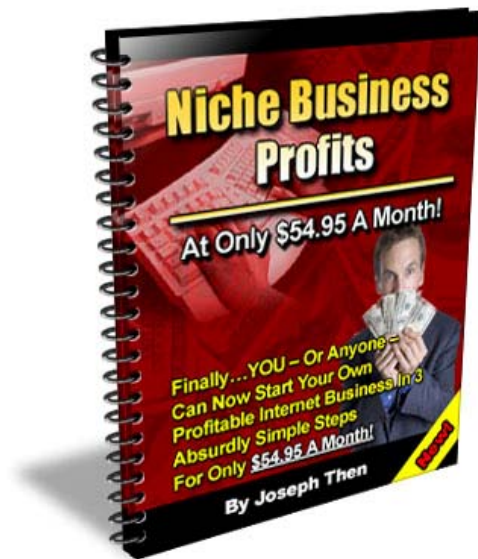


# Niche Business Profits at Only \$54.95 a Month!



Finally...YOU – Or Anyone – Can Now Start Your Own  
*Profitable* Internet Business In 3 Absurdly Simple Steps For  
Only \$54.95 A Month!

By Joseph Then

<http://www.EasyInternetMarketingTips.com>  
<http://www.EasyNicheProduct.com>

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# Who Is Joseph Then?

## Dear Budding Internet Marketer,

Good day and thank you for downloading this report. I wrote this material to help you navigate through the dangerous waters of the Internet marketplace especially where Niche Marketing is concerned and explode your Niche business in just **3 simple steps** at **\$54.95 a month**.

I probably do not know you, but here are some assumptions I would make about you:

- **You are new to Niche and Internet Marketing.** You are online now and reading this report because you are exploring the possibilities of making money online by selling Information Products to existing hot demands in the Internet marketplace.
- **You have been attempting to make money online for some time now, but have made little or no solid income.** Either you are not doing things right or you are taking advice from some one who does not walk his talk where operating your Internet Business successfully matters.
- **You are on a shoe-string budget.** I do not know of anyone who started their Online Business rich even to this day. Chances are that you do not have much money you can afford to invest in starting and running your Online Business, but you can afford to set aside around \$100 a month in order to see your business succeed and profit for you.

If any of the above applies to you, then this report is *strictly* for you!

But before I go on to tell you how to go about starting your Niche business (the right way, of course), I already hazard a guess that you are wondering:

***“Why should I listen to you, Joseph, among the approximate 1.17 billion Internet users online?”***

After all, you have probably never heard of me before until now.

So here are the reasons, so listen real carefully. Otherwise, I would be wasting your time reading this report – even if it is “on the house”.

**Darn Good Reason #1:**

***I am practicing Internet Marketer with over 5 years of online experience.***

I was a programmer by profession before I started my Internet Business and later my kids party entertainer business in the offline world. Today, I enjoy the luxury of watching my income stream flow in through my Internet Business while I “work” as a party entertainer (in the boss’ shoes) on weekends only.

Even as a party entertainer, my customers found my services **on the Internet.**

In other words, my Internet Business which I have worked on for the last 5 years have brought me that kind of reward – to be able to do where my passion lies. And I am talking about **\$10,000+ profits per month** for my company. How much is this kind of freedom worth to you?

That, too, brings to yet another good reason why you should listen to me...

**Darn Good Reason #2:**

***I am ALREADY making MONEY online.***

The number of years of my online experience would not be justified until you see a screen shot of the sales I have made below.

