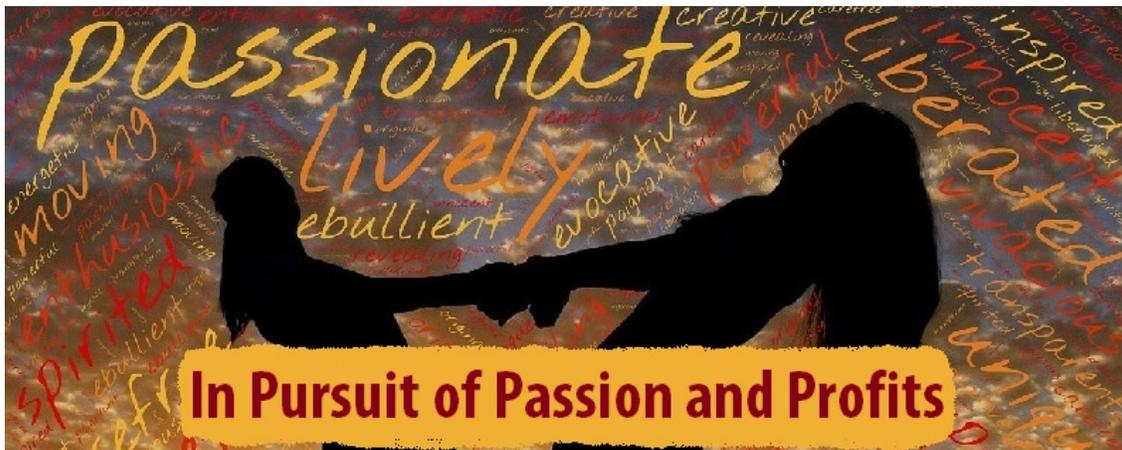


Specialty Module: Riches from Niches



I've learned that internet marketers agree on three things:

- 1) **Building a list** is vital to long-term success.
- 2) **Staying focused** gets you where you want to go.
- 3) **Finding your market niche** (specialized, not generalized) is crucial!

In this module, let's focus on your strengths so you can quickly and efficiently choose an area or niche which fits you.

What is a niche?

The *Business Dictionary* says: "A niche is a small but profitable segment of a market, suitable for focused attention by a marketer. Market niches do not exist by themselves, but are created by identifying needs or wants not being addressed by competitors, then offering products which will satisfy them."

Why is it important to find my niche??

Finding a particular field or a segment of a market – the "rifle" approach – is much better than trying the "shotgun" approach.

For those who don't know what a shotgun is, have never watched a western movie, and have been living in a cave in Antarctica, a shotgun fires many

pellets in a general area. A rifle shoots one bullet at a specific target! (Are we clear? Ok!)

With the shotgun approach you're not really focusing your shot on a specific target. You end up spending more money, more time and effort. Initially, you need to be profitable and make money as soon as possible. Narrowing down your scope on a specialized area – especially one you are familiar with – moves you on your way to profitability quicker and easier.



I struggled to find my niche! (Whaaaaat???)

As I mentioned before, my work and professional background has been in company management and ownership in the printing business. Also in high-end construction, creating one of the top Tilapia fish farms and hatcheries in north Thailand, music writing and recording, and church ministry. It's been varied over the years and I am NOT complaining. I've willingly morphed into whatever I needed to survive!

The printing industry has changed so much over the past 40 years and made my knowledge of the printing outdated. Sigh, I'm obsolete!



The original methods and strategies of raising tilapia in Thailand has changed due to high mortality rates, strange diseases, and rising costs of labor, feed and care. Growing tilapia in local rivers is too toxic, and the only solution is costly investment in special tanks and diets. Time to get out of the fish business!

Thai visa restrictions and work permit requirements caused me to look outside the normal employment environment and consider alternative methods of creating income – on the internet!

When it came to finding my own niche, I stressed out! Drawing from the well of my past occupations, abilities, and knowledge didn't seem to be viable or valuable enough.

I asked myself, "Would anyone in the world want to know what I know and be willing to pay me for this knowledge?"

