeping track of all of your micro niches.

You need to know what base keyword phrases you can use on this software.

You need to know what base keyword phrases you can use on this software. Some of the most common are the following –

1. Pre – Term

This can be any key term or phrase that users can choose to utilize with their own specific keyword phrases.

2. Broad Keyword Phrase

These are words that have broader meanings like car, credit card, fashion, football, baseball, etc. In other words, these are as generic as searchable keywords can be.

3. Product Name

If you enter the name of a product in micro niche finder, it will come up with several keywords that are related to that product.

Using Analytics To Plan Your Business Direction

Why Analytics Is Important?

Analytics can tell you what happened, why it happened, what will happen and how you can make it happen. It can consist of any goal that you've set for your business and when used properly will help you make your business more successful.

When you use data to help you learn about your business, your competition, where you stand and where you want to go, you'll truly end up with a better business than you ever thought possible.

Today, data can be so predictive that it will almost give you directions on what to do next to boost your business and make it better.

As you look at the data you have, and you can see what happened and how it happened, you can take that information and repeat whatever worked so that you can get even better results.

What You Will Be Able To Achieve With Analytics

1) Foresee challenges

Every business faces challenges and you can even predict some them by looking at data. For example, some businesses are seasonal in nature, even though in some cases there is no reason for them to be seasonal.

But, if you check the data you might find that your business has times where you make more sales. You can use that information to pump up advertising during the off season.

2) Understand your own audience

Analytics can help you get to know your audience even better. When you first start a business, you choose who you think your target audience should be.

You set up all your marketing campaigns with that in mind. But, you might find through analytics that you have a far different audience than you thought.

This can help you narrow down and optimize your marketing materials so that you can grow your business.

When it comes to growing and planning your business using predictive analytics can help you discover insights into what is working and what isn't. Which will help make the right decisions for your business and accomplish your goals much faster.

3) Understand your competition better

Another great thing you can do with analytics is understand your competition. By keeping an eye on them, you can actually learn what your audience wants and what they will be most likely to respond to and your business will be better for it.

This is especially true if they've been around longer and you know for a fact that they're profitable and good at what they do. Then it's even more important to learn all you can from them.

Analytics Tools

This is an excellent, free service. Sign in and choose keywords, names, and more to search for. Then, set up how often you want to receive the alerts in your email inbox. You can scan each email to find information about your competition that you can use in your own business.

1)   Social   Mention   – http://socialmention.com

Use this cloud-based search engine to search websites, blogs and more for mentions about your competition. Then you can go look at what they're doing. Identify the gaps in their offerings and you can outshine your competition in no time.

2)   Website   Grader   – https://website.grader.com

While it does ask for your website and not your competition's (and your email address), you can still use it to check the health of someone else's website.

The information you will receive is page size, page speed, redirects and more, including how many requests for the site have been made. It also tells you how they're doing on SEO and more.

3)   Link-Assistant.com   – http://www.link-assistant.com

With this downloadable software, you can study keywords of your competitor's site so that you will know what keywords they're using. You can then use them on your own website to nab their traffic.

4)   KeywordSpy   – http://www.keywordspy.com

This software is an amazing way to profit from your competition's hard work and research. You can find out what keywords they're using, what they're spending for AdWords, their ROI estimate, and much more.

5) Open Site Explorer by MOZ – https://moz.com/researchtools/ose/

You can get a lot of information about your competition from this cloud-based option. Including about the links that come into the site and the anchor text used, and you can even compare five sites.

What's more, it's free when you sign up. Using these tools to discover analyze important data about your competition is a great way to grow your business and keep your audience happy at the same time.

As we have been discussing analytic tool are there to help you track and measure many aspects of your business, but did you know that they can also help you optimize every aspect of your website, including layout, speed, SEO, and more?

For example, with Google Analytics you can create several different reports to help you understand the health of your website.

Always remember when it comes to using analytics to improve your website the first thing you should do is set goals. For example, if you're having a webinar you might want to study how many people sign up for it and signed up for your newsletter.

If you've created a short report you may want to keep track of how many people downloaded it, and if you put links inside it you'll want to know how many people click through.

WHAT ARE MICRO NICHE WEBSITES?

What Are Micro Niche Websites?

Micro niches, in spite of their appeal, still require consistent and focused marketing, and the only way you can do that is through micro niche websites.

The concept behind building one of these websites is fairly simple.

All you have to do is to select a small niche and determine whether you will base your marketing strategy on information or actual products and services.

Next, you will need to build a website that focuses on specific keywords. In other words, you will have to specify

keywords that are applicable to that particular market.

