

21 NICHE PROFIT IDEAS

**How To Use The Power Of HOT
'In-Demand' Niches To INSTANTLY
Get More New Business
Than You Can Handle!**

**Everyone's talking about "Niche Marketing"
- but no one's telling you exactly HOW to do it!**

**Discover How To Tap The Incredible Wealth Lying
Hidden In Profitable Niches
- In 21 Different Ways!**

By

Dr.Mani Sivasubramanian

<http://www.InstantNicheMinisites.com>

Everyone's talking about profiting from "Niche Marketing" - but no one's telling you exactly HOW to do it! Now you'll discover how to tap the incredible wealth lying hidden in hot, in-demand niches - in 21 different ways.

SELL AD SPACE

When you build a website around a niche - a 'niche minisite' - you'll attract a very specific audience to it. Advertisers and marketers will pay a premium to place their ads in front of this viewership if it is targeted to their needs. Selling ad space - at much higher price than generic run-of-the-mill ad space - is a proven strategy to profit from niches.

POST PAY-PER-CLICK ADS

Pay-per-Click (or PPC) ads are ones where you, the niche minisite owner, get paid whenever anyone clicks on them. By placing targeted PPC ads on your niche website, you'll find it easy to get enough clicks from visitors to make a tidy profit. Two new services make it easy for you to get started:

- Google AdSense - <http://www.Google.com/adsense/>
- SearchFeed - <http://www.SearchFeed.com>

SELL BOOKS, CDs & DVDs

The Web is an information-centric medium. People reach your niche minisite in 'research mode'. And by directing them to resources offering more information, you can sell them many different products. Books, CDs, DVDs and videos are just some of the many information products you can sell to visitors - and earn a profit.

SELL PICTURES AND POSTERS

If you build a niche minisite around a visually appealing theme, you could offer extra value to your visitors by providing links to places they can buy pictures or posters. Niche marketing attracts passionately enthusiastic prospects who want all they can find on a particular topic. Give it to them - and you've built a very lucrative business!

A great resource to find posters and pictures on a variety of topics is AllPosters.com

BUILD YOUR LIST

You've heard it before - "The Power Is In Your LIST".

Building your own in-house list of targeted prospects becomes incredibly effective when you apply intelligent niche marketing. Offer something of interest to your audience - an ebook, a set of tips, a collection of articles, an audio or video tape, a poster, book, anything at all. Promise to give them more of the same.

In return, ask them to share their contact details - email, phone number, address. Over time, you'll build a big list of prospects, all interested in the subject of your niche minisite.

GIVE AWAY SAMPLES OR TRIAL COPIES

Niche minisites are a great way to 'trial market' a new product or service. You could offer your visitors a sample or review copies of your new release, in return for feedback, a testimonial, or any other service. It's an easy, inexpensive, low risk method to test your product's impact in the marketplace.

SELL YOUR OWN PRODUCT

One of the highest profit systems for niche minisite marketing is to sell your own product or service through it. Build a niche website around your product, and offer it for sale to visitors. Or focus your niche minisite around a problem, mention how your product solves it... And then sell it to them!

SELL A SERVICE

Niche minisites designed around a theme can promote services - your own or someone else's. You could use a direct selling model, or a 'softer' approach where your site subtly highlights the benefits of ordering the service.

SELL NEWSLETTER SUBSCRIPTIONS

Can you create regularly updated content which your target audience perceives to be high value? Then you can sell newsletter subscriptions to your niche minisite visitors and profit from this content.

Has this whet your appetite for more niche minisite marketing ideas? Wait till you see what's coming next...

CREATE A CONTENT RESOURCE

Content is king. Sooner or later, a content resource will attract targeted visitors in droves - and you can develop profit systems to monetize the traffic. Constantly adding articles or related content is a way to build such a high traffic resource.

CREATE A THEME DIRECTORY

In a sense, any specialized directory is a niche minisite. The 'content' is a collection of links to other valuable resources about the same topic. Adding a short review of sites in the directory will add value to visitors, encouraging repeat visits and creating the perception of high value.

CREATE A THEMED PORTAL

Taking the themed directory to a higher plane, you could develop a comprehensive resource about a specific topic. It would contain articles, links, tools, services, directory listings, forums, mailing lists and a ton of other interactive features which create an online community centered around your niche minisite topic.

BUILD BRAND AND REPUTATION

Niche marketing is a fantastic way to get known in your field. Whether it comes from creating high value, high impact content, or offering useful advice, or creating top notch products, or rendering superior service, you can use a niche minisite to create and increase positive awareness of your brand. With consistently good performance, your brand and reputation will grow.

GET RANKED HIGH ON SEARCH ENGINES

Niche minisites have a unique advantage over more generic websites - they are focused. Because they stick to a very specific topic or even keyword, they are likely to rank high on search engines.

DO MARKET RESEARCH

You could use your niche minisite as a test-tube for product ideas and development. Your visitors will be people with a demonstrated interest in a specific topic, which makes it easy to poll them about relevant product or service ideas and prototypes.

SELL AFFILIATE PRODUCTS

Affiliate marketing is a close ally of niche marketing. If you carefully select your niche, you'll have a range of related products or services others have created - and which your audience needs or wants. Selling them as an affiliate marketer lets you profit from your traffic without any of the hassles or hard work involved in creating a product, and handling sales, payment processing or customer service.

Now you've reached a stage where you can dovetail two or more strategies to get exponential results. Here are some "advanced" niche minisite profit systems you can use with explosive effect. Read on...

WRITE EDITORIAL ENDORSEMENTS

Another twist on the affiliate marketing concept is to do full-length editorial reviews of the products or services you're promoting as an affiliate.

Ok. How are you feeling? Head swimming with plans to put into action, developing your own niche minisite?

