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# Module 1: Market & Niche Selection

## Got Niche?

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- “Analysis Paralysis” picking a niche
- Follow your passion or the money
  - Marketing = \$\$\$
  - You aren’t building a hobby website here
  - “Lesbian Jewish Mermaids” is a niche too...
- Competition is your friend
- Aggressive SEO approach
  - Big markets
  - Proven Markets
  - Tony Robbins

## Big Markets

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- The Big 3
  - Pills
  - Porn
  - Casino
- The CPA Big 3
  - Debt
  - Diet
  - Money

## Proven Markets

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- Diet and Fitness
- Health
- Business opportunity (how to make money)
- Save money
- Improve Credit
- Business 2 Business (sales/marketing)
- Financial Services (investing, etc.)
- Real Estate
- Sex and relationships

## Tony Robbins

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- We are always trying to do one of two things
  - Seek pleasure
  - Avoid pain
- Niches that address fixing pain or getting fulfillment are usually profitable
- “Reason why” copy fits right in with this

## Picking Niches

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- Select a proven market first
  - Big market / proven winner / pain-pleasure
  - People are spending money there already
- Niche the big market into multiple niches
  - Female bodybuilding
  - Teen powerlifting
  - Lose weight before the Holiday Party
  - Christian Divorce Counseling
  - Zen Path Through Depression
  - Lose Weight When You Have A Slow Thyroid