

How to Target a Best-Selling Niche

by Eben Pagan

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A Insider's Guide To Million Dollar Online Information Product Niches

Inside this report, I'm going to explain to you how I've identified one "million dollar niche" after another - and also share the hottest *proven* "Information Product" niches that work *right now* - and that will work long into the future.

How do I know that these niches work now - and will continue to work?

Because I've invested almost 10 years now building a successful Information Product business that has sold over \$100 Million in information products and services. And we've launched 10 different brands and product lines, most of which have done at least a million dollars in sales.

These products have been in diverse niches - from dating and relationship advice... to time management, leadership and using your brain... to business, marketing and financial success.

I've also had the good fortune to interview literally DOZENS of top Information Marketers to get a "behind the scenes" look at the most successful niches in the world - that are working *right now*.

As a result of all of this personal research, testing, interviewing and success I've identified several patterns that "underlie" the successful Information Product niches.

And I believe that I've discovered the "veins of gold" that not only work right now, but that will continue to work long into the future.

By the time you're finished reading this report, you'll have an education in how to target an Information Product niche that has cost me *dearly* to learn. And you'll also have enough information to target a niche that has a VERY high probability of working.

If you already have an Information Product, Advice or Coaching business, this report will show you how to take the success of your next product or training to the next level.

So let's dive in...

The “Critical Path” To Information Product Success

As I've built my Information Product businesses over the past 9+ years, I've discovered a set of critical elements that must be done right in order to succeed.

If you get all of these elements right, you have success.

If you get even ONE of them wrong, it can cause you to fail. I call this the “Critical Path Of Success.”

Try this:

Imagine a car.

Now imagine all of the things that must *work* in order for the car to work.

First, the battery must work. Then, the engine must work. The transmission must work. The wheels and tires must work. The electrical system must work. The gas pedal must work. The steering wheel must work...

If ANY of these elements doesn't work, then the entire *car* doesn't work.

I was reminded of this a few weeks ago when I returned from a trip out of town, and walked to my car, which was parked in the airport parking lot.

When I got inside, it wouldn't start. My car has *never* not started.

The problem? The “vanity mirror” was left open. And it had a small light in it. And the light drained the battery. And the car couldn’t start without a charged battery.

Are you starting to get the idea of what a “Critical Path” is?

Well get this: *Your Information Product business has a Critical Path as well.*

And if *any* of the key elements in the Critical Path doesn’t work, then just like the car...

...Your Entire Business Doesn’t Work!

Now, most people tend to think that the Critical Path elements of a business are limited to the “mechanical” things, like your website, your email list and your shopping cart.

But this isn’t the case at all.

The first Critical Path element of your business isn’t mechanical at all. It’s *psychological*.

And, as you’ve already guessed, it’s your *niche*.

If you target the wrong niche, it’s just like having a dead battery in your car.

The best motor and the nicest wheels can’t take you anywhere if the battery doesn’t start the car.

And the nicest website with the hottest marketing in the world won’t work if your niche doesn’t work.

If you get the niche right, then it makes everything else you do in your business easier - and it makes everything else work better. EVERYTHING.

If you get the niche wrong, then it makes everything else hard... or even *impossible*.

What Exactly Is A “Niche” Anyway?

If you stopped 100 people in the street to ask what they think a “Niche Market” is, what do you think they’d say?

If you asked the same 100 people to “target” a Niche, what do you think they’d actually *do*?

Most people think that a Niche Market is a group of people that you “select” to market something to. They tend to assume that a niche is something you “choose” or decide on.

And when you ask people to *target a niche*, they follow the path that you’d guess that they’d follow if they assumed that niches were things to “pick” or “choose.”

My guess is that 99 out of 100 people, when left to their own devices, would do what I’ve just described. Probably 999 out of 1,000, honestly.

But let’s take this from a different perspective. Let’s start with the definition of the word *niche*, and then work from there.

So what does the word itself mean, anyway?

In my research, it seems that the word originally meant “a hollow or recess in a wall” - and possibly “a nest.” In biology, they use the word to describe a place in a natural ecosystem where a particular animal or organism is perfectly suited.

