

Product Creation Swipe File

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Introduction.

Product brainstorming and niche marketing and is like taking a journey through an alternate route, or less travelled path only to discover countless goldmines along the way. With each stop, you harvest as much gold as you can carry while continue to explore what lies ahead.

You aren't following the crowd, or elbowing your way through thick competition, but instead, are able to generate non-stop profits from some of the smaller markets that are often overlooked by the 'big guns'.

The biggest misconception regarding niche marketing is that there is less money in it than with the larger, mainstream markets.

In truth, if you approach niche marketing the right way, you can actually make MORE money in LESS time than with any of the larger markets because when there's less competition, it's far easier to penetrate markets and target your customer base.

Let's begin!

The Golden Nuggets For Product Creators.

Do you know why so many new marketers aren't able to build a profitable business online? They are far too busy chasing after that pot of gold that they've heard lies at the end of the rainbow.

We know that the shortest path between two points is a straight line, right?

So why do we convolute the process and over-complicate things when it comes to building a successful online business as a niche marketer?

We simply need to get back to basics, focusing on two important factors:

- 1) We find niche markets with existing buyers.
- 2) We find niche markets with existing sellers.

Whether you plan to develop your own niche information product or you are interested in making money with affiliate campaigns, you always want to venture into markets that are easy to penetrate, have been proven to be profitable and continue to be viable (evergreen) over the long run.

Where there are buyers, there is money to be made, and whether you believe it or not, some of the more profitable niche markets are so obscure and small that they're often overlooked as not being 'viable', when in fact, they are bursting at the seams with avid, hungry buyers!

As we begin our journey into finding profitable niche markets, stop to ask yourself. 'What are people desperate for?' or 'What do people REALLY need?'

By answering that question, you'll be able to tap into countless profitable niche markets, because when it comes to what people NEED rather than what they WANT, you've got yourself some hungry, desperate buyers who will anxiously purchase instant solutions or remedies to their questions and concerns.

You've probably heard of just how profitable 'desperate markets' is and there's good reason for this. Markets that are considered desperate are not only easier to target but easier to sell to.

- That person desperate to get rid of her acne quickly.
- That mother frustrated by not being able to potty train her toddler.
- That guy who will do anything to win his ex back.

When NEED is there, rather than just desire, you've got a winning niche. Combine that with a laser targeted campaign that provides a solution to their problem and you'll never struggle to make money again.

So how do we find these desperate, hungry niche markets?

Here's how..

Finding Profitable Niche Markets For Product Creation.

One of the most important things you can do is first evaluate and identify niche markets that encompass three major elements:

- 1) You can easily identify exactly who your audience is.
- 2) There are motivated, active buyers in the niche market.

3) You are able to get your marketing message across to your audience.

There's no sense in trying to find an untapped niche market. There are few of them out there and those that exist would take a lot of work in order to penetrate.

Then, you'd have to condition buyers, research angles and test out different campaigns and approaches before you determine what was successful.

Forget about that! It's always easier to make money in niches that are already proven to be profitable, and that is what you need to focus on.

You always want to conduct as much research about your markets as possible however, so that you can really understand what your target audience is interested in and create compelling campaigns that 'speak their language'.

You want to know:

- What people are currently buying
- Where there are any potential market gaps for products you could create
- How much of a demand exists in the market
- What your customer base is most interested in, concerned with, needing help with.

In other words, pay attention to who you are selling to before you determine what you are going to sell and your campaigns will be successful.

It's likely that you've already got most of the research you need right in your own memory bank. Think about the general health market and then dissect it so that you have 10-15 health related niches to evaluate.

Health – General / Broad Market

Segments include:

- How to lose weight
- How to prevent /cure acne
- Gout
- Menopause
- Pregnancy

Rinse and repeat this formula with any broader topic and you'll likely find a handful of desperate markets.

Relationships – General/Broad Market

Segments include:

- Get your ex back
- Avoid Divorce/ Repair Marriage
- Improve Sex Life
- Pick Up Women / Men

These are desperate markets that consist of highly motivated prospects who are anxiously looking for a solution or answer to their problem.

Keep in mind that the best markets consist of buyers who are looking to relieve their pain whether emotional, physical or mental.

Swipe File Of Desperate Markets.

To help you get started, here is my personal swipe file of desperate markets.

Desperate Markets: Health

Insomnia

Morning Sickness

Teeth Whitening

Excessive Sweating

Acne

Psoriasis

Bruxism (Teeth Grinding)

Weight Loss (sub niches including eliminating love handles, beer belly, post pregnancy weight loss, man boobs, eliminating stretch marks, acai berry, etc)

Impotence (erectile dysfunction)

Yeast Infection (Thrush)

Gout

Hypertension (high blood pressure)

Halitosis (bad breath)

Nail Fungus

Removing/Preventing Warts

Removing / Preventing Painful Boils

Cold Sores (recurring cold sores)

Acid Reflux (heartburn)
Cure Hemorrhoids
Bacterial Vaginosis
Sciatica
Anxiety/Stress/Panic Attacks
Pregnancy, Infertility
Endometriosis
Eliminating Tinnitus
Eczema
Stop Snoring
Hypothyroidism
Angular Cheilitis
Restless Legs
Premature Ejaculation

Desperate Markets: Finance

Debt Consolidation, Credit Repair
Avoiding Bankruptcy
Securing a Mortgage
Preventing/Dealing with Foreclosure
Work At Home (securing telecommuting positions, online work)
Finding a Job (offline, resumes, preparing for interviews)

Desperate Markets: Relationships

Get Your Ex Back
Marriage Repair
Dating (online dating, approaching women, pheromones, confidence, seduction guides, etc)

Desperate Markets: Other

Pest Control
Parenting help (colic baby, teething problems, etc)
Dental Pain (home based remedies, etc)
Penis Enlargement
Body Odor
Bed Wetting
Hair Replacement
Facial Hair Elimination (focusing on women)
Increasing Height
Anti Aging

Nail Biting
Quit Smoking

Conclusion.

Product creation and niche marketing is a very lucrative arena to be a part of, and I hope this short guide has helped get your creative juices flowing - so jump in and get started!

If you would like to learn how to take your product creation to the next level, and create an info product within the next 24 hours (even if you've never created one before) click the button below now...



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