

Free Work at Home Report

**Learn All About How You Can
Start Working at Home to Earn
a Full-Time Income**

Start Working at Home Today

Ready to get started? Here's your first step: deciding what your business is going to be all about. Of course, you'll need a product or service to sell—but it should be something people want to buy. Generating enthusiasm for your products or services will sell them better than anything else.

It's the catch-22 of Internet marketing—to be successful at sales, you need something that sells itself.

However, there's another aspect to this secret of success, and it's what allows so many Internet marketers to run profitable businesses. Here's the thing: your products or services don't have to sell themselves to everyone. Remember, you're only targeting a fraction of a percent of the Internet community. That's where niche markets come in.

Finding a Niche Where You Can Work and Earn

Niche marketing is one of the most powerful strategies available for online businesses. Creating a niche allows you to focus your efforts and offer products and services people will want to buy.

Why does niche marketing work online? Internet businesses have one big disadvantage when it comes to sales: there is no personal contact with the customer. Online shoppers can't pick up and examine your products, nor can they see your services in action (unless, of course, you're a website designer).

- **The professionalism and appearance of the website**
- **Testimonials or recommendations from other customers**
- **Price, options, and speed of delivery**
- **Whether or not they can get the products or services elsewhere**

Since you're not Amazon or eBay, you'll have to rely on the other four factors. The first three go a long way toward Internet marketing success, but the fourth is often the deciding factor. In general, you have three to ten seconds to interest a potential customer before they click away from your website. If you can offer them something different, they'll stick around for a while.

There are two steps to finding your niche: choosing an industry you love, and determining what that industry is missing.

Do That Which You Love

Your customers aren't the only ones who have to love your products or services. If you don't enjoy what you're doing, your online business is practically doomed before you get started.

You must be able to generate enthusiasm for your business. Particularly in the early stages, you will be living and breathing whatever it is you've chosen to pursue. If you get sick of it, you'll put less effort into making it work.

Other than staying power, having passion for your business helps you increase sales. When you're enthusiastic about your products or services, and you truly believe what you have will benefit other people, that passion comes through in your dealings with customers—even on the Internet.

Have you ever worked with anyone who really enjoyed their job? Almost every workplace has one: the co-worker who has a smile and a greeting for everyone, who knows every customer by name. This person never comes in late, and never seems in a rush to leave. You can bet he or she doesn't watch the clock all day, and isn't exhausted after work.

When you have passion for your work, it spills over into every area of your life. You'll find yourself looking forward to getting started instead of dreading the alarm clock. At the end of the day, you'll feel refreshed and energized instead of drained and discouraged.

What if you can't do what you love? Maybe your one true passion is stamp collecting—an admittedly tough field to make a living in. However, even those with specialized interests can find some way to blend enthusiasm with work. If you can't do what you love, then love what you do! The avid stamp collector might consider creating an exclusive line of hobbyist equipment

Start Your Home Business Right Now!

Once you've determined the best area for your business, it's time to do some brainstorming and research. Find out what your industry is missing, and develop a product or service that will fill that need—this will be your niche.

Before you begin your brainstorming process, keep two things in mind. One: have a notebook and pen with you at all times to write down ideas as they occur. And two: write down any idea that occurs, no matter how far-fetched it may seem.

One of your crazy ideas might just develop into a viable niche product. With that in mind, here are some ways to discover the missing link in your business area.

Improve an existing product. Have you ever bought something with great expectations, only to find out it didn't quite meet your needs? Is there anything related to your business topic you can think of that could be improved—and do you think you can improve it? If you can make an existing product better, you can present your improvements to the existing market.

You can do it! ***I trust that you have the ability to make the change right now!***

**Thank you for reading this Free Report
on Working at Home**