



CHOOSING YOUR NICHE MARKET - DEVELOPING LASER FOCUS

One of the keys to being a successful Internet Entrepreneur is choosing a niche. One of the challenges of the World Wide Web is its expansive reach and versatile nature. As the old joke goes, the best thing about the Web is that you can do virtually anything, the worst thing about the Web is that you can do virtually anything.

Pick a starting point that you're interested in and stick with it until you are successful or you have established that your idea is not as profitable as you originally thought.

Okay, when you begin to market, where do you start? You know you don't want to compete with some of the large companies on the Net. However there are great opportunities for small and nimble operators.

Analyze what you are selling or what you want to sell. It should be in an area that you know a lot about or want to learn about. It may have wide appeal, but think of those it appeals to most. For example, does your product appeal to musicians? That's a pretty wide market. Narrow it down. Who is most likely to be interested, singers or instrumentalists? From there you might want to narrow it even further. For example, your product might appeal to musicians of a certain age, or musicians who favor a certain kind of music or even a particular singer.

After narrowing it down as far as you can, think of appropriate keywords. Check with Google to see how many sites come up using these keywords. Next use a site that tracks keyword usage (such as Word Tracker or Overture) to see if there are plenty of users looking for that information. If there are enough potential customers and the competition is low, you may have found your niche.

After you have chosen your niche, try to use it in your Website title. This can help your Website ranking. Another tool for choosing a niche is to study the competition and find out how to make your site unique.

Choosing a niche will help your Website stand out. Find one with plenty of potential customers and little competition and you have a very good chance of watching your business grow.

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