Payments Received to paypal@easynicheproduct.com from Nov. 7, 2005 to Dec. 7, 2005 for

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
Dec. 5, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$37.00 USD	-\$1.56 USD	\$35.44 USD
Dec. 3, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$71.93 USD	-\$2.75 USD	\$69.18 USD
Nov. 30, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$37.00 USD	-\$1.56 USD	\$35.44 USD
Nov. 30, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$30.00 USD	-\$1.32 USD	\$28.68 USD
Nov. 30, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$19.95 USD	-\$0.98 USD	\$18.97 USD
Nov. 29, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$37.00 USD	-\$1.56 USD	\$35.44 USD
Nov. 29, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$37.00 USD	-\$1.56 USD	\$35.44 USD
Nov. 28, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$37.00 USD	-\$1.56 USD	\$35.44 USD
Nov. 24, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$19.95 USD	-\$0.98 USD	\$18.97 USD
Nov. 23, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$47.00 USD	-\$1.90 USD	\$45.10 USD
Nov. 18, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$80.00 USD	-\$3.02 USD	\$76.98 USD
Nov. 18, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$74.00 USD	-\$2.82 USD	\$71.18 USD
Nov. 18, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$47.00 USD	-\$1.90 USD	\$45.10 USD
Nov. 16, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$19.95 USD	-\$0.98 USD	\$18.97 USD
Nov. 15, 2005	Payment	From	[REDACTED]	Completed	<a href="#">Details</a>		\$19.95 USD	-\$0.98 USD	\$18.97 USD

This itself is not the entire summary of the sales I have made this far. It is obvious that I am earning **way more** than the recorded sales in this screen shot.

That obviously excludes the party entertainment business that has brought me \$10,000 profits per month.

**Darn Good Reason #3:**

***I specialize in Niche Marketing.***

I live in a world of **abundance**, unlike most novice Internet Marketers who assumes that riches can only be found in selling yet another “Internet Marketing” product (oh, and wrong assumption by the way).

**Nothing wrong with that** – but there is abundance in everywhere if you can see it. In this report, I show you how you can see abundance in even more untapped niche markets, if you happen to subscribe to the belief that online riches is strictly found in only selling yet another “Internet Marketing” product.

If you check out one of my websites, [EasyNicheProduct.com](http://EasyNicheProduct.com) you will surely agree with me.

**Darn Good Reason #4:**

***I do not have any intentions of getting you to engage my costly professional services.***

I did not write this report with the intention of having you engage some of my closely associated professionals – or even my own services for that matter.

I was once like you, and I did **not** have a lot of money to start my business at that time of trial and error, either. It is palpable that I was around at a time where there were not many Internet users as there are today.

While I am reserving my professional renderings and services for savvy clients, I have provided you a **low cost, high profit** alternative, which you will discover a couple of pages away from here.

All in all, **I know and have experienced what I am about to relate to you in the coming pages.** The screen shot of my sales you have seen in the last page was **solid proof.**

Having said that, there is no more doubt as to my credibility in describing to you how you can make money online from Niche Marketing, too. Once you learn my insights, methods and strategies in this report alone, you might also be left with yet another hunch about the kind of quality I offer in my paid products and services.

# Niche Marketing Explained

*“Begin with the end in mind.”*

First thing's first.

I would be *foolish* to tell you that your first step begins with the product. Most novices always start with the product. You have this report so there is no reason for you to be a novice any longer! Start by looking for a demand.

Quite simply, you can start your research with looking for a demand in your own hobbies or field of expertise. Do you know something that other people do not? Do people want any of your information that they are willing to pay? Is there a demand for your expertise?

For example, if you are a consultant of some kind, you can create an information product based on your expertise. But you must first conduct a research on your target market. **Is there a demand?** That's the first important question you have to answer.

Niche marketing is a broad subject by itself that I cannot cover in this report in depth. To learn what *niche* is and how you can research your target market with ease, you can get a copy of **Niche Profit Streams**. It is valued at \$97, but you can get it for **free** [here](#).

## 3 Steps to Niche Business Profits for \$54.95/Month

What I am about to share with you right now is how you can start and run your profitable niche business using 3 simple, proven steps that I – and any other marketers – have used.

And you can do the same for only **\$54.95 a month**. I started my business at a time where there were relatively fewer Internet users worldwide.

