

Niche Domination Secrets

**How To Build A Profitable
Business In Any Market And
Dominate Your Niche With Ease**



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Module 1 – Core Niche Marketing Principles

- **Niche Marketing Concepts**
- **Ideas for Niche Markets**
- **Competition Theory**
- **Breaking Past Passions**
- **Questions**

Niche Marketing Concepts

What constitutes a “niche”

Does “niche” have to mean small?

Why niche markets are better than the “internet marketing” scene

Ideas for Niche Markets

How to find niche markets

Offline and online niches

Products or services ... or both?

Competition Theory

Spying on the competition

Breaking into established niches

Determining profitability

Market research – who are the market, what do they buy

Breaking Past Passions

What other marketers may have told you

Do you want a hobby or a business??

Is your passion profitable?

Questions

What do YOU really want to know?

In the next module we'll be digging deeper into the step-by-step process of building a niche business.

What are your biggest questions?

What do YOU want us to cover?