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Disclaimer
The following lesson is based on my personal experiences and the methods I personally use which may or may not be the best or most effective practise.

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Desperate and Embarrassing Niches Explained
In order to make things a little easier and after brain storming with my review group I decided to cover desperate niches in a little more detail.

The best way I can describe a desperate niche is to talk a little about the kind of niches which I tend to work in and why, please excuse me if some of the following content comes across as being a little explicit.
**Embarrassing Niche:**
Imagine you were unlucky enough to contract herpes:

Straight away you can see that this is an embarrassing subject (niche). It’s the kind of niche which works very well on the internet.

Somebody who has herpes may not want to talk about the condition

They might feel intimidated if they were to visit their doctor or the pharmacy

They are more inclined to search online for a solution which they can purchase anonymously.

Hopefully that example has given you some ideas.

**Desperate Niche:**
A desperate condition could also be Herpes but it doesn’t have to be embarrassing, for example:

In the case study I target a condition (niche) called hives (Urticaria). This is a desperate niche because many sufferers have a persistent condition called chronic hives (chronic urticaria). Chronic urticaria is also known as being Idiopathic (the reason for outbreaks is not known) and there is no clinical means of stopping outbreaks.

So although chronic urticaria is not a serious medical condition (and I would advise you to avoid such conditions) it is a very annoying condition which can stay with people for years and years, therefore they are desperate for a solution.

Before you decide on what to promote ask yourself ‘would you feel comfortable walking into your local pharmacist or medical centre and asking for a solution’ or if that doesn’t apply ask the question ‘does an over the counter (or any other) solution exist?’

Take hives / urticaria as an example. You can easily buy antihistamines to stop the itch and reduce the swelling but they will not stop outbreaks.

Deciding on what to promote, what an embarrassing niche is and what a desperate niche is comes with time. I suggest you spend a little time assessing and researching your first project based on what I have just mentioned.

Examples (just a couple too give you an idea):

Desperate:

- Hives
- Acne
Desperate and Embarrassing Niches Explained

- Hair loss
- Herpes

Embarrassing:

- Herpes
- Hemorrhoids
- Anything the effects the more privet areas of the male anatomy
- Anything the effects the more privet areas of the female anatomy
- Hair loss

I’m sure you get the idea and I hope this supplement helped.