Obviously, I am one of the early N-Gens who have had to discover this tested niche marketing formula at an expense **greater** than \$54.95 a month (because there were less discoveries made in those days, ah...).

But before I tell you what the steps are, here is a **warning** (read very carefully!):

**Warning!** What I am about to share with you is a simple but profound, idiot-proof Niche Marketing plan, that *almost* every individual on this planet can do. Keyword: ALMOST. I said “almost” is because while there are only 3 simple steps involved and the required investment on your part to make this entire profit plan become successful is only a measly \$54.95 a month, but if you are somewhat **reluctant** to invest your money (and not to forget time, effort and dedication), **drop this report**.

The information within would **not** do you any good if you do not have any intentions of turning this information into your money-making asset.

Having said that, let's get started – **Step 1**.

### **Step 1 : Create a Collection of Same Themed Information Products**

**Information** is **hottest** selling commodity online. Thus, you will do well to sell Information Products. And my personal study shows that **eBooks** are the **best-selling** format, among other varieties of Information Products. It is not software and not audio/video, either.

You have guessed it right – **create a collection of eBooks with quality information!**

The reason I urge you to create a collection of eBooks instead of just one singular product is so that you can provide **more value for money** to your customers.

While there are Internet Marketers who can make do with selling just one product, selling a compendium of products gives you a distinct edge and brand over your name or even your products.

If you look into the bookshops, some well-known (and best-selling) series are already doing it. Take Donald Trump's books for instance. There is a whole lot of collection of books in that billionaire's name. And the next time you see a Donald J. Trump book, you can bet that is another part of his collection.

Do the same for your products! Create a series of products on one hot topic. For example, if you want to enter the "food and beverages" niche, you can create a series of your eBooks on food recipes. Perhaps, you can title each one of them "John Doe's Food Recipes Series".

And your list of eBooks can go like the following:

- John Doe's Food Recipes Series #1: Oriental Dishes
- John Doe's Food Recipes Series #2: Fast Food
- John Doe's Food Recipes Series #3: French Food
- John Doe's Food Recipes Series #4: Recipes of the Land of the Rising Sun

Since you are creating a collection of series, one eBook can average between 20 and 60 pages. They do not necessarily have to be 100 over pages each, as you can see. What is really important, though, is that you provide **more value for money** to your customers.

Now, writing may **NOT** be your forte. For all I know, you might even **hate** writing. Perhaps, you are not good at writing, or you do not have the time, skill and knowledge to create your own Information Product **in bundles**. Oh and by the way, did I mention that you need to know how to write your own sales letter, too?

I know that all these would add to the headache, making it hard for most start-ups trying to succeed and profit online, given the many hurdles with some of them named above.

## Niche Business Profits at Only \$54.95 a Month!

While I do not expect this Niche Profit Plan to be “one size fits all”, I do recommend you get a membership account with [EasyNicheProduct.com](http://EasyNicheProduct.com) at only **\$29.95 a month**. New niche products are being added to the membership site every month in the bundles. Okay, now why this?

It is simple, really. This is because:

- You get to skip doing market research homework.** The products that are added to this membership site have already passed a series of marketing research tests, which could only mean that you cannot find a single product that does not have any demand.
  
- You get to gain access to a collection of Niche products, which you can call your own.** No, these are not Resell Rights products (and drum roll please), but Private Label products. Instead, you have the privilege to put your name as the author, edit the contents, mix and match, put in your own affiliate links, or do anyhow you like! But what is really important is that you can now save plenty of time and effort from having to create a series of Niche products, since they are readily available here.
  
- You get to skip the sales letter writing process.** Each product in the membership site comes complete with professionally-written sales letter. If you are plain hopeless when it comes to copywriting, then you will definitely want to be thankful for this. ;-)
  
- You get to skip the graphic designing process.** All the graphics work on the eCovers and sales letters are already done professionally – yet another good news for you if graphic designing is not your forte.