Statues fill niches in walls. Animals fill niches in ecosystems. But, even more importantly...

...Products Fill Niches In Markets!

We might define a Market Niche as:

“A need many people have that your product fills.”

Now, notice the change of mindset that this definition brings.

It immediately helps you to realize that a niche isn't something that you just "pick" from among a selection, like a song on iTunes.

It shows you that a niche is something that must be *found*.

A niche must be *discovered, uncovered and "solved."*

The process of targeting a niche is about finding a need that many people are having, then creating or finding a product to solve it.

One of the things that stops people from even starting a business in the first place is their inability to "target a good niche."

I hear it all the time...

"I'm having trouble deciding on a niche." "I don't know which niche to go after."

"I can't figure out which niche I want to market to." The "problem" with these problems?

Simple.

The problem is that if you START from one of these places...

...You'll Never Arrive At Success!

It's essentially impossible to achieve success selling information products online if you're trying to "decide" on a niche or "go after" a niche or "market to."

And if you're stuck trying to "decide" on a niche, then *you're doing it all wrong*.

I don't mean to be harsh or critical here. I'm treating you the way I'd treat someone who was paying me \$10,000 for business advice. I'm telling you the truth, based on years of experience, mistakes and success.

Just like a niche is a hollow or recess in a wall, a good Information Product Niche is a “hollow or recess” in a group of people where one of their NEEDS isn’t getting met.

And the way to find needs that aren’t getting met isn’t to “decide” which needs aren’t getting met!

The way to find needs that aren’t getting met is to...

...Go And Find Them!

Let me share a story with you to explain this process a little better.

A couple of years ago, I was launching my first training program to teach people how to successfully build Information Product businesses online. It was called the “GURU MasterMind.”

The tuition for the course was \$6,000-\$12,000 per year, so I really wanted to “nail” the needs of my prospective customers - in order to create exactly the training they were looking for - and in order to know how to market and sell the program.

So I did a survey to ask prospects about their biggest fears, frustrations, challenges and wants.

I’ve discovered that it’s important to always ask people about what’s frustrating them, worrying them and bothering them. When you ask these questions, you get GOLD.

Anyway, in this particular survey I asked my prospects what their biggest frustration was trying to grow their Information Product business.

As I read through the answers, it turned out that the most *common* type of response wasn’t specific to growing an Information Product business. This was a surprise all by itself.

I was asking about frustrations growing Information Product businesses, and the answers weren’t about Information Products.

In fact, the most common answer was “time management and productivity.”

It turned out that the biggest challenge people were facing had to do with managing their time - especially when working from home, where there are a lot of distractions, family, etc.

This was a big “ah-ha!” for me.

I wasn’t even THINKING about time management and productivity when I was creating this training program.

But this was the biggest need that my prospective customers had. So what did I do?

I listened to them.

And ultimately, based on what my prospective customers told me, I decided to create a separate 13-week training program to completely re-program and re-wire a person’s time management habits - and offer it as a “value-added bonus” to the training program that I was launching.

It turned out to be a *huge* hit. In fact, many people said that it was the most valuable part of the entire GURU MasterMind training program.

And no wonder.

It was the answer to their biggest need and frustration! So what did I do *next - after that?*

You guessed it...

I took this 13-week training program and I made it into a separate product, then offered it in a series of product launches on its own. The program is now called “Wake Up Productive.”

The result? Almost a million dollars worth of sales so far - of that one product alone.

And now I have another “winner” for my product catalog... that sells for about \$500... that I probably wouldn’t have created otherwise.

Here’s a little secret:

Almost All Of The Products & Trainings I've Created Were “Discovered” And Uncovered In This Same Way!

What’s the moral of the story?

The moral is simple: If you want to target niches successfully and dramatically increase your chances of success, you need to find out what people need - that they’re not getting.

Then, find or create products and services to fill or solve their need. Remember when I mentioned the “Critical Path” to business success? Well this is the FIRST STEP on that Critical Path.

