

Niche Domination Secrets

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

Module 3 – Creating The Product And Finding Partners

In this call we took all the market research we had performed and set about starting to create our niche product, based on what we know the markets wants and is already buying.

This is where the work in the previous two modules benefits us as we are now able to create a product that we know will be profitable, and in the process, the competition that we researched can in turn become our potential partners.

Quick recap on competition analysis:

We clarified some of the ways you can determine the competition using Eric's "5,5,5" model that was explained in more detail in call number 2.

To determine if someone has a 5,000 person list:

There is no "exact science" to determining these values, but you can interpret the size of a list by studying the competition and seeing how much traffic they get and consider their optin rate.

1) First step, determine are they paying for PPC ads on their site?

You can do this with a free tool at www.SpyFu.com

Type in the domain of the competitor's site and it will return information about their daily ad spend, and the number of clicks per day they are getting i.e. how much traffic (and at what cost).

Below is an example for the site "golfsmith.com" and you can see they have LOT of traffic – between 10,600-14,900 clicks a DAY!



ENTER A DOMAIN OR KEYWORD BELOW:

golfsmith.com

SEARCH

e. g. americanexpress.com or mesothelioma attorne... [Advanced Search](#)

DATA FROM OTHER REGIONS: USA UK

? Stats For: **golfsmith.com** [view site >>](#) + ADD TO MY DOMAINS

[Daily Ad Budget:](#) **\$3.52k - \$15.25k**
(\$6,980.60) (-42.65 %)

[Avg. Ad Position:](#) 5.3
-0.14 (-2.50 %)

[Total Clicks/Day:](#) 10.6k - 14.9k
11906.44 (-48.27 %)

[Avg. Ad Competitors:](#) 18.1
+0.14 (0.75 %)

[Avg. Cost/Click:](#) \$0.26 - \$1.44
+\$0.00 (1.31 %)


[Avg. Ad Percentile:](#) 70.75 %
+0.01 (1.40 %)

[Avg. Clicks/Day:](#) 11.2 - 19.9
-16 (-49.87 %)

Online Since: May-2006

2) Not every competitor is going to have this much traffic, and this is obviously a major website. But what's important to note is that if you visit their webpage, they **do** have an optin form (even though it's at the bottom of the page)

CATALOGS



- [Browse online catalog](#)
- [Catalog QuickBuy](#)
- [Request a catalog](#)

RETAIL STORES

More than 70 stores!
Announcing our newest store in Pleasanton, CA!



- [Find a store](#)
- [Check Store Events](#)
- [Careers at Golfsmith](#)
- [Join our Rewards Program](#)

SIGN UP FOR GOLFSMITH EMAIL OFFERS

This is not going to get a high optin rate since it is not a typical squeeze page, and the optin is at the bottom of the site ...

But here's the cool part...

Even if they only get a 1% optin rate, at 10,000+ visitors a day, they are still building their list at 100 optins per day.

At this low rate, it only takes them 50 days to get to the 5,000 level we want.

And this site is not the only golf site out there paying for ads – so there are other lists to tap into as well.

Given that these sites have probably been around for more than 50 days, it's pretty safe to assume that there is going to be a 5,000 person list (or group of lists) that can be tapped into for this market.

3) As part of your research from call #2, you should have a list of sites that are advertising on PPC that you can study in this way for your own market.

If they are sending traffic to a namesqueeze page directly, you can infer a much higher optin rate of anywhere from 15%-35%.

For example...

Let's say we find a site is getting 100 visitors a day to their squeeze page.

A 25% optin rate would give 25 new subscribers a day, or 750 a month.

If you know the site has been up and running for 6 months then you can estimate at least $750 \times 6 = 4,500$ people are on their list.

And as well as the PPC traffic they are paying for, they may also be getting traffic from affiliates and regular search engine traffic so this number could be even higher.

Again, there is no exact science to this, but by studying the competition (and being on their list) you can get an idea of what they are doing right and wrong.

Product Creation – The EASY Way.

Now you should start to see why we did some pretty extensive research in the previous two modules.

By studying the competition closely, you can cut your market research down to almost nothing compared to the amount you would have to do if starting in an “untapped” niche.

The easiest way to determine what your product should be is to see what competition is offering. If it is selling, and people are paying for ads on PPC, then you can assume that the product is making money.

The first step to creating the contents for your product is to take all of your competitor’s salesletters, and then copy all the bullet/benefit points into a text file or word document. (Weed out any duplicates)

After doing this you should have a long list of bullets and be able to see what problems they solve.

If you find that there are a lot of sites using the same type of benefit, then this is an indication that people are extremely interested in that particular benefit.