Given all the good reasons, so grab a membership account with [EasyNicheProduct.com](http://EasyNicheProduct.com). It requires only \$29.95 a month on your part, so this is relatively cheap compared to hiring your own personal ghostwriter, copywriter and graphic designer (which would cost you thousands for only one product, by the way).

Once you are logged into the member’s area, select your collection of Niche products that you want to sell. Since they are already available in bundles, you can download them all into your hard drive, do minor editing, change their titles to catchier titles, put in your own affiliate links for back-end income, and last but not least, put your name as the author!

For example, if you are going to cater to the dog owners market online, download all the available “dog books” there are in the member’s area, and give them your own titles. (Example: John Doe’s Dog Series for Dog Owners)

Of course, you can come up with catchier titles than that, but that was just a mere example. And since products are being added constantly (and in the bundles), you can create as many Information Product series in your name as possible! Your imagination is your limit!

I do not know of that many membership sites that allow you to edit their eBooks or contents for your own use, but that is not a question of possibility here.

Once you are done, review the product's individual sales letter. Here is what you will do next: **combine and mix and match the benefits of each product you are going to present in your series!**

This is almost a *no-brainer*. For example, if you are selling a group of 5 products of the same themed, create a principal sales letter that sells ALL of the 5 products for the price of one (say, \$67.00 to \$97.00).

Even if copywriting is NOT your forte, you can copy and paste the benefits from each of the 5 product's individual sales letter into your principal sales letter and sell at one price.

Once you are done with that, create a Thank You Page where your customers can download the available products you are selling.

## **Step 2 : Setting Up**

Just as every eBusiness requires a place they can call home, you need to have your own domain name and web hosting to host your files online.

If you are not savvy or know almost nothing about programming, HTML, web designing, file transferring, and more – fear not. [ThirdSphere hosting](#), a web hosting service for small businesses, levels the playing field for budding entrepreneurs like you.

You can get all of your Internet Business tools such as domain name, web hosting, File Transfer Manager, unlimited auto responder (oh, very important eBusiness asset!), and a whole lot more at [ThirdSphere Hosting](#) for only **\$24.95 a month**.

So what do you get with Thirdsphere? Here's what you will get:

- 1) Web Design Center – You can design a **professional website** without knowledge of HTML!

- 2) Automation Station – You will get **unlimited** autoresponders, ad tracking system and an **affiliate management software!** **This is the BEST value!**
- 3) Web Traffic Center – Set of tools to help you build some **FREE** traffic!
- 4) And more!

I cannot recommend enough about this company. It's the best I can find so far so sign up with them. You will get almost EVERYTHING an Internet Marketer need. You won't regret!

Finally, you can now save money, time and effort from sourcing all the tools you need, one by one, and no longer are you required to have any experience in programming and designing either to utilize the tools within this awesome service.

So, register for an account with this service and upload all of your product download files first.

Now that you are going sell your products, you need to get a Credit Card Payment Processor. A Credit Card Payment Processor processes credit card payments for you and sends you the proceeds on a periodical basis via wire transfer to your local bank account.

So, register for an account with [Paypal](#). Since PayPal is used widely, it would be wise if you use PayPal as your own payment broker, too, as it is obvious that the more people use PayPal, the larger the network and commercial value. The good news is that not only is PayPal free to register, but the transaction fees are relatively low compared to most payment processors out there.

As soon as you have you got an account with [PayPal](#) (and verify it, too), set up your payment button link in your principal sales letter's Order Form so and route it to your Thank You page URL.

### **Step 3 : Market Your Niche Business**

One **sure fire** way to market your product in the masses is to **set up your own program** and **recruit your own affiliates**. What would that bring you, my friend? The same as you are bringing your affiliate partners: **deals**.

There are other marketing methods such as paid advertising and so on, but remember that you are on a shoe-string budget? I know that when most people hear affiliate programs, they would assume running one would be costly.