If you get your niche wrong, there’s no way to fix it. You can work for years trying to create the right product, the right marketing, or whatever. But if you didn’t get the niche right in the first place, you are... as they say... “hosed.”

You’ll spin your wheels, waste time and money, and generally frustrate the hell out of yourself trying to figure out why your business isn’t working if you get your niche wrong.

If you get your niche right, half of your work is done.

When your niche is right, everything is easier after that. Much easier.

Marketing works better. Customers come out of the woodwork. Other businesses want to partner with you to sell your products.

All of the stars line up.

Step 2: Narrow Your Niche

What I'm about to teach you next is one of the hardest things to "get" when it comes to targeting a money-making niche.

It's hard to get because it's literally the *opposite* of what the mind normally does when considering a business niche or product idea.

When you're starting a business or creating a new product, the "intuitive" thing to do is try to make it appeal to as many people as possible.

"Widen the market appeal," as they say.

It only makes sense to try to make your business and product attractive to as many people as possible, right?

Well, it's almost right. Except that it's actually...

...Totally And Completely Wrong!

What could be wrong with making a product that lots of people want?

You're probably thinking: "OK, Eben. You lost me now. Are you suggesting that I make Information Products that nobody wants?"

It's a fair question - especially considering how whacky what I'm saying sounds.

So here's a "thought experiment" for you.

Let's say that you have a headache, and you decide to go down to the drugstore to get yourself some medicine to make the pain go away.

You walk over to the aisle with all of the different pain relievers... and then choose one of them for your headache.

The question is:

WHAT DO YOU CHOOSE? AND WHY?

Well, if you're like most people, you choose Excedrin - a medicine that's marketed specifically to cure headaches - or something similar.

Now, stop for a minute and imagine that you're standing there looking at the headache medicines, and you happen to look up on the top shelf... and see a big blue bottle of pills that's labeled...

"Medicine"



Would you buy it?

Would you even pick up the bottle to *read* it? Of course not.

A bottle of pills labeled "Medicine" sounds about as interesting as a TV Dinner that's labeled "Food."

Um, no thanks.

But why?

Why don't we want the thing that "cures everything?" Well, it turns out that we humans aren't exactly logical.

In fact, modern science is proving more and more that we're "Predictably Irrational" (the title of Harvard Professor Dan Ariely's book about the topic).

In other words, we behave in irrational ways - but we're *predictable* in our irrational behavior.

Yep. We do crazy things. We don't know we're doing them. They're consistent and predictable. And we make up stories in our minds to rationalize and explain them - rather than just noticing that what we're doing is driven by "animal drives" and emotions.

And ONE of the less-than-logical things we do consistently is buy things that sound like they're *made* to fix our specific problem (or give us

our desire) - and avoid things that sound like they “cure everything” or “fix whatever is ailin’ ya.”

So now you’re starting to see why “widening” your niche to include a bigger audience is a problem. Instead of focusing on a targeted group of people that has a strong need, “widening your audience” causes you to create “Medicine” that nobody wants to buy.

Which brings me back to my point.

If you want to *really* target a potent niche that will be likely to make you a lot of money, then *Narrow Your Niche*, don’t widen it.

Say it with me:

“Narrow My Niche”

If you’re an expert at helping people lose weight, and you’ve discovered that there are lots of women who want to lose 20 pounds fast because they’re getting married and want to look great in their wedding dress, then FOCUS on them.

Don’t create a book on “Health.”

Create a book for JUST the women who want to lose weight for their wedding!

If you’re an expert helping people get out of debt, and you do a survey and discover that the biggest frustration with debt is high credit card payments... then create an Information Product about (you guessed it) *how to get rid of high credit card payments*.

Don’t create an Information Product about “Achieving Financial Security.”

Got it?

Narrow Your Niche.

Narrow Your Niche.

Narrow Your Niche.

And narrow it based on the *part* of the niche that has the most frustration, worry, pain or desire. This way you're creating a product that is REALLY desired.

The Ultimate Niche Shortcut: "The Big 3 Mega-Niches"

Now, as David Ogilvy said: "A blind pig can sometimes find a truffle.

