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A Special In-Depth Report To Help You Create Your First Product In The Info Business



FIND YOUR NICHE

15 Steps to Finally Nail Done Your Niche

Hello,

Marlon here.

One of the topics that stumps so many people is how to choose your niche.

Let's drill down on this.

Your niche is your target audience.

You say, "Marlon, why do I even NEED a target audience?"

The reason is because of a big word called homogenous needs. Now relax. That's a big word that just means "common needs."

See, if you're marketing to a group of people who ALL have different needs, it's impossible to create a message that zeroes in on THEIR exact needs.

One person wants A.

Another wants B.

Another wants C.

And so forth.

If you try to appeal to all of them you look like those clinics you see with signs where they help with everything:

- * Pain management
- * Reiki
- * Herbal Supplements
- * Massage therapy
- * Chiropractic
- * Aromatherapy
- * Acupuncture

At some point you think: “Man, this person can’t be good at ALL of those.”

Imagine running an ad that says: “If you have PROBLEM a, b, c, d, e, f, g, h, i, j, k, l, m or n, I can help.

It’s just not very credible.

So when you market or sell, you need to be able to ZERO IN on common wants and needs.

Because if you know a group of people have PROBLEM D and you run an ad that says, “Free report on how to get rid of PROBLEM D,” you have a pretty good chance the PROBLEM D people will request the report, watch your video or whatever your call to action is.

So what you need is a group with COMMON wants and needs.

Some people target by occupation.

Dentists, chiropractors, etc.

But you can even sub-niche because there are one-person practices. And there are ones with under 10 employees and over 10 employees.

All have a bit different needs.

Some are in small towns.

Some are in big towns.

You could specialize ONLY in helping chiropractors in small towns. Or cities with over 1 million people.

You could specialize in helping chiropractors ONLY in highly affluent neighborhoods.

Are you beginning to see the picture here?

I remember a success story of someone who sold a weight loss plan to pilots.

There are 1,001 weight loss programs.

But if you're a pilot, you want the ONE that is specifically built for pilots. Follow?

So this is called "niche-ing down."

It's a bit of an ART and science.

You can niche down so far that you don't have enough members of your target audience to support you at your price point.

If your service is \$500,000 and there's only 100 in your target market, that might work.

But if you're selling a \$100 course and there are only 100 in your niche, you're screwed.

Another factor is how often does the niche REPLENISH?

I'll give you an example.

In the real estate market, thousands of new agents enter the market to sell properties each year.

But in other markets, not a lot of new people enter the market. So once all the existing members have seen your offer, you run out of "new blood."

This is more of a consideration in business-to-business niches than consumer ones.

Marlon, HOW Do I Find a Niche?

One of the easiest way is just to search the topics you're in on Youtube.

People on Youtube do those videos because they're making money typically 1 of 3 ways:

1. From Google showing ads on their channel and sharing part of the revenue
2. From selling stuff

Those are the two main options.

3. From Patreon.com

Fans of Youtubers pay them money on Patreon.com for content. There are 100,000 Creators on Patreon. Some do extremely well.

I documented this at length [in my report here](#).

But the REAL point here is this: If OTHERS on Youtube are making money in your niche or area of interest, then YOU can.

Does that make sense?

Here are the EXACT steps you take:

1. Search your area of interest on Youtube

One of our Fast Track members is in the astrology niche. So we'll check it out as an example:

YouTube interface showing search results for "astrology readings for money".

Search Bar: astrology readings for money

Left Sidebar:

- Home
- Explore
- Subscriptions
- Library
- History
- Your videos
- Watch later
- Liked videos
- Show more
- Keyword Inspector
- Competitors
- Trend Alerts
- Most Viewed
- Channel Audit
- Achievements

Top Video:

ZODIAC SIGNS

Hit the to join the notification squad! The 4 Most Powerful Zodiac Signs. Are You One Of Them? Aries, Scorpio, Cancer...

1.7M 67K 0.61%ER Upgrade to view insights on all videos Upgrade Now!

Second Video:

Do You have these Rare Lucky Letters?

Rare Lucky Signs M, X, V in Your hand Palm Palmistry | Sudden wealth Line...

668K views • 5 months ago • 96%

Sai Suvajit Astrologer 60K subscribers

Rare Lucky Signs M X V in Your hand Palm Palmistry: This is also very important to see how our luck and fortune works, thi...

Third Video:

ARIES MONEY TAROT READING - May 2021

11K views • 1 month ago • 97%

Intuitive Gems 76.3K subscribers

Here is a money message for the sign of Aries for the month of May 2021. Enjoy! Tarot decks: White Tarot ...

2. Look in the description of the videos that popup for links to websites or blogs. Or affiliate links.

The video above with the palms looks interesting.

So I clicked the description.

Here we see a website:

**Sai Suvajit Astrologer**

60K subscribers

Rare Lucky Signs M X V in Your hand Palm Palmistry: This is also very important to see how our luck and fortune works, this signs and letters M, X, V gives extraordinary success in our life. Something different in our life happens because of the rare lucky signs M, X, V in your hand/palm in Palmistry.