But since the title of this report is “Niche Business Profits at Only \$54.95 a Month”, and at this point, you have already invested that sum in acquiring the editable rights to the Niche products and setting up your business with domain name, web hosting and more, I am going to show you how you can run an affiliate program of your own at zero start up fee. Hard to believe? Learn why this is the case below!

You can leverage your marketing efforts on affiliates which mean that your sales letter does the **selling** while your affiliates do the **referring**.

Affiliates are individuals who are looking to generate income for themselves without having to go through the hassles of creating their own product, writing their own sales letter and building their system. They refer potential customers of your product to your sales letter using an affiliate link.

When a sale is made as a result of your affiliate’s successful referral, you pay your affiliate his commission or share of the product’s price.

But why recruit affiliates when you can sell on your own and earn 100%? Isn’t that better?

That is small thinking, if you ask me. This is because no matter how many hours or how much effort you put in a day, you cannot match the marketing power of **hundreds**, maybe **thousands** of affiliates, all referring prospects to your product.

Evidently, you earn more from **50% of 100 sales** than **100% from less than 10 sales**. Anyway, the thought of not having to create the quality products by themselves is attractive to your affiliates as all they need to do to make money is to refer prospects to your sales letter!

**Which comes to the next question: how much to pay my affiliates?**

You can afford to give up **50%** of your selling price as your affiliate commission.

You are ready to pay at least 50% of your product’s selling price for every copy sold to your affiliate because it **doesn’t cost anything** to deliver the digital product to your customers.

Besides, savvy affiliates today are NOT attracted to 10-20% commissions.

The attractive commissions, good marketing materials and the thought of not having to create a product and writing a sales letter further encourages your affiliate to work harder to promote for you.

## Niche Business Profits at Only \$54.95 a Month!

You also reduce your risk by starting an affiliate program **rather** than employing your own marketing team as you **ONLY** pay your affiliate when he makes a sale. If he does not make a sale, he would not get paid.

### ***Recommended Affiliate Program Set Up***

Now we have established that affiliate programs is the way to go where marketing your business to a worldwide audience is concerned, I strongly recommend [PayDotCom](#) to you if are serious about starting your own affiliate program.

[PayDotCom](#) is an online marketplace and catalogs products (both digital and physical) and services. It even has an affiliate program and integrates with Paypal and Stormpay.

And the best part is that you can register for a **free** account. If you wish to add more than one product line, you can upgrade to Premier account for a one-time fee of **\$29.00**. But since you are only going to sell one themed package, a free account would do.

This credit card payment processor is highly recommended for you if you want to leverage your marketing effort on affiliates.

*Rates: (see below)*

<b>Sale Price</b>	<b>Fee*</b>	<b>Split by Vendor and Affiliate 50/50</b>
\$0.01 to \$10	\$1.00	Yes
\$10.01 to \$20	\$2.00	Yes
\$20.01 and over	\$3.00	Yes

*\* If there is no affiliate the Vendor pays the full fee.*

As mentioned earlier, you can always use the in-built affiliate management software that comes with **ThirdSphere** Hosting. Otherwise, the next best choice will be **PayDotCom**.

So, how do YOU recruit affiliates in the masses? Here are some ways you can achieve that:

**1. Submit Your Affiliate Program to Affiliate Program Directories**

Make your affiliate program available the public by submitting it to affiliate program directories such as [www.refer-it.com](http://www.refer-it.com) and [www.associateprograms.com](http://www.associateprograms.com).

**2. Convert your prospect into becoming your affiliate.**

A **BIG** number of your prospects will NOT buy your product, no matter how good your sales letter converts.

However, you can convert the non-buyers into becoming your affiliate by offering a sign up link at the bottom of your sales letter or automate your auto responder to send the last follow-up letter to your prospect a week or two after the second last letter has been sent to invite your prospect to become your affiliate and partner in business.

