

Published based on [What's Niche Selling?](#)

What's Niche Selling?

If you've spent anytime learning the way to start, or bring, your business online you've likely heard that you have to find your niche. It seems like it's the be all and end all of online promoting. There may be some truth to that, but in the grand scheme you have got to know how niche selling is going to play into your business.

What's [Niche Selling](#) Already?

First you have to understand what a Targeted Market is.

In compendium terms it's this;

"A **niche market** is the subset of the market on which a specific product is targeting; thus the market niche outlines the specific product features directed at satisfying express market wants as well as the price range, production quality and the demographics that is meant to impact."

For Niche Promoting that mean finding a group of folk that like a certain think and marketing it to them. For me and most folks reading this it implies the quickest and most inexpensive way to draw in purchasers.

A Real Life Example

In my former business I was a screen printer. I ran a full shop out of my home. Yes. I said a full shop with printers and everything. (Never do this) When I started I attempted to do a little of everything. I attempted to go broad in my market and ended up working a lot of hours for minute rewards. Eventually I was tired of busting my ass for tiny reward.

I ended up switching my model from making an attempt to print everything under the sun to targeting a very specific clientele that offered a higher reward.

I marketed to custom clothing firms and brands that wanted a special type of print that only a few folk were doing. It got me plenty of business, and plenty of repeat business too!

How I Apply Niche Selling Online

The coolest thing about being online is you really can make money in virtually any niche. It's insane some of the niches I hear of folks earning money in. It all starts with one thing.

Keyword Analysis

Keywords are pretty important because they tell the search engines what your website is about. So you want to identify the best keywords to aim towards for your niche.

There a plenty of tools out there to help with this. My own favourite is a tool called Market Samurai.

You can do the study for free using Google's keyword tools and a pair browser plug ins, but Market Samurai truly speeds things up.

Finding the right keyword will put you one step ahead of the game. Now all you have to do is create content, get a website up, Make a converting offer, and drive traffic. Simple right?

It does get simpler the more you do it. I'm still finding it out. Finding a niche is crucial, and key phrase research is crucial step in the procedure. I'll detail keyword research and all of the other small things that you will need to know in up coming post. In the meantime, I would really like to hear your ideas. What is Niche Promoting to you?

James is a big fan of [Niche Marketing](#) and enjoys showing people just [what is niche marketing](#).

You can also find this article published on [What's Niche Selling?](#), and on the tag pages [Keyword](#), [market](#), [market niche](#), [Niche](#), [niche market](#), [screen printer](#).