But it helps to know that they're found in oak forests."

As it turns out, most of the money that's made in Information Products, Advice, Consulting and Coaching is made within a few key "Mega-Niches." If you know what these are, it can give you a huge head start over everyone else - and get you far down the path of targeting your money-making Information Product niche (or your next product).

If you've heard me teach on this topic, then you know what these three Mega-Niches are:

- 1. Health & Fitness**
- 2. Dating & Relationships**
- 3. Business & Money**

In fact, if you look at all of the "big hits" in Information Products, probably 80%-90% of them are within one of these categories.

What I'm trying to say here is that if you're targeting a niche, and you're looking for a big frustration or need you can fill with your product or service, then **START HERE**.

Now, as you can tell, these are very "wide niches" indeed. You don't want to create a product called "Health & Fitness."

But you **DO** want to *start* within the *Mega-Niche* of Health & Fitness.

What do you do next?

Yes, you *Narrow Your Niche* by figuring out what a specific group of people who are interested in Health & Fitness are looking for, but can't find.

When I started my first successful Information Product business just over 9 years ago, I wrote a book of dating advice for men.

At that time, I looked around at the marketplace and realized that there were a TON of books and education programs about relationships... but no good books or education for men about dating successfully.

I *narrowed* the larger niche of "relationships" to just the *beginning* of the process:

Dating.

And then I narrowed the dating niche further: Men.

By focusing *only on dating* and *only on men*, I effectively eliminated over 80% of the "relationship" market entirely.

What happened? I created the largest online Dating Advice business in the world in just a few years.

Is this making sense to you?

Men who want to learn how to get dates aren't interested in books that are full of "general relationship advice" for everyone. They have specific challenges, and they want something that teaches them **ONLY** how to solve those challenges - with no fluff.

Just like you'd choose a medicine specifically created to cure headaches and not "Medicine," a person who has a specific challenge or desire wants an information product that was **MADE** to solve that challenge or need.

The basic idea here is to *start* with one of the Big 3 Mega-Niches, then Narrow Your Niche within that Mega-Niche by discovering a big need that isn't being met well for a large group of people.

If you do this, you'll increase your chances of success even *more*.

Stack *all* of these techniques and approaches I've shown you, and you'll find a *winner*.

"Your Information Product Niche Cheat-Sheet"

As you can imagine, in the past 9+ years of building successful Information Product businesses online, I've discovered *many* niches that are "high probability" winners.

I'd like to share with you what I consider to be the biggest "Gold Mine" opportunities inside the Big 3 Mega-Niches.

I'll share each of them with you, then explain why I think each is a good short-term and long-term niche business opportunity - and then how to find "bulls-eye" within the niche that YOU would like to work with...

This list has taken me a long time to compile and understand, and I hope you use what you learn when you study it to profit with your Information Product business.

NOTE: I AM NOT a doctor, attorney, or government employee. I am not giving you legal, medical or business advice here. If you decide to pursue any of the categories that I'm about to mention, it's 100% your responsibility, and it's up to you to get legal, medical and professional advice. It's also up to you to follow the law with your business and your marketing.

And with that disclaimer, let's look at where the OPPORTUNITY is...

Health & Fitness

1. Natural Weight Loss

It's useful to follow long-term trends when choosing a niche. Both "Natural" and "Weight Loss" are long-term trends, and they're "meeting up" now in the niche called "Natural Weight Loss." As a society, we're becoming more and more concerned about chemicals, drugs and other elements hurting us more than they're helping us. Natural Weight Loss is "growing fast" and will continue to grow long into the future.

2. Stress

One of the "penalties" of living in a world that's changing faster and faster is the average person's inability to *handle* all of the change.

Relationships are changing, families are breaking down, job length is shortening, and debt is increasing. It all leads to more STRESS. And this is creating a huge opportunity to create products and services to lower it and make it go away.