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For more details of your Palm or Horoscope, you can call me: +886966703428 or you can also
WhatsApp me: +886966703428

Also, you can click the link to message me at WhatsApp directly: <https://wa.me/886966703428>

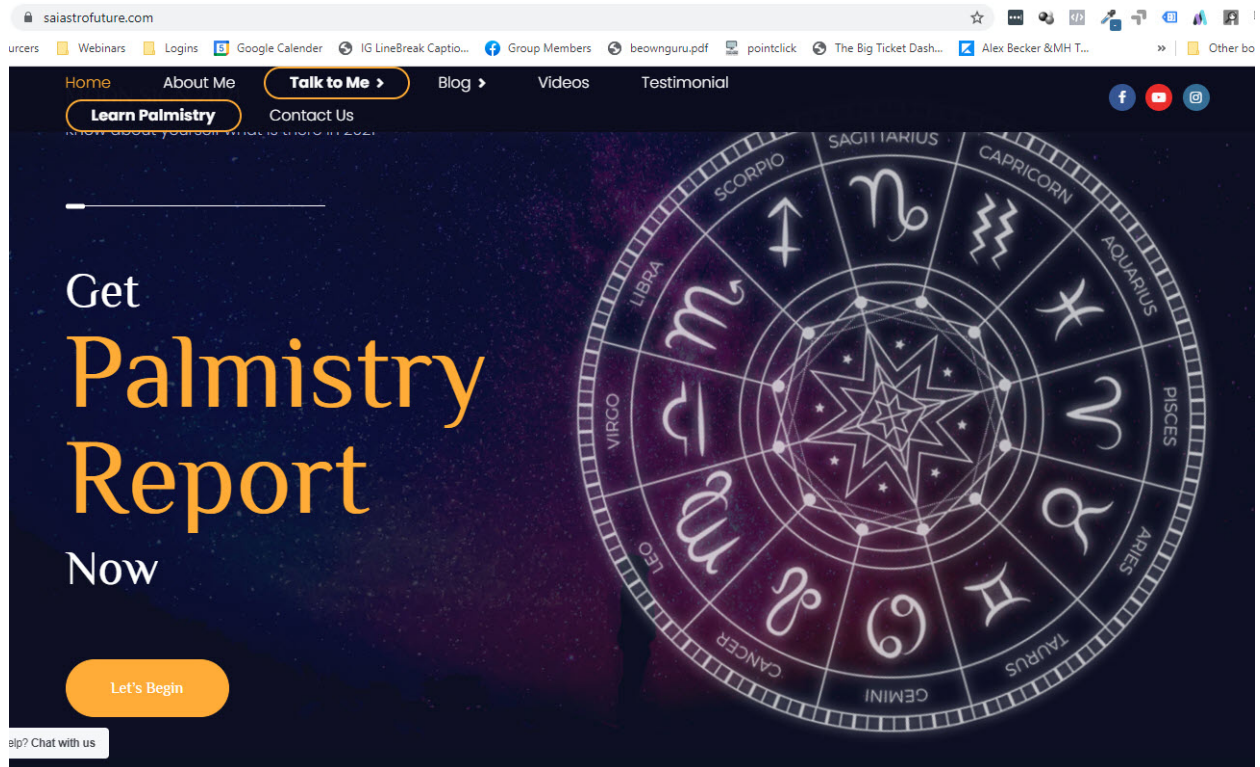
Facebook :
<https://www.facebook.com/Astrology.Dr...>

Latest videos link below:
Little Finger and its Significance: https://youtu.be/3S9pokV_3kk

