

Choosing The Right Market And The Right Niche to Make Money

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For whatever you choose to sell there is a niche and for each niche there is usually at least a target group in the niche. A niche is a group of people with similar/related needs and desires, while target groups are different categories of people in the niche, these are your markets.

Depending on your niche you may choose to sell to one or more target groups in a niche, a niche may also have sub-niches too, the most important thing is if you want to make money you must know the right products/services to sell to each target group in whatever niche/sub-niche you choose to sell.

First, to choose a niche, you may look at all the niches in different countries and how much revenue have been made in each one of them over time in the last few years, you'll want to choose highly profitable niches for yourself, you may get reports on revenues made in different niches per country by doing a search on the search engines online for government economic figures and/or niche/industry reports or you may use the library. Note that you must know the niche(s) you choose to sell, in order to sell profitably in it.

You can break down your chosen niche into the different sub-niches it has, that is if it has sub-niches, and then categorize all the targets in the sub-niche/niche into different target groups per niche/sub-niche. You'll need to choose the target group(s) you'll sell to in the niche.

To know the right products/services to sell to targets in your niche that'll make the sale, you must know what your targets want/need, you must know their problems and the solutions to them, you must also know what others are giving them and the highest value they should get in the niche.

You don't want to struggle to make the sale online, choose a potentially profitable niche you know something about and the target groups you know what they want/need and/or the solutions to their problems to sell to, you'll be glad you did.

Get the blueprint on how to make money in profitable niches on the internet at www.i-niche-marketing.com.