3. Muscle Gain

The other side of "weight loss" is muscle *gain*. The two are not the same. In fact, someone who wants to lose weight may not want to gain any muscle. And someone who wants to gain muscle may want to actually GAIN weight (muscle weighs more than fat, after all). If you've been watching infomercials on TV over the past couple of decades, then you've seen the rise of the "Muscle Gain" niche. It's a big winner, and my bet is that it will continue to win long-term.

4. Low-Impact Exercise

As the health benefits of exercise continue to be explored by science (and realized by individuals who integrate exercise)... AND the health "hazards" of "hard core military exercise" are coming to light... people are

looking for an alternative that offers them the benefits of exercise without the risks. An entire industry is sprouting around the category of exercises that give you benefit but don't hurt the body.

5. Fat Loss

As a testament of the power of "Narrowing Your Niche" we're seeing an entire category of weight loss emerging right now. It's the "Fat Loss" category. So what's the difference between weight loss and fat loss?

Nothing, probably. But as research is showing that increased body fat (especially around the abdomen) increases risks for all kinds of nasty diseases, something interesting is happening: Fat is becoming "the enemy." it's literally being demonized. And this is leading to a new "niche within a niche" called Fat Loss. It's a good one!

6. Organic Food

Fears of "genetically modified foods" along with dangerous pesticides and other chemicals are leading to a huge trend toward Organic Food. And this is leading to interest in where to get Organic Food, how to prepare organic food, and the benefits of Organic Food. It's a fast-growing category of interest that promises to give us many successful "Narrow Niches" in the future.

7. Raw Food

Within the categories of "natural food" and "organic food" is a relatively new, fast-growing category called "Raw Food." Raw restaurants are popping up all over the world, benefits of Raw Food - from energy to beauty to health - are being proclaimed... and everyone from celebrities to soccer moms are getting into it. Even weirdos like me eat a lot of raw foods. I see this category growing long into the future. A great niche opportunity.

8. Natural Healing

“Alternative” health and healing isn’t exactly *new* anymore, but it’s picking up the momentum of a FREIGHT TRAIN. And it’s sub-dividing into all kinds of interesting different niches - and creating huge opportunity for a lot of entrepreneurs. People are trusting “Western Medicine” less and less, and they’re turning to alternative “Natural” methods more and more.

9. Wellness

I typically avoid “prevention” categories, as most people aren’t SEARCHING for “prevention.” And those that are searching for it aren’t “urgent” about it - so it’s difficult to create a successful business here. But the “Wellness” category is just a little bit different. As the self-help and personal development gurus are teaching us to get in touch with how we’re feeling in our bodies, many of us are realizing that we feel *bad* - *and that we’d like to feel good*. In other words, we want to realize our full “Wellness Potential.” Increasing health, energy and vitality is becoming big business, and you can do well in this category if you choose a MOTIVATED group of people to create solutions for.

10. Any *Specific* Health Problem

This area is “sticky,” as it’s often illegal to sell or market specific “cures” to health problems (again, check with your attorney). But the fact is that when someone has a specific health challenge, they become VERY motivated to get an education about that particular topic. And if you can create an Information Product that helps people solve a Specific Health Problem quickly, you can become VERY successful - while at the same time creating a lot of value for people who are in pain.

Relationships & Dating (Including Parenting)

1. Dating

If you know my business history, then you know why I think THIS is a great category and niche. We come “pre-wired” at birth to grow up and seek a mate, and the first step to getting a MATE is to get a DATE. Men and women are both highly-motivated to learn how to successfully date and to attract a partner - and Dating is going to be a successful category for as long as humans are walking around on the planet.

2. Relationships

If the dating goes well, then the *real* challenges begin. Successful relationships require communication skills, partnering skills, teamwork and a million other skills. Relationship advice will also be a successful Information Product category for the long-term, and if you have experience or expertise helping people have successful relationships, then this is a great way to “do well by doing good.”

3. Marriage

The ultimate “relationship” is, of course, Marriage. Marriage can be thought of as a category within the relationship category - but Marriage is special, in that it carries the implications of “lifetime commitment.” When people get married, they enter a new phase of their life, and many things change. Finances become more complicated, responsibilities become more complicated, and stresses become more complicated. As you probably know, Marriages are failing at an alarming rate, and helping people have successful Marriages is a great place to target your niche.

