

www.sallysimstrategies.com

**You May Give This Report Away For Free.
However, It Must Not Be Changed or Edited In Any Way.**

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A message from Sally...

Before you begin creating your online business I want you to know that you may struggle to follow certain parts of these guides but I don't want you to give up.

See these tasks as mini challenges you have to overcome in order to find success online, quit and you will never find success.

*If you need help, you can contact me at my support desk:
www.sallyneill.com/support.*

1. Choosing Your Niche

A niche just means a particular market, subject or topic.

When you are deciding on your niche you have to consider two things:

a) Can you make money from it?

b) Can you get traffic to it?

Many people have that light bulb moment, you know, when an idea pops into their head, and they think “EUREKA” I have found a product that will make me millions.

But just because you think a product will make you money, does not mean that it WILL make you money.

Time and time again people charge off like a bull in a china shop and create a product / or base their website on a subject that is just not profitable.

They put hours and hours of work into their product or website only to find there is no market looking to buy it.

What's even worse is that because they have spent so much time and money on creating this product, they can't let go.

They can't admit to themselves that their product is a big fat flop.

They can't admit they have wasted all that time and money, so they ultimately continue banging their head against a brick wall trying to make it profitable.

A common mistake when choosing a niche is to choose a highly profitable niche that will have so much competition that you will never be able to cash in on that market.

Having competition is great, but too much competition and you will crash and burn.

You need to find a niche where there is some competition, if you have no competition then this could be a sign the niche may not be profitable.

If there is competition, then that is ideal it shows that this is a profitable market to be in, and there is not too much competition for you to beat.

You must do (at the very least) some basic research to test if your market will be a profitable one.

If you do not do any research, then you do what I described above, create a product no one wants and ultimately waste your time and money.

If you make the wrong choice for your niche, then there is nothing you can do later on, it will fail even with your best efforts.

Remember choosing a niche is where most people fail.

Ok, now you understand the importance of your niche, it's time to choose one.

You obviously want to create an online business so it will therefore have to contain some content based around your niche..

So what content will your website have?

Will you have a website about...

Dieting

Pets

Sport

Beauty

Diseases

Children

Parenting

Gambling

Dating

Self Help etc.

There are literally millions of subjects I could list.

But your first step is to decide upon your niche.

You clearly shouldn't base a website around "pets".

You could choose dogs, cats, guinea pigs etc.

You have to be really specific about your market or niche, being general will get you know where fast.

The more specific the better.

By this I mean rather than pets, you choose dogs, rather than dogs you choose a particular breed of dog etc.

I cannot tell you what market or niche you should choose, that has to be your choice.

But what I would suggest is that if you have a good knowledge of or are passionate about a particular subject it will help you greatly.

I will be showing you how to build a mailing list of subscribers so you can make follow up sales of your products or products you promote as an affiliate.

I also want you to create a blog based around your niche to get lots of lovely traffic.

I shall also teach you how to write simple articles that will drive traffic to your site.

If you don't have a good knowledge of your market, how will you be able to write blog posts, articles or follow up emails?

How will you know what products to promote to your potential customers?

To create a website or product on content that you have no knowledge of is very difficult.

It will take a lot of research and a use up a lot of your time, so I always think it's a good idea to start off with a subject you have knowledge of.

Don't worry that I have mentioned starting a blog, writing articles and emails or creating a product, I will take you through these steps in future reports.

When deciding on your niche you must do, at the least, some basic research.

Go to your local newsagents and look at what magazines they have for sale, if a magazine is being published about a topic, you can be sure there is a thriving market for it.

You can also visit Amazon.Com



Just look at some of the subjects under their drop down menu above.

Let's say we choose Health and Beauty.

We are now taken to a relevant page, down the left hand side you will see a massive list of related topics you can choose from.

Alternative Therapy

- [Aromatherapy](#)
- [Herbal Remedies](#)
- [Massage & Relaxation](#)
- [Pelvic Floor Toners](#)
- [SAD Lights](#)
- [Weight Loss](#)
- [> All Alternative Therapy](#)

Diet & Nutrition

- [Electrical Body Toning & Accessories](#)
- [Vitamins & Supplements](#)
- [Weight Loss Appliances](#)
- [> All Diet & Nutrition](#)

Sports Nutrition

- [Energy](#)
- [Performance](#)
- [Recovery](#)
- [Strength](#)
- [Weight Loss](#)
- [> All Sports Nutrition](#)

Health Care

- [Allergy & Hay fever Solutions](#)
- [Cold & Flu Medication](#)
- [Diabetes](#)
- [Eye Care](#)
- [Family Planning](#)
- [Fitness Equipment](#)
- [Intimate Hygiene](#)
- [First Aid & Injury Prevention](#)
- [Foot care](#)

Simply visit [Amazon](https://www.amazon.com) and have a poke around the categories until you find a subject you think you would like to base your business upon.

