

Presented by
MyNAMS Insiders Club



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MYNAMS INSIDERS CLUB



**BUILD YOUR TEAM
AND GET ALL THE
BUSINESS TRAINING
AND TOOLS YOU
NEED NOW!**

Discover what INSIDERS already know!

MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business of their dreams with the support of a like-minded community.

Check it out to get a \$1 for 14 Days!

NAMS.ws/TRIAL

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How to Identify Your Business Niche – Tools & Resources

NICHE ANALYSIS

Keyword research is the niche marketers best friend. Finding the right Keyword Tool to help you with your market analysis and help form the content structure of your niche business is the purpose of great keyword research. Here are a few tools.

Sometimes, a keyword tool is required, but often searching for competitors on platforms is a great way to get more market information.

[Market Samurai](#)

Market Samurai will help you find those gold nugget opportunities that exist in your marketplace.

[Long Tail Pro](#)

Use Long Tail Pro's step-by-step system to discover thousands of profitable, targeted keywords and calculate Keyword Competitiveness for almost any niche.

[SEMRush](#)

World's leading companies choose SEMrush. We have over 1,000,000 users. See what they have to say.

[ClickBank](#)

As a top 100 online retailers with 200 million customers, Clickbank sells digital products worldwide created by entrepreneurs. We particularly like [CBEngine](#) to do a thorough search of Clickbank.

[JVZoo](#)

Providing the network, tools and solutions essential for building a successful and profitable internet business

[Amazon](#)

Amazon is the largest marketplace in the world.

[Google Adwords Keywords Tool](#)

The free keyword tool that uses the entire Google database as a research tool.

[Google Trends](#)

Using this site, you can watch the hottest topics with the longest life.

[Bing Keyword Tool](#)

Much like the Google Keyword Tool, but in the Bing universe, you can search the hottest topics in the Bing world.

[WordStream Keyword Tool](#)

Discover and export new keywords performance data to help you succeed in search.

[Ispionage](#)

Competitive intelligence for search engine marketers.

[Keyword Spy](#)

Build a profitable list of keywords using your competitors' keywords and by accessing a massive database of related and similar terms and phrases.

QUESTION AND ANSWER (REAL RESEARCH) SITES

Customers will tell you how to find them and what problems they have. After that, it's up to you to find the right solution to offer them. These sites below will help you uncover exactly the right details.

[Quora](#)

A place to share knowledge and better understand the world by asking and answering questions. Quora had 380 million visitors last month.

[Yahoo Answers](#)

Similar to the slightly bigger site Quora, Yahoo Answers is a robust site for getting quick answers to your niche questions. Yahoo Answers get 330 million visitors monthly.

[StackExchange](#)

A different Q&A site, each of the 169 communities is built by people passionate about a focused topic. With 178 million focused visitors, focus on the targeted community to get real results.

[AskMetaFilter](#)

Ask MetaFilter is a questions and answers area of MetaFilter with 9.1 monthly visitors.

[The Biggest Boards](#)

The Biggest Boards displays the most active Forums and Message Boards on the web with stats that update daily. Submit your site today for instant access. For more information please visit our FAQ section and Webmaster Forums.

SURVEY SITES

Surveys can be a great way to ask your market direct questions. They are so important, that's why we built our own tool with lots of flexibility called the [Simple Quiz Engine](#). It's a WordPress plugin that you can use to create as many quizzes with automated responses as you want.

[Simple Quiz Engine](#)

Find a way to grab targeted traffic that's interested in what YOU have to share by asking them questions first and presenting a solution based on their response.

[Quick Tap Survey](#)

Create and customize your survey screens online.

[Survey Monkey](#)

Put your curiosity to work and get answers with the world's #1 online survey software.

[Survey Gizmo](#)

Team members collaborate across multiple survey projects while maintaining administrative control over users and their roles.

[Type Form](#)

Create forms, surveys, order forms, quizzes and lead generation opportunities to interact with customers and prospects to get more marketing information.

DEMOGRAPHICS TRACKING

Demographics are a huge part of designing your prospect avatars or personas. Do you market to women the same as men, older people the same as younger people, or income levels over \$100k vs those under \$50k. Probably not. But you want to find those folks and filter your results.