For example, in the credit repair market, many products will all claim to help you raise your credit score and lower your interest rate – that is what people want!

You should make sure to use those bullets in your own product too.

(But make sure to reword bullets – don’t just blatantly copy them)

By studying the bullets and benefits of products that people are already buying, you should easily be able to come up with the content that needs to be in your product, and the answers that need to be in it.

A great way to get additional ideas is to go to the different niche forums, communities, message boards, social media sites etc and find out what people’s latest worries are. What are the hot topics for them right now?

By including the latest issues, you are creating a unique product that will stand out from the rest. This can be extremely valuable from a branding point of view. Remember, you don’t have to create a 100% unique product, but you do have to make your brand have a unique selling point.

Easiest Way To Simplify All This

If you really want to find out what type of content you should have, and what format it should take, the quickest way is to go through your competitors products. This should take you a day, maximum, to skim through and pick out the important points.

Try and find out what is the primary focus of their content that people are buying, what makes the reader excited, how is it presented, is it a long book or short, is it very technical or more storylike?

You can take the information from this to create a similar product and by modeling an already successful product, you greatly increase the chance that your product will be successful too.

Getting The Product Created

Interviews

The easiest, quickest (and cheapest) way to create a product in very little time is to find an expert in that niche and interview them for an hour. Get them to answer a question that the market is asking.

This type of product can be created very quickly and has the added benefit of giving you instant credibility and making you an “expert by association” – even if you know NOTHING about that niche market.

If you have already done your research, then you have found potential people to interview in your competition.

Many people outside the IM market aren't famous and may not make as much money as IM experts.

By asking them to be interviewed, you are giving them the chance to build their brand, build their list, and maybe make some money by promoting it too.

All you have to do is ask! Seriously, the worst that can happen is that they say no. If they do, move on to the next person.

Once the interview is over, and they see how well it went, the vast majority will likely be excited to promote the product to their lists...After all, you just spent an hour with them, asking questions and making THEM look good.

If you have the time, consider interviewing multiple experts, each on a different topic.

This can give you a much more valuable product to sell, and you can also increase the number of people willing to promote it for you!

Aside from the audio, you can also get the interview transcribed and put into a PDF, and if you have a powerpoint presentation, you can put that into a PDF as well. All of this adds a lot more perceived value to the course meaning you can likely sell it for much more.

Ebooks

The second option is to hire a ghostwriter to create the product for you.

You can find writers at sites like:

www.Elance.com

www.Guru.com

www.GetAFreelancer.com

The great thing about these sites is that you are able to rate your writer, so you can immediately see feedback on how good/bad they are from previous clients.

Here is a simple script to use when looking for a writer:

"I am creating a niche product in the _____ market.

I need a capable, talented writer (must be good at writing fiction) and this should be very easy for someone who knows what they are doing."

Stating that it is a "very easy job" can help you get lower bids. If the people think that a job may be more complex, or may take more time, they will likely bid accordingly.

When considering the cost of a writer, you can find good ones for ~\$200-300, but you should make sure to see samples of their work. In many cases, it is better to spend a little more (if your budget allows) for a writer with more experience and more positive feedback.

As for the length of the book, again, study your competition and make it similar to theirs.

One point to note is that if you are going into a market where you know nothing, it is always advisable to create the product under a pseudonym. This was covered more in the first call, but just to recap, the reason being that it's impossible for one person to be an expert in 10 different markets. By trying to do that, you will actually harm your credibility.

For example... almost nobody will believe you if you tell them you are an expert senior golfer who happens to run their own daycare from home while teaching credit repair classes... ☺

Video Tutorials

Another option is to create set of video tutorials...

For technical markets like the IM market, or anything to do with computers, videos are a good way to make a “show and tell” training product.

There are lots of options for screencapture software you can use such as:

Camtasia – <http://TechSmith.com>

Or Camstudio (free) <http://camstudio.org/>

You can use a mix of live demonstration with powerpoint presentations. If you don't have Microsoft Office, you can get a similar “office” type software to create presentations from:

<http://OpenOffice.org>

Videos can make either a great front end product, or a higher priced upsell to an existing ebook product. An added benefit is that they can have a higher perceived value over an ebook – particularly if you put them on a physical DVD.

You can get physical DVDs fulfilled on demand from www.Kunaki.com who charge \$1.75 for each DVD which includes the DVD with printed label, the DVD case, a DVD insert and shrinkwrapping. They also have a \$3 handling fee for each order. So if you order ten or ten thousand copies, you only pay a \$3 fee.