Great.

But don't hurry. I've saved the best for last. The next FIVE niche minisite profit ideas are special. Read on...

Now you've reached a stage where you can dovetail two or more strategies to get exponential results. Here are some "advanced" niche minisite profit systems you can use with explosive effect.

GIVE AWAY FREEBIES

As long as they **are related to your niche**, you'll get targeted prospects raising their hand and asking to receive your gift. Give it away - in return, ask for their contact information and build your list. Then use the list to market other related products or services - the 'back-end' sale. And within the freebie itself, make sure you've got enough links, offers and sales material to make a few more sales of high-profit related products or services.

Take it to the next quantum level - make the freebie itself **'rebrandible'** and **let readers give it away** to **their** subscribers! Since anyone who receives your gift can now convert it into a 'personalized' sales product they can profit from, the incentive to pass it along is high.

And by placing a link back to your niche minisite - or by inviting them to join your list with a compelling offer - **you can build your list bigger and faster!**

USE IT TO PRE-SELL

Your niche minisite can be used to sell products or services. But then, it runs the risk of becoming a sales letter! That's not good, as many prospects will shy away from sales pitches.

But instead, if you **focus on PRE-selling** prospects, you could increase your niche minisite selling potential several-fold.

You've seen how creating content can make your niche minisite rank high on search engines and position it as a definitive themed resource. Now pepper your content with links to other related products or services - and **use your affiliate links** so any sales resulting from a click will earn you money!

Retain your editorial integrity by focusing on the problem or issue, only mentioning the profit generating product casually and 'in-context'. Result? Incredible conversion to sales!

GENERATE LEADS FOR OTHER BUSINESSES

Even if you don't have a way to profit from your niche minisite visitors, you can still act as a **'lead generator'** for other businesses. By inviting prospects to try out products or services offered by a related business, you could profitably create a customer base for them - in return for a fee.

The fee could be negotiated on the basis of a price-per-lead you send them, or as a share of the revenue generated by the business from leads you send them, or even a flat monthly price. By locating other related businesses, you could maximize your effectiveness by offering the same leads to more than one buyer, earning more per lead.

A word of caution. Make sure you **clearly mention at the time of lead generation** the purpose for which you will use the information gathered. The risk of legal action - and worse, the loss of reputation - in case of a misunderstanding is too costly.

LEASE OR RENT ENDORSEMENT MAILINGS

This is a more daring use of your niche minisite opt-in list.

You could offer your mailing list for '**rent**' or '**lease**' to **advertisers** selling products or services targeted to your audience's needs.

Take it a step further and endorse the advertiser - after first checking to see how good their wares are.

Or go even higher and arrange a revenue sharing deal where you get a portion of the profits from sales made to your list.

SELL YOUR CONTENT

People are willing to pay for content in certain specialized topics e.g. investment or legal advice, some forms of how to information.

You can use your niche minisite as a lead into a **paid-subscription membership** site. With it, you could earn steady ongoing income on a regular basis.

Use the niche minisite as a pre-selling tool for your paid-content. Offer a sample of your content so the buyer gets a feel for the value, quality, nature and variety of your subscription area.

Collect the prospect's contact details so you can follow up with offers to subscribe to your higher value membership area.

"Discover How To Use The Power Of **HOT** 'In-Demand' Niches To **INSTANTLY** Get More New Business Than You Can Handle!"

Imagine... Now You Can '**Point-and-Click**' Your Way
To Creating **Instant** Niche Marketing Minisites

Within Five Minutes

And **Start Profiting** From Them Right Away

**If you are already a wildly successful niche marketer or, if you'd like to be,
this is going to be the most exciting message you will ever read.**

Here is why: You're about to learn

How You Can Build Keyword-Optimized Minisites
Using Special Software - *Automatically*

Dear Niche Marketer:

You've always wanted to benefit from the '**niche marketing**' tidal wave sweeping the online world today... but you're hesitating.

Is it because:

- you don't know how to **find profitable niches**?
- you don't know how to **identify hot keywords**?
- you don't know how to **design a website**?
- you don't know how to **set up affiliate program links**?
- you don't know how to **optimize the page for search engines**?

Or maybe

- you know all this - but simply **don't have the time** to set it all up!

If you answered "yes" to any of the above questions, you should try out this "awesome tool". You'll learn all about it when you [take it out](#) on a FREE trial run and you should remember this: This "awesome tool" can let you...

Create Professional Quality Niche Minisites **At Will - Instantly!**

Here's all you have to do:

- Select a **hot, in-demand, profitable keyword** to build your niche minisite around
- Join **5 affiliate programs** using "one-click-sign-up" links
- Type **your affiliate program id** in the five boxes on the online form
- **Click a button**

And Your Minisite Is Ready - INSTANTLY

Instant Niche Minisites - Your **Ready-Made Solution**

A brand new Web-based tool, to let you **create hot niche minisites** - with multiple income streams ***built into them*** - within just a few minutes, by filling in a simple website form!

You then load the page on your web server. Start promoting it. And earn money from every person who clicks a link on your page!

It's **easy as A-B-C !**

This Offer Is 100% Risk-Free...

**And... The Price Is Less
Than 1% Of The Value!**

There's nothing more I can say about this collection of masterpieces... except...

They Are Priceless!

Will Niche Marketing Become Your Internet Goldmine?

The next few minutes will tell... [Order now](#).

All success,

Dr.Mani Sivasubramanian

...the Ezine ANTI Marketer ;)

www.EzineMarketingCenter.com/anti/

P.S. Of course, we always stand behind our refund policy. If for any reason at all (or "for no reason at all") you decide to cancel your subscription, you'll receive a full pro-rata refund - no questions asked. [Order at no risk now](#) [Click here](#)