[Alexa](#)

You'll find all the tools you need to improve your SEO and PPC strategy with demographics of websites and competitors.

[Quantcast.com](#)

Quantcast Measure reveals unique audience insights, helping you differentiate your brand, site, or app.

[Similar Web](#)

Find audiences likely to show interest in your business.

[Facebook Audience Targeting](#)

Interests, behaviors and demographics with Facebook's awesome targeting engine.

[comScore](#)

comScore helps clients measure what matters to make cross-platform audiences and advertising more valuable

[Traffic Estimate](#)

Provides useful information for website owners, buyers, competitors and anyone else looking for estimated visitor quantities and web analytics

Top 10 Tools We Love!

Everyday people ask me about recommendations for tools and programs. These aren't the only ones but they are the tools I can't live without!

Tools Insiders Get Automatically from Us

First, if you don't know about the Insiders Community, check it out here to get a 14-Day \$1 Trial. You'll be amazed at just the savings in tools you get.

All of the tools in this section are included in the MyNAMS Insiders Club membership, so please check it out. You'll be amazed at how many resources are in there.

Check out what a new Insider said after only 24 hours in our membership:



1 - TEAM | TOOLS | TRAINING

If you want to be a part of a like-minded community full of people who get things done the MyNAMS Insiders Club is the place for you. This group focuses on 12 essential topics every business owner must master to be successful.

2 – Camp Clarity

If you don't have a Vision, you don't have a destination. Without a destination, you're as far as you're going to get. Making the decision to design a vision for your business and your life, and then commit to follow through. It also takes focus and organization.

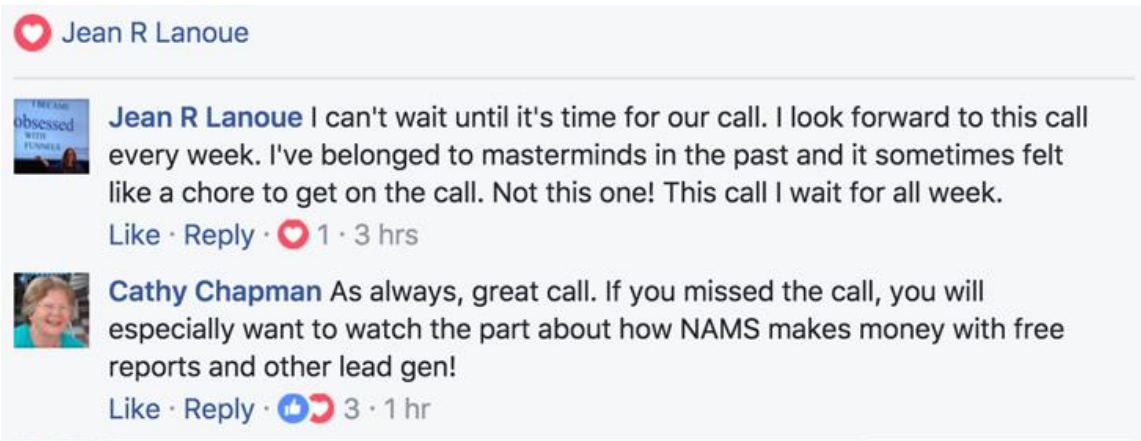
As fellow NAMS Instructor, Jeff Herring says about David's coaching, *"You see things others don't."* Let me help you design your vision and create a simple execution plan to move you towards the business and life of your dreams in just 90 days!

3 – 12 Steps to Building a Better Business

We have sold this course for \$999, but decided to include it in the Insiders Club because it naturally followed Camp Clarity. This course walks you through the process of building or improving a business by focusing on the right messaging and getting that message to the right market.

The focus is on making money before you create a product. (Heresy, I know.)

4 – Weekly Mastermind Call



Our members LOVE this. And the Gurus in the world charging \$25k for coaching and mastermind calls hate it because we offer so much value during this call. (And they don't like to work as hard as we do...)

We have people from all over the world tuning in each week to ask questions, participate in our training, and hang together in a like-minded community for an hour. (Thursdays at Noon ET.)

