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NicheX



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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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Introduction:

While the majority of would be marketers run round in circles trying to emulate what everyone else seems to be doing, a handful of 'in the know' marketers veer off in a totally different direction....

They know that doing what everyone else is doing is a mistake... if everyone does the same thing; then competition becomes an issue.

Use this short report in conjunction with any Niche training or Niche Software.

Desperate and Embarrassing Niches Explained

Desperate and embarrassing niches make money full stop and here's why you should consider them...

Embarrassing Niche:

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.

Herpes

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:

I've done well targeting 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, comes with a little time and practice. I suggest you spend a little time assessing and researching your first project based on what I have just mentioned.

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

Desperate:

- Hives
- Acne
- Hair loss
- Herpes

Embarrassing:

- Herpes
- Hemorrhoids

- Anything the effects the more private areas of the male anatomy
- Anything the effects the more private areas of the female anatomy
- Hair loss

Which Category does this niche fit?

Much of what I do and teach is Niche marketing based... I'll often tell people the same thing I'm telling you here, and in many cases they'll come back to me and say, "oh all the niches are gone" or "too much competition"

But the point is you can actually find a way of making a common and quite broad niche topic tick the right boxes...

E.G. which box does the Cold sores niche tick?

Answer: If you target your promotions correctly the get rid of cold sore niche can fit into both categories.

Embarrassing:

Plenty of people are embarrassed about having cold sores (for one its herpes).

Although most people couldn't care less there is a good percentage that would rather search for a solution online rather than visit their local pharmacy.

Desperate:

Imagine you have a social engagement in 3 days' time... would you be desperate to get rid of that big ugly cold sore before then?

A lot of people would!

A job interview, meeting you partners parents for the first time, a long anticipated date, a night out with friends you haven't seen in a while.

When you apply certain circumstances Cold Sores or getting rid of cold sores; quickly turns into a desperate issue.

And desperate issues and niches are everywhere if you just think outside the box a little bit.

The fact that I have mentioned targeting cold sores and hives (Urticaria) are used as examples but that does not mean I am telling you to go target these niches, take a look around there are 100s of them.

Conclusion

This short report is an outline, an outline which you can shape into a blueprint. Use that blueprint in everything you do which is niche related... Training from me, from anyone... use it with software, it doesn't matter.

Just use it.

For more information on Niche Marketing & the latest products by IKKONIK & Mark Bishop visit the IKKONIK HUB... Click the graphic below.

The logo for IKKONIK, featuring the word 'ikkonik' in a lowercase, sans-serif font. The letter 'o' is stylized as a blue circle with a grey ring around it.The word 'HUB' in a large, uppercase, sans-serif font, centered within a light grey rectangular box.A blue rectangular button with rounded corners, containing the text 'IKKONIK HUB - CLICK HERE' in white, uppercase, sans-serif font.