4. Sexuality

As you’ve possibly heard, every single one of us is here on this planet as a result of... you guessed it... Sex. I think that Sex is at the root of more negative emotions than almost anyone could guess. Fear, anxiety, guilt, shame... and jealousy... and many others... result from our personal and cultural relationship to Sex. If you can help people live more fulfilling Sex lives, you can do VERY well for yourself in Information Marketing.

5. Conflict

The intersection of “Pain” and “Urgency” usually offers great opportunity to create Information Products that sell. And the general area of “Conflict” is an excellent place to start “hunting” for a niche that needs your advice. Whether it’s relationship Conflicts or family Conflicts, these are the areas where people get the feeling that they NEED HELP often - because they intuitively know that if they experience too much Conflict, the relationship will END. If you can help people who are having family and relationship Conflicts to solve them, you have what it takes to build a successful Information Business in this category.

6. Divorce

The “ultimate” relationship conflict is, of course, Divorce. It has its own section in some bookstores. An entire army of lawyers focuses only on Divorce law. Big money is at stake when Divorce comes into the picture, and if you can help people with this level of relationship conflict, then you have a huge, natural “built-in” customers for the long-term.

7. Body Language

I’ve listed Body Language here in the “Relationships & Dating” section, but the truth is that it’s a topic that “crosses over” to all 3 Mega Niches. We want to learn to read Body Language to flirt with and attract a mate. We want to learn to read Body Language so we can persuade and sell better.

And we want to learn to read Body Language so we can change our own to communicate confidence, health and success. In every case, it’s a category that’s growing in interest and success right now.

8. Parenting

I typically don’t advise that Information Marketers target niches that have to do with “prevention” - as it’s much harder to market and sell products that are “preventative.” But when it comes to kids, the game changes. People will do anything for their kids. But most people don’t know WHAT to do. Especially if they have a child that’s misbehaving... or

who has a learning disability... or who is socially awkward and self-conscious about it. Parents are spending more and more money on their kids and on learning how to be good parents. It’s another niche that’s going to be good for the long-term... or at least as long as we continue having children!

9. Education

This is really a “sub-category” within parenting - in a way. Parents are starting to think about how their 6-year-old is going to get into Harvard, and are starting “accelerated education” courses for their children at younger and younger ages. Everything from Education games to Education videos - and everything in between - is becoming VERY big business. If you know how to help parents Education their kids for long-term success in life, then find an unmet need in parents and create Information Products for it!

Business & Money

1. Real Estate

Even though Real Estate booms and busts, it tends to ALWAYS be a good category for Information Products. In fact, it can often be even *better* when the market is bad - because when the market is good, people don't think they need help! Real Estate investment is complex, multi-faceted, and interesting. There are many, many niche opportunities within this massive category - and if you have experience making money or creating a successful business in Real Estate, this can be a very profitable category to work within.

2. Foreign Currency

The “FOREX” market (short for Foreign Exchange), in my opinion, has become the new “day trading.” It's a high-risk, high-energy game where big money can be made or lost in seconds. That's probably why so many people are getting involved with it. It's also something that basically anyone can get involved with if they have access to some money and a computer - so it's popularity is growing fast. If you have knowledge of how to profit in this market, then you should consider teaching others what you've learned in the form of Information Products.

3. Investing

In America, where I'm writing this report, we're saving and investing less and less of our money. But that's all changing as the economy goes through its ups and downs. Investing is a “counter-intuitive” skill. Humans like to spend what they get, and consume NOW. If you have Investment knowledge, there are many, many niche possibilities for you to test and explore with Information Products.

4. Retirement

Lately, more and more people are realizing that old-age is coming, and retirement accounts don't grow themselves. As I mentioned in the "Investing" section, we've been saving less and less, and the somber realization that Retirement requires MONEY is dawning across the land. If you can teach people how to successfully retire (or how to deal with the challenging aspects of retirement) you have a high probability of creating a successful Information Business. Retirement is a long-term opportunity, as the entire population is only growing larger and getting older!