Top 9 Signs that can make you wealthy & famous:
https://youtu.be/Om_DJCynw5Y

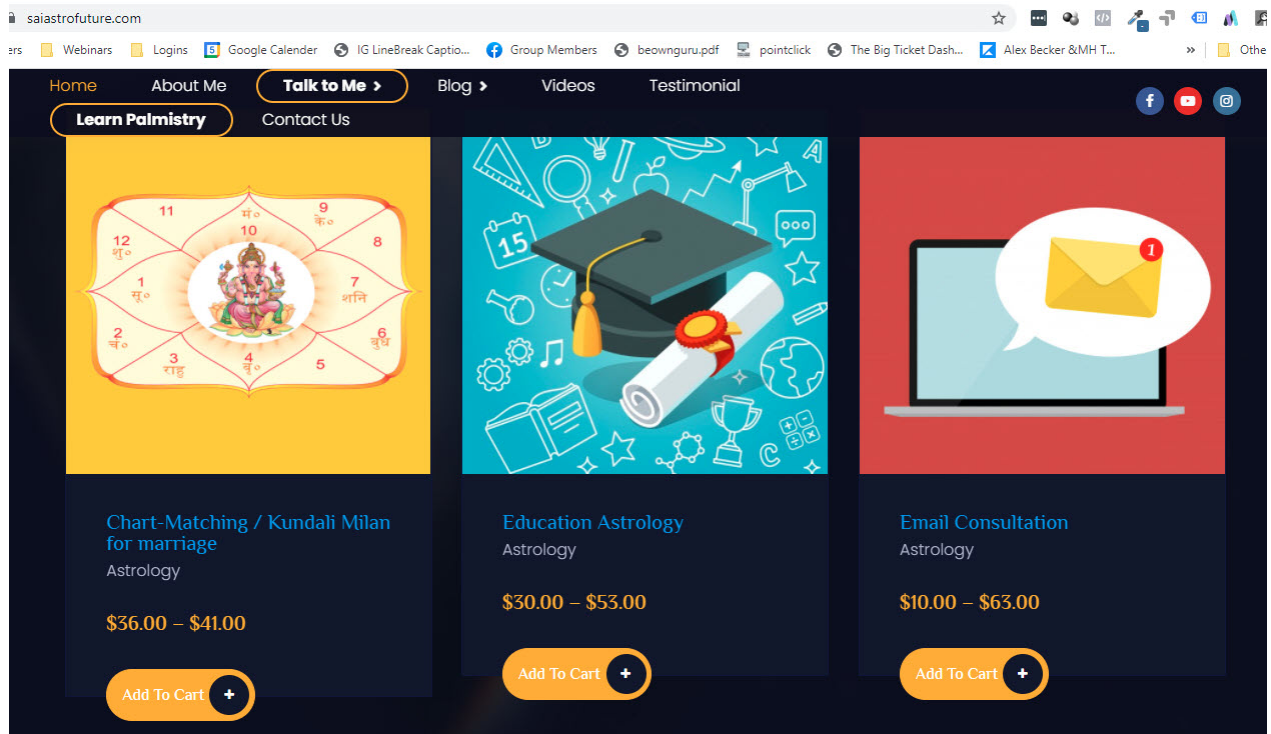
The Great Triangle v/s money triangle:
<https://youtu.be/HMhQ9uGMibM>

The website is COOL. I love the way it uses the animated gif. And it features a call to action to generate leads:



I bet this guy is doing really well.

He has buy buttons on his page:



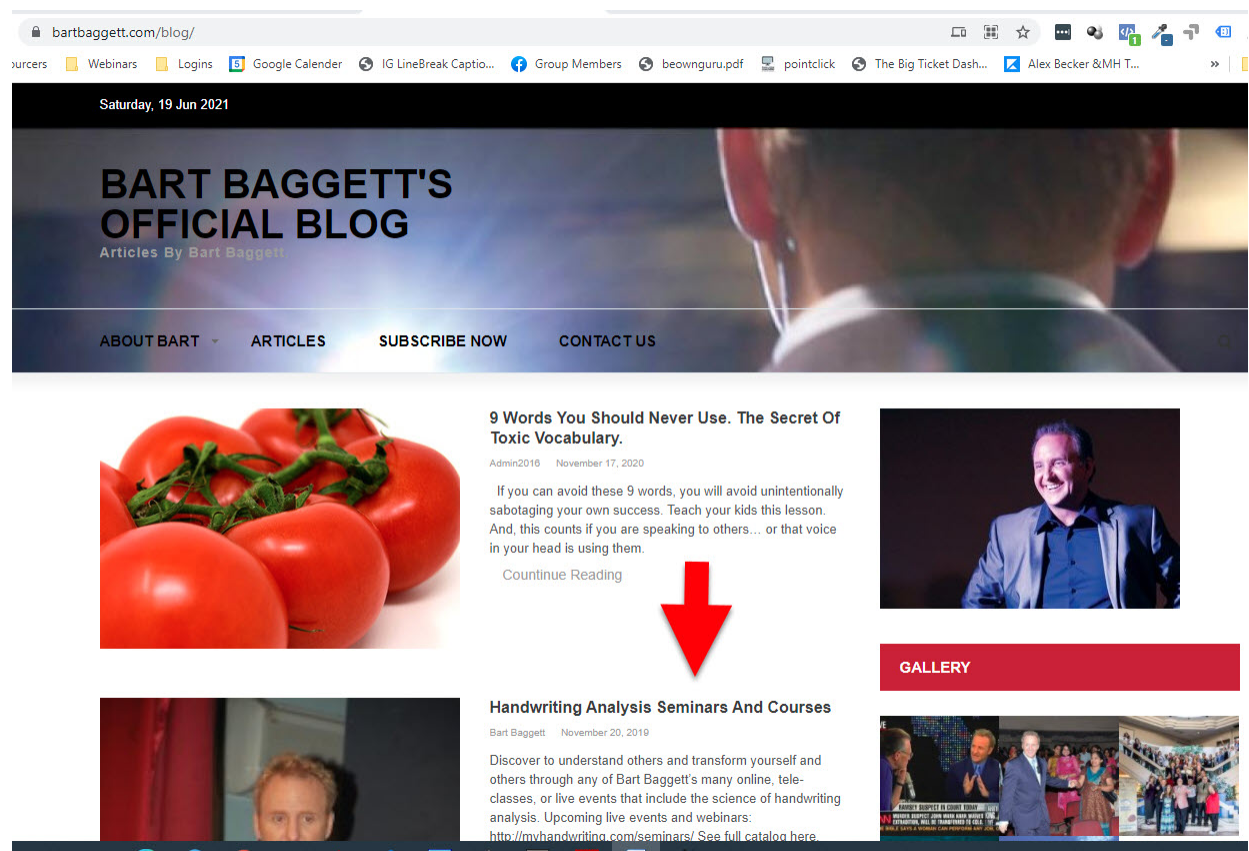
I'd send people to a page with only ONE call to action. This page has multiple.