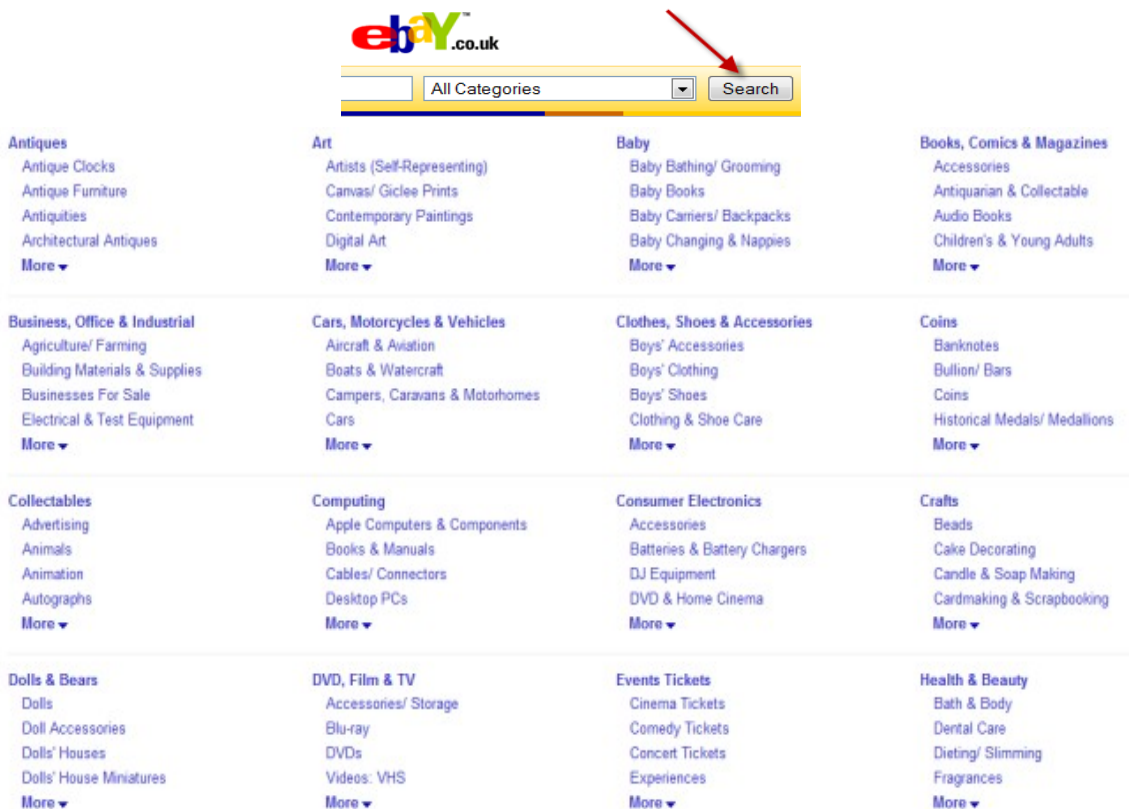
Look deep into categories and find the most popular products in those categories for ideas for your business.

You can also do the same on [eBay.Com](https://www.ebay.com).

Simply leave the search box blank, leave all categories, and click search.

This will give you a massive list of categories, as shown below so you should easily find a topic to base your business on.

The good thing about eBay is you can find physical products and digital products such as ebooks for sale too.



Another place to look is [Clickbank](#).

Clickbank contains products that can be promoted by you as an affiliate, mostly digitally delivered products.

You can bet your bottom dollar that if an ebook has been written about a particular subject then there is more than likely a hungry market for it.

Visit [Clickbank.Com](#) and click marketplace, to the left you will see the categories, and you can browse through each one.



One last point to consider when choosing your niche, don't base it on a fad.

A fad by definition is a “short-term” event or can also be described as a popular craze for a short time, like a flash in the pan.

Fads usually have an unexpected popularity for a few months then disappear as quickly as they appeared.

You want to base your business around an “evergreen” topic.

By evergreen I mean a topic that will always occur throughout life.

An evergreen topic is consistent, it remains steady and constant (does not suddenly die or fade off like a fad), it is a topic that has a renewed demand.

If you think about it, women will always be pregnant, people will always get ill, people will always own pets, people will always want to look good etc.

You want to choose a topic that will stand the test of time and not disappear off into the sunset with your profits!

It is also important to try and not base your website around seasonal topics such as Halloween, Christmas, Easter etc.

Although these are evergreen topics i.e. they will always occur, they are only ever highly popular at certain times of the year.

You would obviously like to make profits all year long, not just at one particular period.

2. Finding A Sub Niche

Ok, so once you have decided on the main niche to base your website upon, we have to drill down deeper to a sub-niche.