5 – 30-Day Challenges monthly

There are so many things that an online entrepreneur must learn to be successful. It can be incredibly overwhelming, but in our singleness of purpose approach, we focus on one essential topic each month and dig deep into that topic such as: List Building, Traffic Generation, Content Creations, Business Operations, Publishing, Social Media Marketing, Outsourcing and others.

6 – Beaver Builder

We love WordPress but really struggled with finding the right page builder to design beautiful pages. Some were too simple. Some were too complex. Some created pages that created memory issues.

But when we found Beaver Builder, we fell in love.

It's simple, well-designed, low-memory impact and easy to use. And it is extendable with pre-made templates (See below).

So, we grabbed this and secured rights to give this to all our members who used WordPress. Yep, unlimited Beaver Builder – a \$300 value – comes with the Insiders Club.

But if you want to get your own Beaver Builder and no club, ok. I don't understand, but okay. [Here's the link to that.](#)

And since we got Beaver Builder for everyone, we decided to get a bunch of excellent premade templates and modules for our members too.

With more than 100 templates and 60 plus modules, you have a fantastic page up fast.

This is a \$250 annual value too.

7 – Tutorials

We provide video tutorials on everything from setting up an Internet Marketing Funnel to working with cPanel or WHM on your server. With more than some 1000 hours of tutorials, you select what you need when you need it.

8 – Content

Creating good content is often a place where members get stuck, so each month we provide 30-40 high-quality private label rights articles with a report and ebook on different niche topics.

Great way to start multiple streams of income.

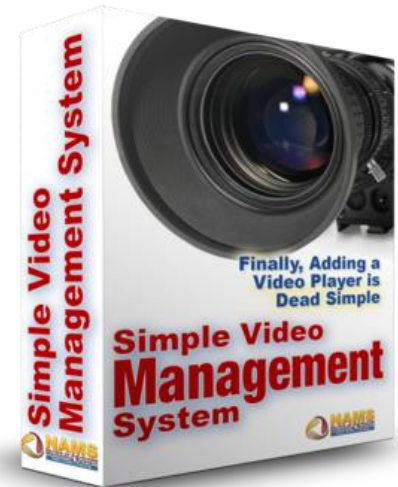
9 – Audio and Graphics Galleries

With more than 100 royalty free audio files and dozens of button and marketing graphics members can spice up any piece of documentation for fast sales without having to buy more content.

10 – Custom Software

We're WordPress users. And we love tools that automate our processes. So, now we're WordPress tool builders too. And we've got half a dozen great tools that we give our members as well including:

- **Simple Video Management System – Player and video management tool.**
- **Simple Click Tracker – link tracking and redirection tool.**
- **Simple Countdown Creator – timers and redirects to add scarcity to your pages.**



- **Simple Quiz Engine** – a quiz tool for integrating and segmenting your lists by asking people questions

And more coming soon.



Tools We Recommend, But Don't Provide

1 - Purchasing Your Domain - [Simple Niche Domains](#)

A huge mistake most newbies make is buying your domain from the same company you host through. It sets you up for security and accessibility issues. If your host goes down for an extended time, there's nothing you can do if you have the domain registered at the same location. By having hosting and domain registration (and with an off-site backup), you can get up and running on a new host in minutes.

Simple Niche Domains is our reseller for GoDaddy domain registration. It's super easy and well-respected.

2 - Website Hosting - [Liquid Web](#) and [A2](#)

We recommend two hosts. And we use both.

Liquid Web: I love them. Their support is accessible any time and they work with you to resolve any issues. Unfortunately, they are for the big guys who have large websites since they sold off their shared hosting business. Service is OUTSTANDING. [Check them out here.](#)

A2: Simple, easy and inexpensive. This is really good for the person who just needs a small account or reseller account to host multiple domains on. If you're new to online business or have a low-traffic site with less than 100 pages, I suggest these guys. Think you'll love them. [Check them out here.](#)

3 - Email Hosting - [Aweber](#)

There are cheaper services, but none better with more proven delivery history. And this one is VERY reasonable at just \$19.99 a month for 2500 people on your list.

