

Special Report

Finding Your Online Niche in a Crowded Internet World

(Dr. Mike Woo-Ming of the JV Network Interviews Michael Holland)



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An Interview with Michael Holland

JV Network Teleseminar

Dr. Mike: Hello, this is Dr. Michael Woo-Ming from JVNetwork at JVNetwork.com. And today's topic is Finding Your Online Niche in a Crowded Internet World. And I'm happy to announce my guest today. He is the President and CEO of ImagineQuest Information products. And his name is Michael Holland. Michael, are you there?

Michael: I'm here, Dr. Mike. How are you?

Dr. Mike: I've been fantastic. Michael is the author of [Strike it Niche, 70 Easy to Use Blueprints for High Demand Low Competition Businesses You Could Start on the Internet Today](#). And I first heard about Michael's book probably about one or two months ago. There was a buzz about a new book on niche marketing that was unlike any other book that was out there. And I'm glad again today to bring you Michael, and Mike, thanks for joining us.

Michael: Thank you, Dr. Mike, and I just wanted to say that you and Randy are doing a fantastic job with the JV Network. I am a proud member and I would highly recommend to anyone looking to explode their sales to join us on JV Network where you will find great JV partners superaffiliates and just plain good people.

Dr. Mike: And just to let you know, I didn't pay Michael to say that, but I appreciate it. I really do.

Michael: It's all true.

Dr. Mike: Thanks, Michael. So, Michael, I would say you're a relative newcomer to the internet marketing world.

Michael: Yes. In fact, Dr. Mike, I don't even consider myself to be an internet marketer. I'm a businessman who happens to know a bit about internet marketing and about niche marketing. How about that?

Dr. Mike: Well, if you read his book, you would be surprised to hear that, because he's got a lot of information and we're looking forward to a lot of content on today's call. But if you just could just tell us more about yourself, your background, and how you got started and involved and getting on the internet.

Michael: Well, I got involved on the internet two and a half years ago. And I came on full time. Prior to that I was a Big 4 consultant, and so my job was helping clients to reengineer and transform their business process systems. So, I have a heavy background of sort of going into foreign places, recognizing problems or opportunities for improvement and then offering creative solutions. So, whenever I went to a client, my goal, my mindset was to think of ways to save money and increase productivity. Now, prior to working as a big four consultant, I held internal consultant and operational and financial positions with Fortune 500 corporations. And those corporations did everything from chemical manufacturing to banking to consumer products. And so, I decided to leave that world and to find my fortune on the internet.

Dr. Mike: What kind of led you into that?

Michael: You know, I think it was a kind of a healthy curiosity I had. I read some books. I think there was a book on trends, I forgot the name of the author, but it was Trends in the coming millennium. And the internet was one of the things mentioned.

Dr. Mike: I think it's Net Trends. Is that possible?

Michael: Yeah, exactly. Net Trends. And I think that, coupled with the fact that in the consulting world we had a number of internet clients that we both helped with solutions and also used their products. And from that I began to see the light, as it were, as to what the potential was for doing business on the internet. So I had been thinking about getting on probably four maybe five years ago, but because I was traveling so much, I was probably traveling 80% of the time with my job, that it wasn't a primary focus. However, about two and a half years ago, I was casualty of a corporate layoff. And unfortunately, when the economy tanks, the consultants are usually the first to go.

So, I had a decision to make. I could put my energy into finding other jobs or do what I already had on my mind. And that was to create my own business and give the internet a go. The decision actually wasn't that hard because I had decided after that layoff that I just did not want to be in the position ever again, to be dependant on one company for my livelihood. And so, I jumped into the internet with both feet.

And I didn't know a whole lot about the internet marketing or niche marketing and so I went full speed and I launched my first website, which was selling gift items and home accents, home accent pieces. And, like I said, I did it the way a lot of people do it. And that is, you know, it sounded good, and so I said, lets just give it a go. And as I started this venture, I would purchase internet marketing books and I would begin to pick up things and learn little tidbits about marketing on the internet. And I'd begin to see how that particular business wasn't doing it for me, I could begin to see that, from my perspective and my analysis, that I was actually competing in a fairly, fiercely competitive area.