Quick Tip: You can easily make back the \$1.75 by adding it into the shipping and handling charge for a physical product – that way it doesn't cost you any extra. And by having a physical version you can actually sell it for a higher price!

There are a few scripts that automate the entire process with Kunaki so that you never have to touch a dvd or enter an order manually. Two options are:

www.PaypalKunaki.com or www.DiscMojo.com

As with the audio interview, you don't have to package just the videos. You can strip the audio to create MP3s, you can add a presentation in PDF format, and you can even create a workbook/summary in PDF as well to add more value.

HINT: Look at what we've done with this product 😊

Eric's "Secret Weapon"

When it comes to finding writers, we dealt with some of the online sites you can visit. However Eric has had great success with hiring college students to do the writing for him.

To use this method, simply go to your local college and talk to either history or English professors. Ask them if they have a student who's a good writer, who loves reading and researching, always gets their work in on time (or even early) and may need some extra cash.

History or English majors who love novels e.g Stephen King, Robert Ludlum etc make great writers and these students are used to researching topics and writing reports to strict deadlines. Another benefit of this is that you get to help out someone who may need it and at the same time give yourself less work to do.

The whole goal of this module is to limit amount of work you have to do yourself.

Getting Copy Created

Again study your competition! They have done all the hard work for you, so take a look at their salesletters and compare all the different elements of their letters such as:

- Stories
- Bullets
- Offer
- Bonuses
- Guarantees etc...

These will give you some ideas of how you should structure your own copy.

If you are no good at writing copy, this is something that you should definitely outsource. While you may be able to create a product yourself, good copy is something that will make or break your project. It won't matter how good your product is if you can't convince someone to buy it.

Some writers that Eric recommends:

www.Onlinebusinessfreedom.com
www.HaddadInk.com

Here are some free copy resources if you want to learn how to do some of this yourself:

www.Marketingrebel.com
www.John-carlton.com
www.Simplewritingsystem.com/blog
www.Davidgarfinkel.com
www.Worldcopywritinginstitute.com
www.Bencivengabullets.com
www.Kingofcopy.com
www.Thegaryhalbertletter.com

When hiring a copywriter make sure to ask them for successes they've had, testimonials from clients, conversion rates they've experienced etc

Finding Partners To Promote

Leveraging Competition – From your research, you should already have a list of competitors. Just because they are competition, does not mean that they may not be interested in promoting a competing product to their list.

If your product has good value and will benefit their readers, then it should not be too difficult to get them to promote (especially if you give them a good commission)

To find their contact details, visit their site and see if they have contact information.

Alternatively, go to <http://WHOIS.net> and type in their domain name to get their registration info such as name, email, phone number and physical address. These are all avenues you can use to get in contact with them.

You can also search for your competitors partners.

Go to Google and use some of the search phrases we covered last time such as **link:domain.com** to find which sites are linking to your competitor.

If they are already promoting similar products, then chances are they would be interested in promoting your too.

Leveraging Relationships – If you are entering a market you are interested in, you may already know some people to approach.

If not, ask someone you know who may know somebody.

You can also get in contact, and build relationships, with people through various online avenues such as forums, myspace, facebook, twitter and other social media sites.

Using the internet it's so much easier to find and contact people in different markets. The benefit of getting to know these people, who are actively involved in the market, is that they can review your product and actually expand on the ideas and content for your product.

The Script – Here's a script you can use when approaching potential partners.

“Hey ...

I love your site, and really like what you are doing with it. I also have a product in the _____ market and would love to have you promote my product on your site.

You'd really be helping me get the word out about my product which I really think will be of great value to your readers, and in return, you would get XX% commission.

In fact, because I think this could be such a valuable partnership, I'd also be willing to offer you an additional XX% for each sale.

Let me know if you have any questions and I'll be happy to get back to you.

Looking forward to hearing from you,

Your Name...”

Above all, you want to make sure to emphasize the benefit for them and make this sound like a mutually beneficial relationship. If they don't know you, you need to focus on what's in it for them and their readers, as well as the obvious benefit to yourself.

Important Questions/Answers

Don't test multiple markets at same time – focus on one project and see it through to completion. Trying to diversify (particularly at the beginning) can just make you confused.

As you get more experienced, and make more money, you will have the funds to outsource a lot of the work so that then you may be able to focus on researching different markets at the same time, and developing different products at the same time.

However, one thing you should do is always make sure you have multiple products, or at least plans for multiple products, in the one market.

This can be something as simple as an affiliate link “recommendation” on your thank you pages, or in your autoresponder follow up sequence.

But having more products to promote to the same people will help increase your bottom line.