I thought, no way, Jose! I struggled with this for a long time!

When I evaluated my own skills and abilities, I tended to downplay them.

I didn't seem to think my background, wisdom, or experiences had meaning for anyone but myself! Difficult to overcome and handle, to say the least!

Have you ever felt this way? You know what I'm talking about?

Sometimes you'll get the answer by asking a close friend or acquaintance to give you an evaluation of your life, skills and abilities. No holds barred! Gimme the truth, buddy! Yes, this can be a fearful thing since you then come face to face with what others really think of you. Scary!

Hang on, I'll get to the end of my personal story in a minute.

When I finally found my niche, I likened my search along the way to an experience I had in the largest toy store in the world – as a seven-year-old kid.

I was told that I can pick **only one toy** and play with this **one toy** until I wear it out, break it, or outgrow it!



Wow! For a little kid, could anything be more difficult?

Slowly I browsed up and down the aisles, drooling over toy after toy, and game after game! How can I choose? So many choices! I want and love them all!

Suddenly, I saw something that captured my heart. "This is it! I really love this! It's what I really, really, really, really want!"

I put it in my shopping cart, but as I crept toward the checkout stand, I spotted a another toy I also loved and really (4 times really) wanted! This went on and on throughout the entire store. The voice in my brain, now an octave higher screamed, "How can I pick **just one**?"

The internet is just like this – the world's largest toy store for online marketers! So many programs, methods, strategies, systems, ideas, niches, and concepts try to grab my attention. "Oh, what great and wonderful things! Look how shiny and new! How can I choose from so many ways to earn money? (Remember the "Shiny Object Syndrome" in Module 9?)



Finding your niche is like recognizing your favorite fishing hole! Mmmm, a good spot!

My salvation came in a YouTube video! (Whaddaya know!)

Internet marketer Bernadette Doyle helped me crawl out of the darkness into the light and illuminated my precise dilemma and frustration. (You can search for her yourself. She has a series of videos with great content and ideas.)

Here are five essential steps to finding your niche.

- 1. List everything** you do.
- 2. Identify your high value services** – your professional skills, abilities, education, character qualities, work and career experience.
- 3. Identify the problems in your market or in the world.** Ask why! “Why are they having these problems?” If you are trying to break into an existing niche, ask yourself this: “What are people looking for, why do they want it, and what’s missing from the market? What are the challenges my niche faces? Why would people request my skills or services?”
- 4. Identify your target client once you identify your niche.**
- 5. Refine and repeat.** Keep on doing what works!

Choosing the right niche for you can be drawn from your past experiences, training, education or career choices. “Which of your valuable and life-changing principles could help a lot of people?”

Your niche might come with a conscience decision to become an expert in an area of interest to you. Though you have no experience or education in that niche, read and learn everything you can about it. Become the expert, the go-to person, the source for people to learn your knowledge . . . a pay you for it.

Bernadette made many points that hit home. Read her own words.

To be successful with online marketing, you need to pay attention to what is happening outside of your world!

People do not buy because they understand what you do – they buy because they feel you understand them and what they need!

In identifying your niche, be practical. Ask yourself the following questions:

- *Who most needs what I have to offer?*
- *Who do I feel most called to serve?*
- *What payoffs do people receive from my expertise?*
- *Who have I already helped?*
- *What did they all have in common?*
- *What common problems, goals, needs, wants, and desires did they share?*

REMEMBER, IT'S NOT ABOUT YOU! It's about matching your skills and talents to people who are struggling and need your expertise. These questions will shift the attention from what YOU think is important and focus on other people's needs and those who need your help.



Now here's Bernadette's golden nugget that changed my online life.

Don't feel uncomfortable if your NICHE AWARENESS is untidy or comes in a process of time. Many times knowing your niche is a slow awareness – like a building emerging out of the fog, rather than a lightning bolt!

Your words encouraged me enormously! Thank you, Bernadette!