You want to target a smaller part of that market which is called a sub-niche.

A good way to think about a sub-niche, just imagine a tree, a niche would be the tree and a sub-niche would be one of it's branches sprouting out from the tree or main subject.

So let's say the main niche was "pregnancy".

A sub-niche could be "back pain in pregnancy".

It's still the same subject, just a spin off from the main topic.

Or if the main niche was "online dating".

A sub-niche could be "online dating in Ohio".

Do not limit your sub niche research to the most obvious choices.

For example, let's say your product helps weight loss.

Your ideal customer would be someone overweight right?

The most obvious reason someone is overweight is they eat too much and quite simply their input is more than their output.

But not everyone is overweight because of that reason.

Many women are overweight after having a baby.

Medical conditions can cause people to put on excess weight such as hypothyroidism (under active thyroid gland) or Diabetes.

Certain medications or prescription drugs such as high blood pressure meds, the contraceptive pill, steroids, anti-depressants etc. can cause excess weight to be put on.

As people grow older, the middle age spread can increase their weight.

Depression, stress and lack of sleep can cause an increase in weight.

The menopause can cause women to become overweight.

Low fat foods can surprisingly cause someone to put on additional weight.

Stopping smoking can be a reason for excess weight.

I am not going to list all the reasons a person could be overweight, I am trying to show you that if you dig deeper into a niche, you can target a sub niche.

Rather than simply targeting people who are overweight, think about the underlying reasons they are overweight.

You could target weight loss for new mothers, weight loss for ex-smokers, weight loss for diabetics etc etc.

Another way to choose a sub niche is to focus on a geographic area, such as a particular part of a country, specific town or state.

Remember the example I gave above, "Online Dating" becomes "Online Dating In Ohio".

You could do this for "Golf Courses" this would become "Golf Courses in Scotland".

Rather than target "fly fishing" you could target "fly fishing in Texas" and so on.

Another method you could consider is targeting your market before they reach the stage of wanting your product, you become a psychic so to speak.

For example, let's say we sell a pregnancy guide.

What stage would a pregnant woman be at it before she got pregnant?

She could have been taking certain vitamins known to help increase her chances of having a healthy baby.

She may have been on a pre-pregnancy diet.

She might have been trying to find out how to choose the sex of a baby.

She may have been looking for information on charting her ovulation.

If you can base your site on the pre-state of your ideal market, you can then wet their appetite for your main product of the pregnancy guide.

The final method I want you to consider is related terms.

For example, let's say you want to sell a guide on how to keep your guinea pig healthy.

My 7 year old daughter Jade owns a guinea pig.

The first day we brought "Rose" home, she started making all these weird noises, Jade asked me what the noises meant and I didn't know.

So I had to search the mighty Google for guinea pig sounds.

Having never owned a guinea pig before, I was not aware there are a variety of sounds they make and each has a specific reason, teeth crunching means I am not a happy guinea piggy!

So if I was selling a guide on how to keep your guinea pig healthy, I could easily target people searching for guinea pig sounds and lead them onto buying my guinea pig guide.

Afflictions, diseases or problems can also be a good sub niche, using Rose the Guinea Pig again, we could target guinea pig health problems such as lice, dry skin, overgrown teeth, hair loss etc.

Once we get the person to our site, we can promote our health piggy guide, even though they were not initially looking for that guide, but another related search term got them to our site.

Remember, dig deep, think out of the box, predict your market.

Think about the types of questions your potential market may need answers to.

Think about the ideal goal of your potential market what do they want to achieve?

You now have several methods to help you choose a sub niche so now let me explain why targeting a sub-niche rather than a main niche will be more profitable for you...

The reason we are targeting a smaller part of the market is simply because you cannot compete with the big guns.