Still, it's better than 99% of pages.

3. Go to the blogs and sites and look for products that are being sold related to the niche.

One of my friends, Bart Baggett, teaches Handwriting Analysis. We'll check out his blog:

<https://bartbaggett.com/blog/>




Right off the bat you can see he's selling COURSES. So if you were researching his blog, you'd immediately see someone else was selling something in this niche.

That's NOT bad.

It's great news. It means there's DEMAND! People buy info products or courses on the topic. GREAT news! Here are some of his courses:

handwritinguniversity.com/catalogchoice/


rs Webinars Logins Google Calendar IG LineBreak Captio... Group Members beownguru.pdf pointclick The Big Ticket Dash... Alex Becker &MH T...



Handwriting Analysis Training Site


**Please choose which catalog of products you would like to view.
Naturally, you are welcome to review both options.**

This page contains all the books, DVD, home-study courses, books, and CD programs which are in printed, stocked, and ready to ship to your door.



[Click here to view the shipped-to-your door courses.](#)

This site contains all the 100% online educational programs such as Videos, Interactive Dictionaries, Ebooks, Streaming MP3 Audio Lessons, and the online Membership Site where you get instant access and learn using the latest digital technology.



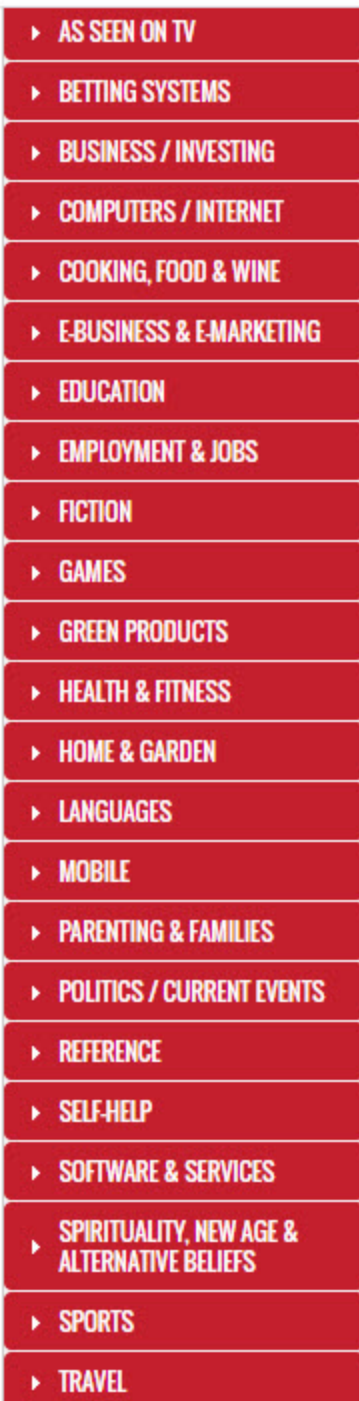
[Click here to view the online & downloadable courses.](#)

So that's one way to do research in your area of interest.

Type "Course + Niche" in Google

4. Go to Clickbank.com and search the marketplace for your area of interest and see if anything is being sold

Here are topics you can search:

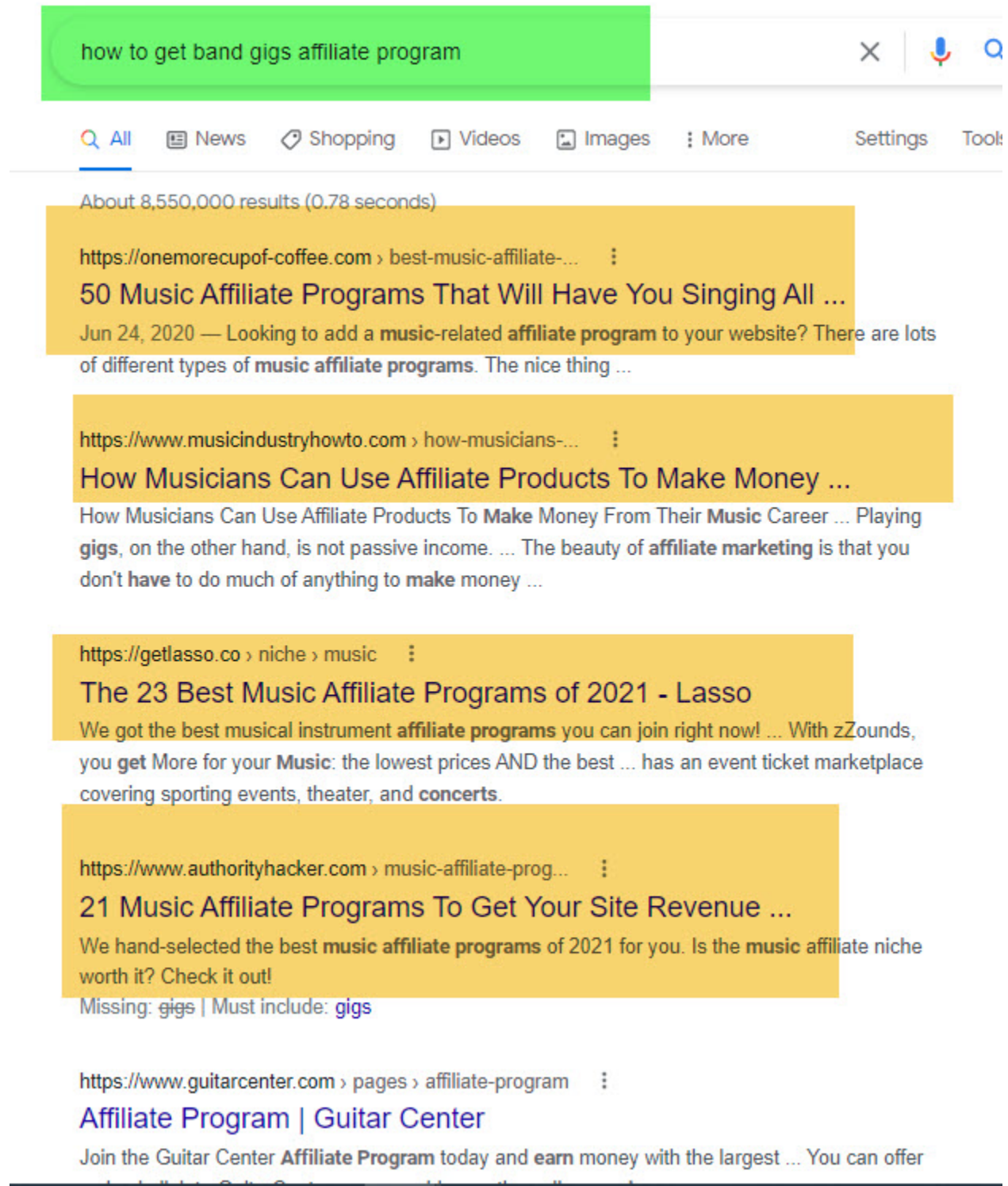


Register for a free account and you'll get access to the marketplace where you can search products.

5. Search Google for “niche + affiliate program”

For example: “dog training affiliate program”

Let's say your interest is music. Do this search:



how to get band gigs affiliate program

About 8,550,000 results (0.78 seconds)

<https://onemorecupof-coffee.com> › best-music-affiliate-...
50 Music Affiliate Programs That Will Have You Singing All ...
Jun 24, 2020 — Looking to add a **music-related affiliate program** to your website? There are lots of different types of **music affiliate programs**. The nice thing ...

<https://www.musicindustryhowto.com> › how-musicians-...
How Musicians Can Use Affiliate Products To Make Money ...
How Musicians Can Use Affiliate Products To **Make Money** From Their **Music Career** ... Playing **gigs**, on the other hand, is not passive income. ... The beauty of **affiliate marketing** is that you don't **have** to do much of anything to **make money** ...

<https://getlasso.co> › niche › music
The 23 Best Music Affiliate Programs of 2021 - Lasso
We got the best musical instrument **affiliate programs** you can join right now! ... With **zZounds**, you **get** More for your **Music**: the lowest prices AND the best ... has an event ticket marketplace covering sporting events, theater, and **concerts**.

<https://www.authorityhacker.com> › music-affiliate-prog...
21 Music Affiliate Programs To Get Your Site Revenue ...
We hand-selected the best **music affiliate programs** of 2021 for you. Is the **music affiliate** niche worth it? Check it out!
Missing: **gigs** | Must include: **gigs**

<https://www.guitarcenter.com> › pages › affiliate-program
Affiliate Program | Guitar Center
Join the Guitar Center **Affiliate Program** today and **earn** money with the largest ... You can offer

You can join cj.com and search affiliate products there. NOT just Clickbank.

6. Search Google for webinars in your niche: “niche + webinar”

For example: “astrology webinar”

Heather is one of our Fast Track members who is in the EFT niche (Emotional Freedom Technique).

She can search Google like this:

The screenshot shows a Google search interface. The search bar contains the text "free webinar get EFT clients". Below the search bar, the results are categorized into "Videos" and "Web results".