Just for you, the link to Bernadettes' video:

<https://www.youtube.com/watch?v=0IBQ0tvrT5g>

The internet is humongous, and internet marketing might be a brand-new world for you. Trying to pin down your money-making niche might seem like an impossible task. However, if you take Bernadette's advice, finding your niche can be a pleasant process – a slow illumination of a market appearing gradually out of the fog of confusion.

Early mornings here in north Thailand, I'm reminded of this advice when I stand outside the backdoor of my home and watch the fog engulfing a conference center about 300 meters away. As the fog dissipates, the details, the architecture, the colors, and the size of the center become clear and illuminated.



I smile, ready to start work!

Over the past few years, I've continued to expand my knowledge and abilities in the online world. I began sharing with those who need help – marketers needing a little clarification of a concept or principle, and fellow online entrepreneurs struggling to get from one phase of their business to the next.

From these experiences came this FIRST STEPS ONLINE training. Realizing the struggles of a large percentage of the online population, I wrote and developed this tutorial program.

In her conclusion, Bernadette adds, "Allow your thoughts and feelings to gently mold and meld together, until your path materializes!"

Don't force it!

Keep working, keep moving forward daily, and soon, like a ship emerging from the fog on the ocean, you'll be able to clearly see your way forward.

Choosing your niche can be very difficult, yet this is one of the most important steps you'll take in your online business. Do not rush it.

And keep this in mind. Choosing your own niche may not be a single element or single focus. A good marketer may work in several niches, I suggest First Steppers focus on one area and become really good with it . . . *before* you attempt to expand in another direction.

Please download this PDF resource:

["Your Life Purpose from 7 Weird Questions"](#)



A few questions to ask yourself when focusing on your passions and your niche:

1. What are you interested in?

Try exploring these four areas:

- Hobbies - fishing, gardening, chess, modeling;
- Problems - obesity, depression, home repairs, weight loss, relationships
- Passions - fitness, causes, education;
- Trends – healthy living, organic foods, homeschooling

Whatever you pick, stick with it. You need to participate in your niche, and your goal is to become an authority in your niche.

2. Do people spend money in this niche?

- Are there advertisers in this niche?
- Are there any magazines on this topic?
- Are there books on this topic?
- Are there associations and groups in this niche?

3. Are there products to promote in this niche?

Info products or physical products? Ideally both types are available. Do some research to find out where these products are, as well as who has the best pricing, selection, and post-purchase service. Can you create a new revolutionary product?

- **Food** – When all else fails in a person's life, food becomes a major source of comfort. It's a relatively cheap and can be justified on the grounds that it provides nutrition, a life necessity. And when they're soul-searching, at least their stomach is satisfied (and probably stretching). People may switch from buying brand names to more generic foods, but that just opens a market for your offerings to take off.





Check out these guidelines, actions, and one splendid resource to help you focus and discover your niche.

1. **List everything you've done in your personal and professional life.** (Well, maybe not EVERYTHING.) What type of jobs you're capable of doing, your skills, your training, and any education you've completed.
2. **Now extract the qualities you possess from this list.** This list will include your character traits and habits you have developed over the years and experience. What are they? Are you punctual, consistent, good with people, organized, methodical, practical, and analytical? All of these? None of these? What others can you think of?
3. **Take time to evaluate which of these qualities people are looking for.** Which professional (or unprofessional) experiences would people gain some benefit from?
4. **Identify problems in your field of expertise.** How can you help? What solutions do you have to offer?
5. **List who would most likely benefit from your expertise and wisdom.** That's your target market. Now, go get 'em, tiger!
6. **Download this PDF resource, "100 Hobby Niche Ideas."** This should help you find a potential gold mine of opportunity and income.

Once you complete this exercise, you should be close to finding your potential niche. It's up to you to decide whether to stay within your area of expertise, or venture out into new fields of opportunity, allowing yourself to grow and expand your abilities.

To view and read this module online, go to www.work-with-walt.com

Your purchase of this training tutorial includes free membership to the online version of **First Steps Online** which has more than 20 FREE downloadable resources.

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