

Selling Products Using Micro Niches

SLIDE #1- WHAT DOES THIS DO?

- To attract buyers that are searching for a specific item.
- Know your numbers
- Make money from more than one place
- Creates an empire of foot soldiers instead of once gigantic monster.

SLIDE #2- WHAT IS A MICRO NICHE

A micro niche is a really specific product or service that buyers are searching on.

Ex:

Niche = Sunglasses

Micro Niche = 80s Retro Sunglasses

Micro Micro Niche = Wayfarer 80s Retro Sunglasses.

SLIDE #3- WHAT CAN YOU SELL?

Your Knowledge (info products)
Someone's Knowledge (affiliate)
Your Product (artist, invention, photos, etc.)
Someone's Product (Buy low, sell for higher)
Your Service (Realtor, mechanic, etc.)

- Keep up with life. Follow trends.

SLIDE #4 - TEST... TEST... TEST...

There is no point to market/sell a product or service that...

A) No one is willing to pay

and/or

B) No one is looking for

Think baseball.

SLIDE #5 - TEST SOMEONE'S PRODUCT

You can leverage a product for a piece of the action.

Great way to get in the game!

SLIDE #6 - USE A BLOG

It is relatively cheap, and easy in comparison to the costs of setting up an ecommerce site.

SLIDE #7 - PAYPAL BUTTON EVERYTHING

During the testing process use a PayPal button to collect the money!

SLIDE #8 - A NORMAL WEBSITE

This is not a long sales page. It simply sells 1-100 products totally dedicated to a micro niche.

Graphics are key, I use Istockphoto.com - It makes you look bigger than you are.

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SLIDE #9 - DIGG

It still works for getting you found throughout Google and other search engines.

SLIDE #10- ANALYTICS

Google Analytics tool will see where your traffic is coming from and allow you to maneuver more precisely to the customers.

SLIDE #11- ADD VIDEO

YouTube is fine nothing fancy. However, it must be coherent, and clear. Remember, you have to build credibility fast. They are not shopping on Amazon, eBay, etc.

SLIDE #12 - INCLUDE PHONE & EMAIL

Another credibility builder.

I want more leads coming to my business.

Customer Service Is Key!!!

SLIDE #13 - BENEFITS

- Customers are super motivated to buy your product.
- They appreciate your company being devoted to a certain market.
- You can sell them like kind merchandise, later.

SLIDE #14 - FRESH CONTENT

This is one of the main reasons why I use a blog. It allows you to easily maintain, add, and keep supplying fresh content to your website.

SLIDE #15 - IF A NICHE WORKS, GO BIG

You are doing this to test.

Imagine if you only dug one hole to look for oil?

When you do find a winner go big, think of it as hitting oil. When you find the black gold you do everything you can mine it!

SLIDE #16 - QUESTIONS

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