Videos:

- EFT Webinar 2021**
YouTube · Deborah Lindsey - Center for EFT Studies
Jan 26, 2021
Thumbnail: A woman speaking, with a play button icon and a duration of 1:02:14.
- LAST DAY TO... - American Council of Hypnotist Examiners**
Facebook
Apr 2, 2020
Thumbnail: A woman speaking, with a play button icon and a duration of 0:31.

Web results:

- <https://www.tappingoutoftrauma.com/free-webinars>
Free Trauma Training Teleclasses and Webinars – Tapping ...
Below you will find archived free teleclasses that will offer you a glimpse into the material we offer in the Tapping out of Trauma 8 week webinar. Lori Hops ... Practice in Integrity; Risk Management Strategies for EFT / Tapping Practitioners. Watch Now ... What Happens When Your Tapping Client Goes "There"! Listen Now ...
- <https://www.tappingoutoftrauma.com>
Tapping Out of Trauma Webinar – Trauma Training Webinars
This 8 week long tapping out of trauma webinar is designed for EFT and tapping practitioners who are looking to get CEs and deepen their education and ...
- <https://evidencebasedeft.com/event/2021-live-webin...>
2021 Live Webinars with Dr. Pete Stapleton – Evidence Based

Interestingly enough, I'm not seeing much in the way of people showing you how to get EFT clients or grow your practice.

In this case, the LACK of offers tells me 1 of 2 things:

- a. It's blue ocean and gonna be a barnburner
- b. EFT people are hobbyists and won't pay for info on how to get clients

I honestly think it's option a.

I'm guessing Heather could take all the standard things about how to get clients using webinars, BASIC fb ads, and so forth and clean up.

She could sell sets of opt-in templates done for you.

Done for you websites.

Coaching.

Tons of things.

It's a GOLDMINE.

And get this: This goldmine exists in MOST service-based businesses because their specialty is the SERVICE, NOT getting clients!

For example, one of our Fast Track members was a machinist. I told him I thought there was good money in showing machine shops how to get new clients as the value per client is quite high.

You could even just charge to run FB ads for them and probably clean up. But that's just an example of the situation that exists in so many niches.

When you're the ONLY ONE doing it, you don't have to be the world's greatest or most knowledgeable. You just need to be able to help them get better results than they are NOW which is pretty much a no-brainer.

They probably do almost NO marketing.

If all you do is help them get going doing the simplest, most basic marketing, it'll be a roaring success.

7. Search Google for “how to make money in “niche”

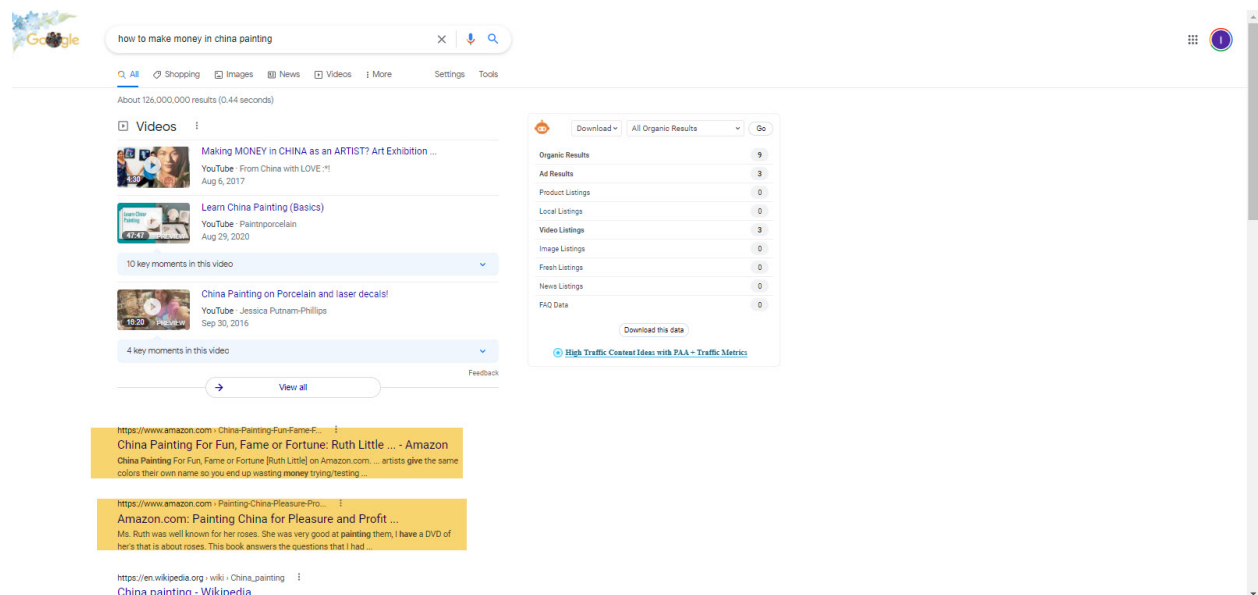
“how to make money reading palms”

If someone else is making money in the niche, you probably can.