5. Debt

You already know that people are taking on more and more debt. And the problems that come from having too much debt lead people to seek solutions with great enthusiasm. I personally think that Debt is one of the largest challenges we must face as a society, and if you can help people get out of Debt and build healthy financial habits, then you owe it to yourself to test this category with an Information Product.

1. Starting A Business

The internet is creating a massive wave of opportunity for literally anyone to start a business from home. Millions of people are working part-time and full-time from home running eBay business ALONE. Whether it's an internet business or a traditional business, people who are STARTING their own Business need help. Business has many "twists and turns," and there's not enough good "Starting A Business" advice in the world today.

There are so many niche opportunities within this category (and so many more created every day with new inventions and technologies) that this category will never "run dry."

7. Making Money

I hesitate to even MENTION this category, because so many of the products sold in this niche are garbage - or scams. But the fact is that if you ask people what they need right now more than anything, a large percentage of them will answer: "MONEY." And it turns out that Making Money is harder than it would seem. If you can help people get started making money (honestly, of course!) then you should test an Information Product on the topic.

8. Marketing (Especially Online)

In business, everyone is trying to get more customers. It's the highest priority of most businesses. If you ask 100 business owners who failed in business and went bankrupt what the "problem" was, most of them will answer "not enough customers" in one way or another. And what's the best way to get customers? MARKETING. Marketing is great, because it allows you to "let the Marketing do the work for you." Advertisements run day and night in magazines, on TV and online - without a person there to do the selling, etc. And I'll tell you from experience, if you can teach people how to market their businesses successfully, then you can create a big-win in the Information Product space. NOTE: Online marketing is one of the biggest opportunities that will come along in our lifetimes, so if you can learn it and teach it, you really have an opportunity to do well.

9. Time Management

What's the big enemy of business success in modern times? It's distraction and interruption. And as I mentioned earlier in this report, I've discovered that Time Management is one of the biggest challenges that business people and entrepreneurs face. And I think that this is one of the big "unseen opportunities" to create successful Information Products and Coaching now and into the future.

10. Getting A Job

The latest estimates are that the average college graduate is going to have something like a dozen different jobs, and several entire CAREER changes before age 38. Think about that. And since most people will be working for a business during this period of their lives, one of the key skills to have is knowing how to *get* a job in the first place. If you know how to write resumes, interview like a pro or network to get good job interviews... then you should consider launching an Information Product in this category.

So There You Have It...

29 powerful Niche Market opportunities that sell tons of Information Products right now, and that will work long into the future.

So what should you do now?

You might answer: "Pick one and create an Information Product." And if you *did* answer like that, I'd say:

NO!

Remember what we learned earlier?

Remember the part about “Narrow Your Niche?”

If you’d like to pursue one of the 29 niches that I mentioned above, you should identify the specific area where you’d like to sell Information Products (or Advice or Coaching)... and then narrow that niche to find a specific part of that niche where there are lots of people looking for a solution, and no Information Products.

For example, let’s say that you decide that you want to teach Marketing. Further, let’s say that you’ve been learning and practicing your Social Media marketing online for yourself and a few friends or customers... and you can see that there aren’t many good products that teach Social Media Marketing.

What you’d want to do is start a discussion group inside of your favorite Social Networking site (or just ask all of your friends/followers a question)... and ask:

“What’s the biggest challenge or frustration you’re having with Social Media Marketing right now?”

Then start reading the answers!

You’ll start to see patterns, connecting the dots, and seeing opportunities for niches that you hadn’t thought of before.

You might discover that the biggest frustration is turning followers in to customers. Or it might be getting followers or friends in the first place. Or it might be getting people to link to your website.

What I’ve discovered is that when you ASK, you always get a surprise. And this is where the opportunity is. Because when you start with a niche that already makes money, then narrow that niche by finding an unmet need within the niche, you discover an opportunity to take your own knowledge or expertise and create an Information Product that’s unique - and valuable - to many, many people.

I’ll talk to you again soon,

The logo for Eben, featuring the name in a stylized, blue, cursive font.