

# Million Dollar Niches



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I love niche marketing because its so close to common sense. I cant think of a way where you start practicing just about any kind of marketing without targeting your audience first. Am I right on this? You betcha! This is primarily the reason almost all marketing stars have made their fortunes targeting a unique niche. Amid the mushroom growth of generalized Web sites and online businesses, these savvy entrepreneurs knew that real money is secretly hidden in small nooks and crannies, called niches. They listened very closely to the needs, wants and personal values of people they chose to serve, and then spotted the right opportunity. What theyve actually done is smartly identified a need, or a problem where theyve found a gap, and modeled their businesses successfully focusing that specific, and unmet need. Pretty simple, eh? I studied these peoples tactics very closely in the start of my career. My deep and extensive research for the period of about 4 years in the subject of niche marketing led me to a place where I am standing right now. I found out that these people love to work only on small niches. Then, I further observed that after they find one for them, they market it with deadly efficiency. But coming up with a unique niche with great earning potential, initially, could be sometimes difficult to actually put in place.

And thats exactly why majority of people fail outwardly.

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