

Niche Domination Secrets

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



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Module #3 – Creating The Niche Product And Finding Partners To Promote It.

Quick recap of what we've covered so far:

- 1) Find a potential niche that is already profitable with competition (the 5,5,5 model)**
- 2) Study competition to see what people are buying ... And why?**
- 3) Research popular keywords, themes for the niche**
- 4) Analyze competition's website, content, backlinks etc**
- 5) Next: Start to develop your own site...**

Product Creation ... The Easy Way.

Easiest place to start is to see what competition is offering

Go through salesletters and pick out all their “benefit” bullet points

Pick out common bullets from all your competition – this tells you what should be in your product.

Go to forums, online communities etc, and see what people are talking about – what are their problems?

The EASIEST Way To Simplify All Of This...

Again, use your competition's research to your benefit.

Find out what types of content etc they are using on their sites.

What do they focus on in their products?

Getting The Product Created

For a digital product, different options include:

- **Interviewing an expert on the subject. Create audio product and PDF transcript.**
- **Hiring a ghostwriter to create an ebook for you under a pseudonym. (*elance.com, guru.com, getafreelancer.com*)**
- **Creating a set of video tutorials (useful as front end or upsell)**

If you know the niche you may be able to create it yourself – but the above methods will work for any niche, regardless of what you know about it!

Hiring Ghostwriters To Create Product For you

If you can't write yourself, or don't know the niche, outsourcing is going to be your new best friend!

Find writers online:

GetaFreelancer.com, Elance.com, Guru.com etc...

Consider college students...

History or English majors who love novels (e.g Stephen King) make great writers.

They're used to researching topics and writing reports to strict deadlines.

Creating The Copy

Again, outsourcing is going to be the easy way.

Study the competition:

- **Study their “stories”**
- **Study their bullets/benefits**
- **The “Offer”**
- **Bonuses**
- **Guarantees**

Whatever is working for them can be modeled for your business.

Finding Partners To Promote

This is where all the research comes into play – you KNOW that there are people out there who can help promote you.

Leveraging competition

Leveraging relationships

The “Script”

Questions?

What do you want to know about creating products and finding partners to promote you?