Almost every hobby has people who want to make money doing that hobby.

My mum sold china painting classes.

An ambitious person could do pretty darned well teaching those classes.
There’s also quite a bit to be made selling patterns and supplies.



Interesting, someone has a Kindle book on it.

You can do a few Kindle books and funnel people to your blog, Youtube channel and Facebook group.

Then [you sell classes, courses](#), coaching and such off of that.

8. Type the URL’s of websites you find in the niche into similarweb.com; to do research.

Official Measure of the Digital World

Try it now. Similarweb is the fastest, easiest way to discover what's really happening online.

🔍 Analyze any Website

This will do an analysis and tell you WHERE the website is getting their traffic from.

You can go to Alexa.com and do a search like that also.

9. Join Facebook groups in your niche and watch for people selling info-related products or services in the niche

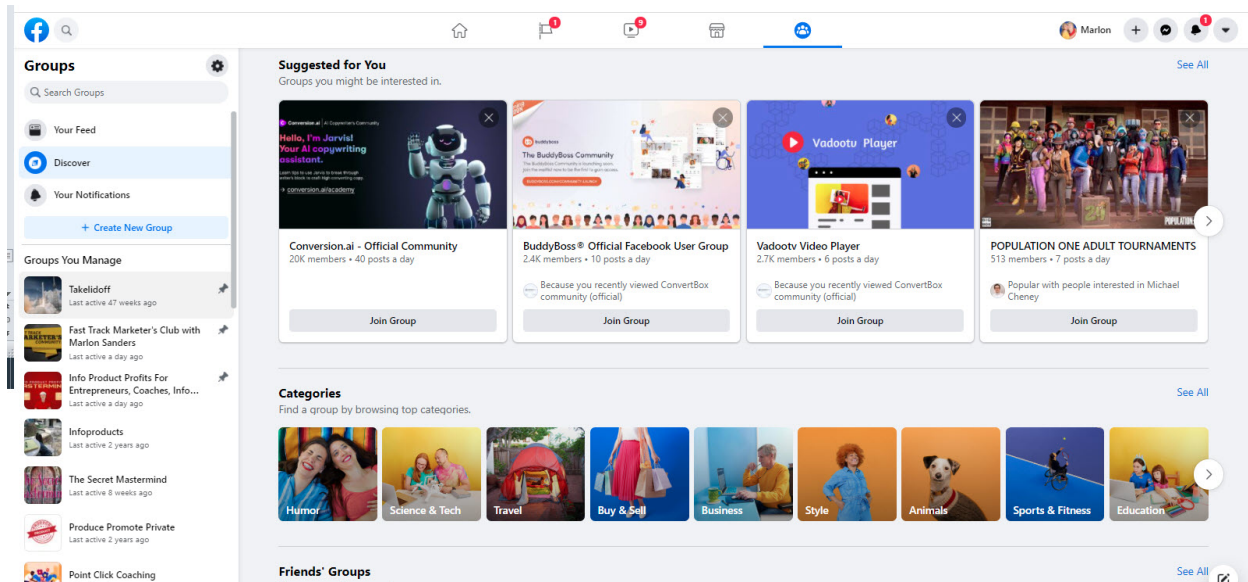
Look at the people who participate the most. Check out their FB profiles. They're probably selling something in the niche.

10. Look at ALL the Facebook groups and see if any niches or interests POP OUT to you!

<https://www.facebook.com/groups/discover>

The list of groups is incredible. These are ALL people with COMMON INTERESTS and common needs and problems.

If you do research, you'll find there ARE people making money in MANY of them, even if it isn't obvious on the surface.



11. Look at the Facebooks groups you are ALREADY a member of
That's a big clue right there to your interests.

People say, "I don't have any passions or interests."

Then you go look at their Facebook groups! And they're members of all kinds of groups representing different interests and niches!

12. Look at the KINDLE and Amazon books you have bought in the past 5 years

That's a HUGE clue to your interests and possible good niches. I mean, if YOU yourself bought info in that niche (a book) you KNOW there is potential for it.

13. Go to meetup.com

See all those meetups in your area?

Those are ALL potential niches to sell products in!

14. Search Udemy.com and Skillshare.com

Look at what you have ALREADY bought there. That's a clue.

Or if you haven't bought anything there, surf around.

You'll be surprised at how many courses there are on every topic imaginable. And guess what? Those course creators ARE making money selling those courses.

And most sell other courses and things that go BEYOND Udemy. Udemy is the front door.

15. Look at your OWN search history in your web browser

The sites you ALREADY search and visit are a BIG CLUE to your interests and the markets you might sell to.

The Real Obstacle

I often think the real obstacle isn't FINDING the niche.

It's feeling like "I'm NOT an expert so I can't sell info products in THAT niche."

Creating and selling products is an ENTIRELY different issue that I solve in [products like this one](#).

Or if you're not in a rush, keep reading MMM. I do cover this topic from time to time.