**3. Convert your customer into becoming your affiliate.**

You can architect your product in a manner that your customer can sign up for your affiliate program. He will be happy to do the marketing for you, especially if he is a happy customer or is satisfied with your product benefits.

**4. Buy advertising space.**

While this is not part of the \$54.95 budget plan, you can buy advertising space in eZines such as <http://www.wizardads.com/> or services such as <http://www.trafficforless.com/>. Through these programs, you advertise your affiliate program and attract interested affiliates who are willing to promote your product for a commission.

## Summary

### **Niche Business Profits at Only \$54.95 a Month!**

- Step 1:      Create a Collection of Same Themed Information Products**
- Step 2:      Setting Up**
- Step 3:      Market Your Niche Business**

There – the 3 simple, proven Niche Marketing Profits plan explained!

# eMarketer Quick-Start Tips

I have already given you all of what you need to know to kick-start your Niche Marketing business in the **right path** – in **3** simple, proven steps and for only **\$54.95 a month**.

Given all the essential information on profiting from your Niche business and as we are coming close to the end of this report, I would like to share 4 more quick-start tips with you.

They are not necessarily related to the 3 Steps to Niche Marketing profits but you can somewhat consider this as a bonus chapter to this report.

However, I trust that if you put them into practice, you will find your business grow healthier and your pocket greener (they are not money making techniques, but simply what you will do well to do as an eMarketing individual).

## **Quick-Start Tip #1:**

***Focus on networking with other eMarketers.***

Doing business online from home can mean social deprivation for some, and that can be you. And just because you are working from home does not mean that you can fare good in your business without the benefit of networking with other individuals even online.

One great way to network with other like-minded eMarketers who also share the same passions and goals as you do is to participate in forums dedicated to Internet Marketing.

I strongly recommend you participate in the Warrior's Forum, where you will meet several successful and budding marketers like yourself.

Joining the forum is free and by the way, say "hello" to me when you see me there. ;-)

Link: <http://www.warriorforum.com/forum>

## **Quick-Start Tip #2:**

***The money is in the list!***

Any savvy Internet Marketer would quote “*the money is in the list*” and I tend to agree with them. Regardless of what niche market you are entering, building your own mailing list is as important as eating everyday.

I am, of course, not joking here. Building your mailing list has **no exceptions**. Period!

Yet, this seems to be taken too lightly by many budding marketers and especially those who are catering to niche markets. The way I see it, if you do not own a mailing list, you probably do not have a concrete business establishment, either.

**So, the moral of the story?** Build your mailing list, or don't even be in business in the first place! It is that important.

**Quick-Start Tip #3:**  
***Invest in your Internet Marketing education.***

Regardless of what product or service you sell online, anyone who sells using the Internet as the medium is an Internet Marketer. And this goes without saying that Internet Marketing is a skill worth learning for a lifetime, especially if you market mainly through the Internet.

The good news is that some fundamental education on Internet Marketing can be acquired cost-free today.

**Recommended Resources:** Subscribe to [NKThen Internet Marketing eZine](#) to receive my Internet Marketing tips, articles, methods, insights, and strategies. Or visit my other website [Easy Internet Marketing Tips](#) for latest tips on Internet Marketing.

And last but not least...

**Quick-Start Tip #4:**  
***Just do it!***

This probably rings a bell about Nike's infamous quote, but in a sense, I am really asking you to take action, especially after you have learned something new, may it be a new money-making strategy, or new information you have absorbed from Information Products.

I know that most people tend to view these tips as *philosophies*, but they are **real** to me.

## Niche Business Profits at Only \$54.95 a Month!

And in the case of the 3 Steps to Niche Business Profits plan, taking action is also part of the success equation, besides investing just the \$54.95 sum.

All that said, I wish you all the best in your Niche Marketing undertakings with this new-given information and it is also my sincere wish that my credibility and insights have inspired you to greater heights.

All the best!

Warm Regards,

**Joseph Then**

<http://www.EasyInternetMarketingTips.com>