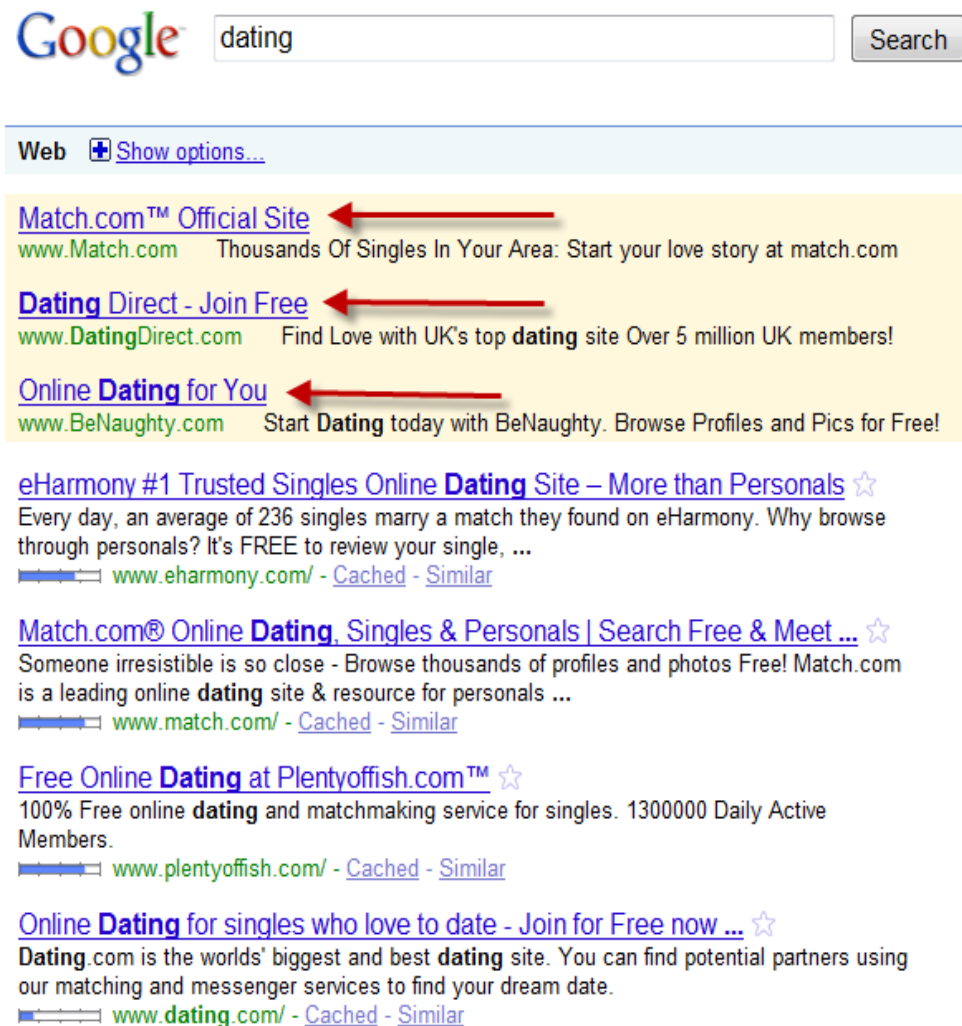
For highly searched keywords, you hardly stand a chance.

Think about how you search for something online, what do you do?

You probably go to Google or Yahoo or MSN etc. then type in a few related words into the search box.

You are then given a list of relevant websites.

If you were to search Google for a specific term, let's say dating, you will see the following results:



Now, the first 3 (highlighted by the red arrows) are paid search results.

So they have used Google Adwords (Google's advertising program) to be shown at the top of the page for that particular search term.

The other sites are shown because Google sees them as the authority sites with the related content to the search term “Dating”.

When you rank highly on Google for a search term, without paying for it (i.e. without buying adverts from Google) this is known as an organic search result.

A paid result is obviously when you have paid money for advertising on Google to show up in a search result for a specific search term you specified.

The websites that are ranking organically for that search term are there for free but not by accident.

If you were to try and get at the number one spot on Google for the term “Dating” you would find it is almost impossible to do so.

These high authority sites normally have a dedicated team of search engine experts at their disposal, working day and night to ensure they stay at the top of those search results.

You simply cannot compete with that.

Which would you rather have...

A small piece of a small pie OR no piece of a large pie?

I am hoping you said a small piece, it may be a smaller slice but it's still tasty for your business.

Now there is nothing to say you cant go after that large traffic pie in the future, but just for now, start off small and aim to grow into your main market gradually.

Slow and steady wins the race.

So now you know why you will compete for the traffic from a smaller slice of that market and this is called a sub-niche.

In order to find a sub-niche, you have to start doing a bit of research.

I want you to do research every single time you do anything, so please follow this step carefully, I will ask you to do it many times.

To find a sub-niche first we have to do some keyword research.

Keywords are simply the key words that people use when they are searching online.

Now let's say you have a product for sale and you want people to visit your website and buy it.

Wouldn't it be helpful if you know what search terms those people type into the search box of Google when looking for the type of product you are offering?

Of course it would, those people are your potential customers.

If you can design your website to pop up in search results for a term related to your product, it will give you a better chance to make sales or get sign ups to your mailing list.

Now, due to the big guns hogging all the highly searched popular short keywords, us little guys need to go for the long tailed search terms.

So when you think about keyword search terms, longer rather than short is always the better option for you until you are a big gun yourself.

Long tailed search terms are the bread and butter of your business.

To explain this a little more...

A short tailed search term would be “dating”.

A long tailed search term would be “free dating service on internet for singles”.

The keyword “dating” is searched for more frequently than the keywords of “free dating service on internet for singles”.

The big guns don't particularly care about the longer keywords search term, they target shorter keyword searches with bigger traffic.

They want the biggest slice of the traffic pie.

But we can feed off the traffic pie scraps and drive lots of traffic to our sites.

I know that sounds a bit silly, to target keywords that don't get as many searches, but if we can't rank high for the most popular search terms, we need to target the less popular search terms.

Let's imagine you can get your website to rank high in Google searches for 10 less popular search terms.

And each of those terms gets 100 searches a day.

Each of your 10 search terms getting 100 searches a days means potentially 1000 visitors to your website per day.

Which equates to 30,000 visitors to your websites a month, that's a lot of traffic generated from less popular search terms.

Now let's say I am being really generous, and the low search terms only get 10 searches a day.

That's 10 different search terms getting 10 searches a day meaning potentially 100 visitors a day, and 3000 visitors a month.

Going down deeper, lets say the 10 search terms you target get 1 search per day.

That's 10 visitors a day, and 300 visitors a month.

Ok so 300 visitors a month is not great, but that example is if you have targeted 10 search terms each getting 1 search a day.

You could rank high for 100 different search terms each getting 1 search a day and that gets you 1000 visitors a day to your site.

It really is a numbers game, and I hope I have demonstrated that targeting lower searched long tail keywords can be very beneficial.

If you can set up your website to rank high for lots of the lesser searched terms, you can drive a lot of traffic to your website.

Of course, we are assuming that when someone visits Google, types in the search term, your site pops up at number 1 and they visit it.

So you will be designing your website to ensure you rank high for these lower traffic search terms.

But first you need to do some research to find those long tailed search terms related to the niche you decide upon.

The only way to find these terms is keyword research, plain and simple.

It's important to remember that once you start to research the long tailed search terms, you will start to see lots of little profitable sub-niches poking out, so research is a highly beneficial stage of any online business.

3. Long Not Short

Ok, so I have just explained why you want to be targeting the long tailed search terms rather than the short ones.

Let the big guns have the massive traffic, we can thrive on the lower traffic sources anyway.

But we need to find these lower search terms.

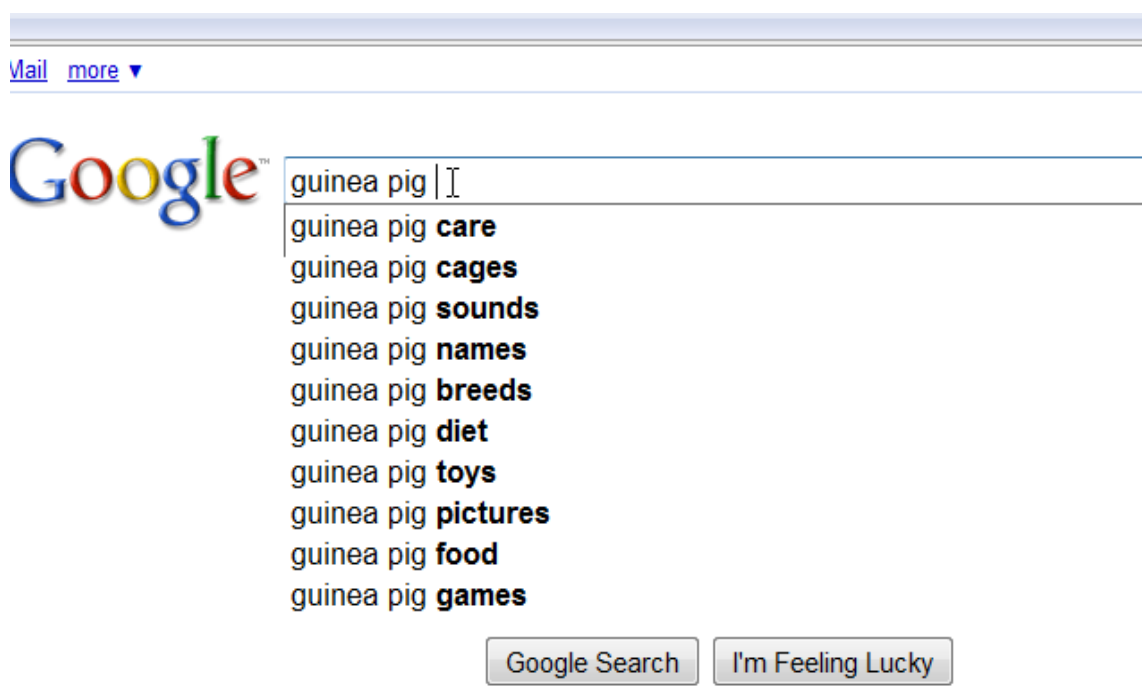
First we are going to use Google's very own predictive search.

I will ask you to use this method many times, so please learn this stage.

I want you to know this type of research like the back of your hand, if you can target the right keywords you will find profiting online a breeze.

Ok, first head over to Google's home page and add one or two of your main keywords then type a blank space to activate google's predictions.

For this example I will use "Guinea Pig".

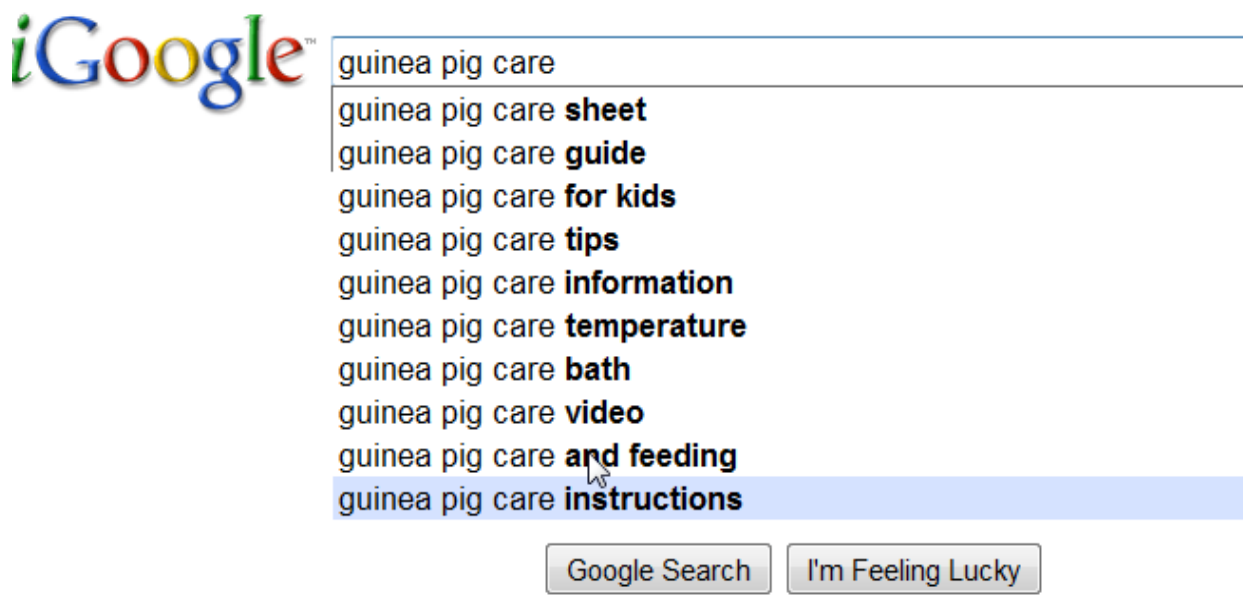


Now you can see a list of related words for those 2 main keywords.

Guinea Pig would be considered a short keyword.

Remember we want to find search terms that are long.

So choosing from the options above, I have done another search using “guinea pig care”



Again we see lots more commonly searched keyword terms, but you can see they are getting longer, the further we dig down.

We started with Guinea Pig

Then we found Guinea Pig Care

Then we found Guinea Pig Care Instructions

These are actual terms that guinea pig owners are searching for on Google.

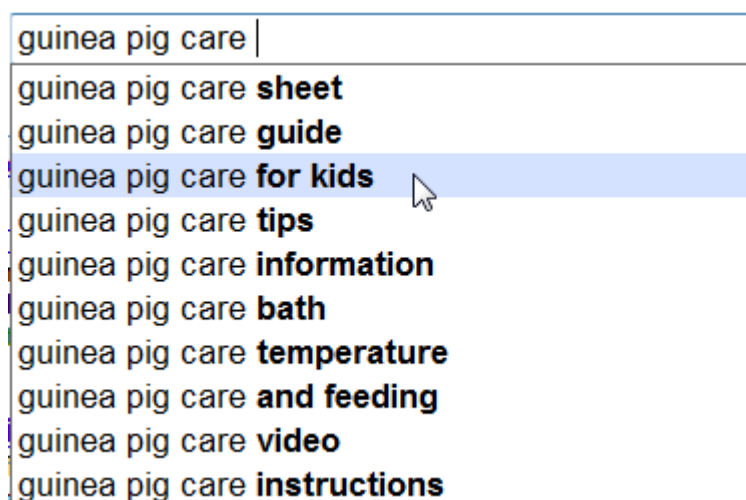
If we were selling Guinea Pig products, we would want to design our site and include content for these lesser searched terms so that we pop up in Google's search results.

Here is another great way to use google's predictions to your advantage.

Let's say our initial search was guinea pig care.

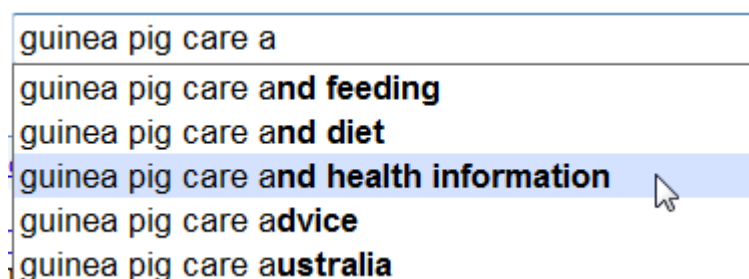
We type that into the google search box and again put a space at the end.

Now google shows us the related terms as show below:



Now the trick here is to type one more letter i.e. a,b,c,d,e,f,g,h,i,j etc.

So "guinea pig care a" gives us the following results:

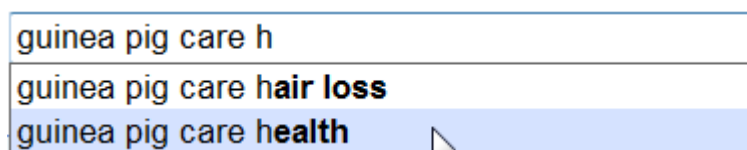


And “guinea pig care b” gives the following results:



Can you see how each time new results come up.

One last time, let's say we type into google's search bar “guinea pig h”



Again more results that were not included before in the initial search for guinea pig care.

The google search bar really does hold a treasure trove of searchable terms for you to find sub-niches and lower searched common search terms.

This is also a great method for generating the specific terms that you can use on your site to drive traffic to it.

If you want to create articles about your sub niche, simply use this method and base your articles upon the search results i.e. An article on preventing guinea pig hair loss which links back to your website selling a healthy guinea pig guide.

Using lesser searched terms can be very powerful to your business.

Each lesser term gives us a small trickle of traffic, but all those trickles will merge into a river bursting it's banks.

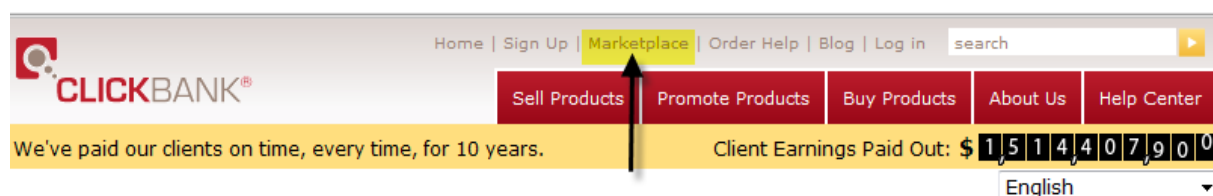
As you do your keyword research, you need to start writing down the possible terms you might want to use for your sub-niche.

We will be using these long tailed search terms to drive traffic to your product so take some time and do your research!

But right now, you don't even have a website to optimise, we are still trying to decide upon a product.

At this stage, many people take the easier path and decide to promote a product as an affiliate.

So let's say you look at Clickbank.Com, in fact, I am going to look right now and put some examples below to show you exactly what I mean...



Click on Marketplace.

On the marketplace page you want to type a few keywords such as "Guinea Pig"

The screenshot shows a marketplace interface. At the top left is the word "Marketplace" in red, with the tagline "Choose from thousands of great products to promote" below it. To the right is a search bar labeled "Find Products:" containing the text "guinea pig" and a magnifying glass icon. A red arrow points to the search bar. Below the search bar is a "Categories" sidebar with a list of categories including Arts & Entertainment, Betting, Business / Investing, Computers / Internet, Cooking, Food & Wine, E-business & E-marketing, Education, Employment & Jobs, Fiction, Games, Green Products, Health & Fitness, and Home & Garden. The main "Results" section has a green header with "Marketplace Help" on the right. Below the header, it shows "<< Hide" and "Displaying results 1-10 out of 163 (pg. 1 of 17)". The search keywords are "guinea pig" and "Results per page:" is set to "10". There are two filters: "Narrow Results by:" with options "Product Type | Language | Billing Type" and "Sort results by:" with "Keyword Relevance" selected. The first result is "Pet Guinea Pig Care Guide." with a description: "Guinea Pigs Are More Popular Than Ever - 75% Commissions Pay Out. Two Ebooks, Soon To Be Released Audio Book Version And Interviews." It has an "Avg \$/sale" of "N/A*" and a "Promote" button. Below the result is a "Stats" line: "Future \$: - | Total \$/sale: \$0.00 | Avg %/sale: 75% | %/refd: 0.0% | Grav: 0.00 | Cat: Home & Garden : Animal Care & Pets". The second result is "The Definitive Guide To Guinea Pig Care." with a description: "Complete A-z Guide On How To Raise, Care & Keep One Or More Guinea Pigs. The Definitive Guide To Guinea Pig Care Is For Pros And Newbies Alike. Very Informative, Step By Step Instructions & Easy To Understand." It also has an "Avg \$/sale" of "N/A*" and a "Promote" button. Its "Stats" line is: "Future \$: - | Total \$/sale: \$0.00 | Avg %/sale: 50% | %/refd: 0.0% | Grav: 0.00 | Cat: Home & Garden : Animal Care & Pets".

Now we get presented with a few results of digital products / ebooks we can promote for a commission.

These products appear to be quite new and have no sales statistics yet hence the average commission states "N/A".

But taking the first one and visiting the sales page and scrolling down we can see the product sells for \$27.



The Complete Guide To Raising Happy And Healthy Guinea Pigs!
www.Pet-Guinea-Pig-Care.com

"Sick & Tired of Your Guinea Pig Hiding, Biting and Using Your Carpet as a Toilet?"

You are Only Moments Away From Discovering the **7 Quick, Easy and Simple Steps To Hand Tame Your Rogue Pet Guinea Pig Into a Playful Family Friendly Pet!**

Access Your Copy Now!



Regular Price ~~\$57~~ Today \$27

Add To Cart

[Add to Cart](#)

VISA MasterCard AMERICAN EXPRESS DISCOVER NETWORK

Therefore if we made a sale we would make a 75% of \$27 = \$20.25 minus fees.

The product creator has made 25% from the sale you made minus fees.

But once that product is purchased, they will have a new customer interested in Guinea Pig products for future product promotions.

Each time you sell a product, the product owner gains a new customer and can sell additional products to them again and again.

You will receive no more commissions (unless there is a recurring commission process which I will discuss in a future sims report).

So even though the product owner made less than you from the initial sale, they will more than make up for it on future sales.

This is the reason I want you to create your own product and eventually a back end.

So you are not basing your business on a small one time commission.

You will be making profits from the front and back end.

I will also be encouraging you to get your own army of affiliates to promote and make sales for your product too.

Many people are happy with small affiliate commissions but I want you to have a larger piece of the pie.

I want you have to the mailing list full of customers related to your product and future products you promote.

I hope you can see that a product owner makes more money than an affiliate.

Don't worry that you don't have a product yet, or products to follow up with, I am going to show you how to create these in later reports.

4. Spying On Your Competition

One last thing I will say about Clickbank products, there is a sneaky way you can see what keywords these sellers are targeting.

If you look at your internet browser menu at the very top of your screen (I use Firefox but you may have Internet Explorer) look for an option that says “view page source” and click it.

This will show the source code for that page, it will look something like the image below:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html><head>
<meta http-equiv="content-type" content="text/html; charset=ISO-8859-1">
<link type="text/css" rel="stylesheet" href="images/style.css"><title>Guinea Pig Care - The complete guide to happy &amp;
healthy pet guinea pigs.</title>

<meta content="Discover the secrets to guinea pig care - everything you need to know for caring for guinea pigs in one complete guide.." name="description">
<meta content="guinea pig care, pet guinea pigs, caring for guinea pigs, guinea pig diet, breeding guinea pigs, " name="keywords">
</head>
<body>
```

You can see highlighted in yellow, the search terms that page is targeting.

Here is a different guinea pig product page:

```
<title>Guide to Guinea Pigs and Guinea Pig Care</title>
<meta name="keywords" content="Guinea pig, guinea pig care, feeding your guinea pig," />
<meta name="description" content="Information on guinea pigs, plus tips on guinea pig care" />
<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=us-ascii">
```

So you can see, just like you have to do, they have already done their keyword research and chosen those terms they want to target.

If you are considering a sub-niche, find some competing websites and have a sneaky peek at their page source code to discover ideas for your own keywords.

This is completely legal to do, so do not worry that you are doing anything untoward, business is business and even the big guns spy on each other.

Following this report, you should have an idea of what sub-niche you would like to create a site on.

But here is a quick report of the steps you need to take:

Here is a quick re-cap.

- 1. Visit Amazon, Ebay & Clickbank to find a topic that interests you.**
- 2. Drill down as deep as you can for a sub-niche.**
- 3. Look for some long not short keyword search phrases.**
- 4. Spy on your competition for more ideas.**
- 5. Read your next report.**

Get started right now, dig deep and find your own profitable sub niche.

5. Important URLs

Amazon.Com

Ebay.Com

Clickbank.Com

6. What Next

I do not want to give you too many tasks and overload your brain with information, so I am splitting each report up into small bite size stages.

This should ensure you conquer each task easily.

I hope you enjoyed this report.

Until next time,



Sally Neill .

PS. I have a gift for you, it's 100% free and it explains clearly:

1. Why only a small percentage of people ACTUALLY make money online.
2. How you can REALLY make money online.

**It's truly eye opening and powerful stuff.
To access it just [click here](#) now.**



Sally's Internet Marketing Strategies