And so, while I was making a little money, it wasn't enough to justify some of the expectations that I had in my own mind. And as a result, that business did sort of flounder.

But I learned a valuable lesson and that sort of helped me with the venture that really put me on to internet success. And here's what happened. I have this friend who is an interior decorator and she agreed to make over a couple of rooms in my home if I agreed to do the legwork. And I said, "heck, that's a no brainer." Who doesn't want a beautiful home? And so, I listened to her advice and I took care of the errands that she sent me on. I did all the painting that she suggested and just overall took in a lot of what she was saying.

And as I began to understand what she was doing and how she was directing me, a light bulb went on and I thought, "you know, I wonder if there are a lot of other people like me?" You know, being, you know, and I'll just speak for myself, I won't speak for anyone else, but kind of a non-artistic everyday person, starting with four white walls in their home. I wonder if there are other people like me who would like to know what I had learned and learn to create something nice in their homes from someone they could really relate to.

So, this time, when I got the buzz for a website, I did my homework. I went out, I got the full demand and competition picture for my home decorating niche idea and the numbers. You know, the more I dug the more favorable they looked and when the dust settled I had come up with www.homedecoratingmadeeasy.com. It is currently a content rich site with over 65 pages and it attracts over 70,000 individuals a month and approximately 200,000 page views. I'm really happy and excited about that.

Dr. Mike: That's fantastic. So, this would be your second website, I guess, to try your hand on, right? The first one just was floundering and just wasn't going anywhere, but the second you kind of hit a homerun on this one, you think, huh?

Michael: Exactly, but I'll tell you the first one was important, and this is why I encourage people to just do it, because the first one is what gave me my education that you don't learn really learn the internet until you start doing it. You could read as many books as you want and you'd pick up a tidbit. But, until you actually see it in action and see it either as working or not working, only then can you say, ahhh, I know what I need to do next.

Dr. Mike: Right. And I'm always interested, and you said you read some books. Are there any mentors that you admire any kind of philosophies that you may have followed that kind of inspired you to your success right now?

Michael: Well, I'd say that when I first started out and like a lot of people, I bought a lot of products here and there that were pitched. But pretty much the stuff would be the big names, I'd purchase products from Corey Rudl, from Marlon Sanders, Yanik Silver, all great internet marketers. But probably the one person that came to my attention and that I've pretty much gravitated to, is now what I call my 80/20 rule, and I'll explain that shortly, but it's Ken Evoy.

Dr. Mike: Ken, Dr. Ken.

Michael: Dr. Ken. He is the man. Believe it or not, I remember when he and I would be able to exchange emails directly and it would be 11:00 at night and I would send him an email and he'd email me back. But [his company] is growing so big right now that he's got a fulltime staff and everybody to support these days. But he is the person that I have followed and I have all of his products, he over delivers. I use [Site Build It!](#) to build my site.

Dr. Mike: For those of you who don't know, is it a website creation software program?

Michael: It's fine as an all-in-one site building marketing suite of tools and it does everything from, and in addition to, allowing you to create the pages without having all of the technical expertise, but it also submits your pages to search engines, monitors and tracks pages, and does all of your stats of how many people have been in any of your pages. Just a whole number of things. It allows you to brainstorm your niche ideas, so it's a really wonderful suite of tools that I would recommend to anyone, especially to someone just starting out. If you are trying to learn how the internet works, this is a great way to get you there.

But, let me go back to explain my 80/20 rule, because I know someone probably jotted it down in a note as to what that means. What I'd recommend that anyone starting out on the internet is to find a guru that you find matches your interest. And here's what I mean: you might have an interest in minisites, two or three page sites. If that's how you want to make your internet fortune, then find a guru that you trust and that has been successful, that's doing that. If your interest is content rich sites, then find a guru whose philosophy and strategy is dedicated to that.