You want to choose the words that your potential customers will be using when they search the Internet. If you choose the right keywords for your market, you may find that you will start getting a lot of traffic to your website.

Inevitably, your website will rank higher on Google as well as other major search engines, bringing even more traffic and business to your niche.

For example, users are more likely to search for car batteries than for a brand that sells them. In other words, they will search for an item by typing in search phrases like "buy car batteries," "car batteries for sale," "used car batteries for sale," etc.

Using Keywords

Don't think that coming up with keywords will be a piece of cake either. on major local search engines than the keywords your competition is using.

Not only do your chosen keywords need to have enough oomph to get that Internet traffic moving your way, but they also must also be unique enough to rank higher.

Using Backlinks

Actually determining a niche and building a website around it might seem easy until you come to using backlinks.

These links will also ensure that your website (as well as its services and products) gets to see the light of day on local search engines. You can also get other sites to link to your site in a number of ways, such as forum signature postings, bookmarking, or articles submitted to online directories.

This may seem like a tedious process. However, once you start on it, you can see your website soar to the top of search engine lists before you know it.

How Can You Make Money Out Of Micro Niche Websites?

There are a lot of ways you can make money out of your micro niche website. Most micro niche marketers act as affiliates for major online stores such as Amazon or eBay. You also have a choice of inserting pay per click advertisements or using campaigns via networks like Google Ad Sense.

Basically, you can use such tools to make your online advertising campaigns easier to manage. For instance, Google Adsense can extract relevant scripts from your websites and use it as advertisements for your niche. These targeted advertisements have the potential to generate profits whether they come up to 5 cents or to hundreds of dollars when potential customers click on them.

Like the name implies, micro niche websites are very small.

This is also why many micro niche marketers opt to produce as many such websites as they can in order to generate a sizeable income.

Such websites have the added advantage of increasing in number over time especially if you manage to gain a lot of profits from your previous ones.

All it takes is a little hard work and a lot of perseverance on your part. There will be times when you won't be able to accumulate a lot of profits during the initial stages, but you will eventually start noticing your success grow over time. All you have to do is make sure that you stay at the top of your niche even when it seems that no one is biting.

How Can You Promote Your Brand Through Micro Niche Marketing?

In other words, how do you determine which niche you want to market? It might be easy taking up the venture. However, you won't be doing yourself any favors if you don't figure out a marketable niche that is engaging enough to attract your target audience.

In other words, the niche you decide to invest in will not prove to be a lasting business venture if you do not make sure that it has the potential to generate any profits for you.

It is therefore best to narrow down your prospects and figure out the type of micro niche you want to target instead of deciding to invest in the first one that first catches your fancy.

As discussed before, a niche market is a sort of spin off or subset of a bigger industry that focuses on promoting only specific products or services.

The products or services that you decide to sell will depend on an even smaller market demand. The following steps will help you get started in determining a hot niche –

1. Brainstorm Sessions

You need to generate ideas for a micro niche before you even think of banking on it.

It is important that you focus on determining a niche that has customers who will want to buy.

For example, you can try searching for popular niches yourself. Amongst the most clickable ones are websites about dating, pets, cooking, loans, beauty products, travel, hair/skin care techniques, insurance products, to name only a few that come quickly to mind. These ideas are simply suggestions to get you thinking.

The one thing that you may have noticed is that these particular niches are very narrow. The keywords that people in these niches use to find what they are looking for tend to be along these lines: narrow and specific.

2. Know The Market

It pays to know what other people are buying from the limitless retail store that is the World Wide Web.

Every now and then take a look what people are searching for on online marketing ecommerce websites like Amazon and eBay.

This will give you an idea of what makes up popular market demands and buying trends.

In other words, you need to narrow down your target audience. Think about it. How will you determine what you are actually going to market if you do not know what people are looking for?

The only way you can do that is to figure out which online "watering holes" visitors like to frequent. You can start off by "staking out" social network websites like Twitter, Facebook or MySpace in order to get an idea of what the general public is into and therefore what they will be most likely to buy.

3. What To Look Out For When Determining Your Target Audience

As mentioned, your niche or micro niche market must have an adequate clientele that will be exclusively interested in your products or services. Other than that, they need to have the resources to purchase anything from your niche and actually be able to afford what you are selling.

It is important that you consider your options like the competitive power of your chosen niche, its overall size, and its profit margin before you actually settle for a price range or the target audience that might be able to afford it.

4. Finding Your Own Niche

You can make this process a lot simpler on yourself if you use various micro niche-finding tools. The two most popular ones happen to be Micro Niche Finder and Market Samurai

As the names imply, these are basically keyword software that are designed to locate micro niches.