If you're just starting out, you need Aweber. You've got to have it and you need to make sure you do it right to start with. Free and small doesn't cut it if you have big

plans for your business. People don't like to jump around and continually re-opt in and confirm to your stuff. Once you get them make it easy for them!

4 - Webinar Hosting - [WebinarJam](#)

This is NOT the most sophisticated tool in the world, and there are more complete solutions such as Zoom and GotoWebinar, but we recommend WebinarJam for the newbie particularly because it's easy, leverages your Youtube account, and can get you up and running fast.

When I find multiple products that integrate with each other, I take a closer look. I love that WebinarJam, Youtube Live, Infusionsoft, aWeber, Youtube and, now, EverWebinar automated webinar system work together. I spend a fraction of the time producing my Webinars now! And it is incredibly affordable!



5 - CRM/Shopping Cart Solution – [Infusionsoft](#)

If you're looking at for an all in one solution, Infusionsoft is great. The more I use it the more I love it. Infusionsoft is the #1 reason my revenue continues to grow and grow. If you're interested in learning more about it, [check out this training Darin Adams from Infusionsoft did for us.](#)

Because we're a trusted advisor with Infusionsoft, we get special deals and a direct line to Infusionsoft training for our customers. Can't beat that.

6 - Done for You Content - [CoachGlue](#)

I hate re-inventing the wheel. But I love creating checklists, templates, worksheets and content to give away to our members.

CoachGlue offers great content for Coaches and Online Business people to use with their clients. I love having a place to start. Staring at blank page is no fun and CoachGlue solves that.



7 - Content Creation Tool - [Content Creation Wizard](#)

I can't rave about this tool enough! Not only does it help you build your content but it absolutely forces you to ask the questions your customers are asking. By answering a series of questions, you can create blog posts, sales pages, reports, emails, tips and tools series and tons of other content.

I actually create more than 30-days of tweets and blog posts from one document!

8 - Graphics Solution - [Box Shot King](#)

I'm a Photoshop guy, but BoxShotKing is an awesome tool creating professional graphics FAST! I love to design graphics, sometimes I need to create quick simple graphics like book covers, report covers, video and iPad images and 3D graphics.



Even when I create a cover flat in Photoshop, I take it to BoxShotKing to complete the easy covers. This tool has paid for itself over and over.

I use this tool every day. Be sure to click the link above for a NAMS only discount!

9 – Social Media Manager – [Bleupage Pro](#)

Scheduling software like Hootsuite or Buffer with monthly fees can get expensive fast. That's why we recommend our current favorite scheduler. It's a one-time fee. And does nearly everything you want it to do.

10 – StockPhotos – [Deposit Photos](#)

Photographs, graphics and videos are an absolute necessity to getting your content read and shared on Facebook as well as on your own blog and in your reports. We ALWAYS go to Depositphotos first.

Listen, I was a photographer for 30 years. I have 20-30,000 images of my own on my hard drive. It's easier for me to go to Depositphotos first for very little money and grab what I need.

11 – Legal Compliance – [FTC Guardian](#)

One of the worst things that can happen to any business – online or offline – is to get attacked by the FTC for non-compliance. And it's completely unnecessary. With Attorney Chip Cooper's FTCGuardian software product you can create legal compliance documents quickly. And much more. And the best part is that you can start with a free basic software package that does most of what you need. Check it out.



A Personal Invitation!

And a special 14 day \$1 trial to the best business training resource library available

1

Magnetize: Every business person must have the ability to persist until they prosper by training the right mindset...

2

Monetize: Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3

Methodize: After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

[Click here to start today!](#)



What Do Insiders Get?

30-Day Challenges - monthly deep dive into one of 12 essential topics

Weekly Live Hangouts - What's working and what's not in your business.

Insiders Facebook Group - active peer community

PLR Articles - articles, report and e-course each month

Audio Gallery - royalty free songs, sounds, and stingers

Graphic Gallery - more than 40 marketing graphics packs

Micro Workshops - nearly 2 dozen 4-hour training sessions

Tutorial Library - Tech tutorials on tools and processes

Custom Tutorials - 18 tutorials (and more coming) on specific and essential tools by task

Custom Plugins and Software

Site Builder with Templates

And much more...