How to Find Hot, Profitable Niches

10 Best Practices for Identifying Your Niche

01 | Be Passionate

Choose a market that suites your passions, interests, and skills.

02 | Narrow Your Focus

Narrow your business focus to help you establish your credibility as a leader in that marketplace.

03 | Think Small

Identify smaller markets that deliver passionate customers and easier sales

04 | Implement Online & Offline

Recognize that niche marketing works with all types of online and off-line businesses.

05 | Be Unique

Identify niche products or services that can command higher price points because they are uniquely specific.

06 | Channel Capital

Use niche marketing to help you channel all your marketing capital into one area.

07 | Identify Competition

Use free Google tools to help identify your level of competition.

08 | Redefine

Redefine your current business to uncover new opportunities.

09 | Know Your Demographic

Get to know your market demographics before you start a business.

Uncover with questions and answers who your target market really is

Communicate in a way that enhances the relationship with that target market

Hone in with the information you've received. Speak to the avatars differently based on discovery

10 | Monitor

Consistently monitor your business, and don't be afraid to change directions when all relevant information tells you to.

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