In the land of the blind, the one-eyed man or woman is king or queen.

You can ALWAYS sell to beginners in a niche. You just have to be 1 step ahead of them.

You learn it.

You do it.

You teach what you did.

That's the process.

Learn it. Do it. Teach it.

You learn BEST what you teach.

FACT.


If what I've said in this newsletter doesn't create a breakthrough for you (it should) then the next step would be to check out bizarreniches.com as it goes in-depth even more into all kinds of niches.

What To Do AFTER You GET a List Of Ideas

In [Produce Promote](#), I teach a method I call the Stack Rank where you stack rank your ideas based on things like how easy you feel the product is to create, how fast you can create it, how much demand your gut tells you there is for it.

Here's one of mind with an arrow pointing to the winning product idea.

2	10 minute niche finder	7	8	8	23
3	Big profit niches	6	8.5	9	23.5
4	Easy profit niches	5	7		20
5	Can't fail niches	6	6		17
6	Fast Profit Niches	6	5		19
7	Biggest niche list	4	4	9	17
8	Tiny niches big profits	5	8	8	21
9	How to finally find your niche	7	7	7	21
10	Beginners guide to info niches	7	7	7	21
11	How to find niches -- ez to sell, scalable, interesting	7	7	8.5	22.5
12	Instant Niches -- Just choose one and roll	5	7	9	21



Then I teach a method called the 12 product survey to take it one step further and VERIFY the demand for your product ideas.

A lot of people have big problems coming up with 12 product ideas. So I have a training that gives 15 different ways to come up with product ideas.

If you just get 1 idea per method, you have at least 12 ideas.

If you get 2 ideas per method, that's 24 or more ideas.

I also show you how to get your domain bought, hosting set up, wordpress set up, free page editor installed and my page template installed.

It's all over-the-should and click-by-click.

But relax, you don't HAVE to get it.

Just keep reading MMM and you'll learn tons of things. However, if you're the kind that wants to move FAST, I do recommend it.

The Conclusion

I've given you all the product ideas you need to find your niche, which is a HUGE step.

It's the first step most people never do.

And now, you can pat yourself on the back. Because you're an MMM subscriber, you have all the steps you need to find your niche and be ready for your stack rank.

Best wishes,

Marlon

RESOURCES

1. AffiliateSuccessLetter.com

This is my inexpensive weekly newsletter to help you prosper as an affiliate.

2. ProducePromote.com

This is my definitive training for getting started creating and selling your own \$27 product in 30 days

3. MasterclassProfits.com

Create, package, sell and deliver \$197+ products as 4-week courses. Get paid BEFORE you create the product.

4. FailSafeSystem.com

This focuses on lead generation, making sales and the "back end."

5. GetOverwhelmCure.com

This is my step-by-step product to help you overcome overwhelm and GET FOCUSED now.

6. GetInnerSanctum.com

Goes in depth into how I created, sold, packaged and delivered \$2,798,022.05 of products. Goes deeper into this and the secrets behind it than I do anywhere else with the goal to get YOU started on your OWN Inner Sanctum profit stash.

7. TakeLidOff.com

Take the Lid Off Your Income

Are you ready to take the lid off your income with unlimited product ideas, unlimited product creation, unlimited delivery and unlimited traffic – or as close to it as possible? Then THIS is the course for you.

8. CashLikeClockwork.com

This is a bundle of my premium products, reports, and so much more. It's a gigantic, huge value for the person who wants to put together their own Cash Like Clockwork System.

9. TheBigCourse.com

This is my brain in a box. It's a bundle of my core products at a big discount. If you aren't quite ready for Cash Like Clockwork yet, but you're serious AND you want to save a bundle, this is for you.

10. <https://resellertoolkit.com>

Promote my products as an affiliate and get paid

The 7 Secrets of Producing and
Promoting Your Way to Prosperity...



Or, if you ALREADY have created your own \$27 product, then it's time to move up and [create and sell a \\$197 product here](#).

I've made it as simple and instant as I can. It's not perfect yet. I'm striving to get it there.

It's one heck of a breakthrough product. I know that because when I discovered what's in it, it was a breakthrough for me.

You get the membership software installed by me on a fresh wordpress site.

You get the page creation software installed on that site too.

You get the deck and the stack. The pitch.

You get everything you need to crush it.

It's as simple and instant as I know how to make it right now.

Masterclass Profits



How to Cash In Now With \$197 to \$497 Masterclasses

0:00 / 39:33



PRODUCE PROMOTE 3.0

If you do NOT have a \$27 product that sells, [then you need this.](#)

If you DO have a \$27 product that sells, [you need THIS.](#)

Those are the only two options.

I lay out everything as instant over easy as I currently know how to make it.
But you have to add water.

The water is the action.

You have to do it.

I have checklists.

I have challenges.

I have accountability built in.

But you have to get off your excuses, and do it.

If you can do that, then you're in store for a treat.

These 2 courses are the path less travelled.

Go down the path today.



The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost