

# If You Have a Niche, Scratch It

By Andrew J OBryan

If You Have a Niche, Scratch It

Andrew J OBryan  
ajobryan@aol.com

eBook Tracker <http://www.ebooktracker.com>

Marketing to a specific, targeted niche on the Internet can be a great way to earn extra money or even to strike it rich. But make sure you avoid these rarely discussed pitfalls, so you don't make the same mistakes I did.

1. Don't kill a fly with a sledgehammer.

So, you found your niche! You've researched, soul searched and determined what you can talk about best to the people who share your interests. That's wonderful. Now, make sure you market to them the right way or you will alienate the group you're working so hard to befriend. For instance, don't use fill-in-the-blank sales letter templates that hype up your product needlessly and were designed for get rich marketing services. Saying to a stamp collecting niche that "this may be the most important letter you'll ever read" may be a bit over the top. Try to determine what is the best way to word your sales letter by visiting any forums that may be out there for your niche and letting people critique what you have, as well as your product. Also, if you're trying to build an opt-in list, figure out whether a pop-up is right for gathering email addresses from this group. Sure they work, but so does telemarketing, if you know what I mean. Cater to your niche the way you think they should be treated. It will pay off in the end.

2. Don't let anyone talk you out of Internet marketing as your niche. Some marketing gurus will tell newcomers (I detest the term "newbie") that the world of Internet marketers is saturated. Full. No room at the inn. Don't even think about attempting to enter this club. In other words, we'll teach you how to play, but don't play on our block. Nonsense. This is some people's attempt at minimizing the competition. I agree that this niche is saturated, but do you know why? Because it works! Lots of people are making lots of money selling their various opt-in list growth methods, traffic enhancing mechanisms, ebook and newsletter writing lessons, etc., etc. If you want to jump in this big pool, do it. Don't let anyone talk you out of it.

3. Don't listen to the outside world. I've come to realize that people who don't create and market products on the Internet just don't get it, and never will. Listen to these people at your peril. They will derail your enthusiasm, creativity and drive to make a better life for yourself. The entrepreneurial spirit is alive and well right on the screen you're viewing. Goal setting, self-help and most other personal success experts agree that you must stay focused on the end result, keeping a constant picture of the outcome in your mind day in and day out. Keep your eyes on the prize, and you'll be glad you turned a deaf ear to the naysayers in your life. When you look around at all the people who are dissatisfied with their present situations but unwilling to change for whatever reason, it should just strengthen your resolve to find your niche product, use the gifts that you have within yourself, and go for it with everything you've got.

Andy O'Bryan is a writer living in upstate New York. He has developed ebook tracking software located at <http://www.ebooktracker.com> , and wine tracking software located at <http://www.vineyardtracker.com> . He has also written an ebook on employee incentive programs available at <http://www.incentivetoolkit.com> and is the publisher of Incentive Toolkit Weekly, a weekly ezine on how to run effective incentives. To subscribe, mailto [subscribe@incentivetoolkit.par32.com](mailto:subscribe@incentivetoolkit.par32.com).

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)