If your goal is to offer hard goods, like I did at one time, gifts, and things of that nature, then find that guru and listen and follow their marketing strategy. And I would say, for your first year, spend 80% of your marketing effort and time, on learning. Just applying that guru's philosophies and strategies. And then for the other 20% of the time, go ahead and look around and see what everyone has to offer. And if they offer something that you believe that is compatible with the 80%, then go ahead and bring it into the fold. And I think when people do that, I think they will avoid a lot of the confusion that occurs when, you know, one day this particular marketing strategy seems to be in vogue, and tomorrow, something else seems to be hot. So, I would say, pick your guru and stick with him for a while, and trust that he is going to lead you to good things.

Dr. Mike: That's so true, I mean, even in my own case, you know, there are a ton of ebooks on making money on the internet and everybody has their own thing and I think that 80/20 rule, that's fantastic. You spend a lot of money on these things and it gets confusing and you get confused and frustrated and you say, there is just too much going on I don't understand it. If you can find one and follow that philosophy, you are going to be so ahead of the game, and it's just going to focus what you need to accomplish to get successful.

Michael: Exactly, and you avoid the analysis paralysis. You get so bombarded that you are frozen like a deer staring at headlights. And so if you find one guru then you avoid that occurrence.

Dr. Mike: So, true. And why don't we try to get to the meat of the discussion and talk about niche marketing and about your book, Strike it Niche. Tell me what inspired you to write that book and how you got from your home decorating website to actually telling your secrets.

Michael: I guess there are two things. Way back when I was forming the research for the whole decorating niche, I noticed other potential niches that had the high demand and low competition. Now at that time, I really didn't look at them thoroughly. I would just sort of see keywords popping up and so an eyebrow or two would raise. But I didn't really pursue them because I was so focused on getting the home decorating site right. But then I would also go out and have a look at what people were discussing on the internet marketing discussion boards.

And I would see questions, comments about niche ideas, niche marketing, you know, "What do you think of my idea, is this really a niche?", and the more I read and I read them for a while, and the more I read I just said to myself, hey, I think that I can help these people. I've been doing this niche thing now for over a year and I know what will and won't work. So, that really inspired me to just dive in and do it and so I did. And I dug and dug for six months and once the dust settled, because there was a lot of work involved, I had identified 70 high demand low competition niches that covered 13 categories.

Dr. Mike: So, we are throwing around niche and maybe we should backtrack a bit, because maybe not a lot of people understand the word niche. What does niche mean to you? Could you give us an example of that, too, as well.

Michael: Sure. A niche is a specialized area for demand of products and services. Let me say that again, it's a specialized area for demand of products and services. Now let me give you an example. As far as the internet when we talk about niches, cars is not a niche. But car audio systems is a focused niche. Now I could take that a bit further and say that car speakers is an even tighter and more focused niche. Now, that begs the question, which is better? To build a business around car speakers, or to expand it to car audio systems which might include speakers.

And I'll tell you, it actually depends on a few things, it depends on the level of demand to competition, it has to do with how tightly related the areas are and you have to consider, what I call the potential credibility dropoff. Let me explain. If you are forming your research and you examine car speakers and you see that there are thousands of people who are performing searches for car speakers, maybe they are searching for a particular brand. Maybe they are searching for information about wiring car speakers, but if you see lots of related words and lots of demand for car speakers, then I would create a website for that.

Because the more focused your web business, the more money you are going to make, it's as simple as that. The reason you are going to make more money is because you'll be attracting people who are single mindedly after car speakers. Now that's going to be different than, I'll go to the extreme and I'll compare just cars. If you simply have your website on cars and maybe you sell car speakers and you sell transmission parts and batteries and tires and you ship all this stuff, then you may in fact attract more traffic, but what's going to be the quality of that traffic? You know, when people tend to want to find the person or web business that is the perceived the expert in a particular area.

And so, I would tend to focus on a site about car speakers and if I saw that the numbers were just sort of so-so, then I would broaden that to car audio systems and now that would be a safe bet, because the link between car speakers and car audio systems is a fairly logical jump. People can go, okay that all makes sense, a customer for one is a natural customer for the other and what you don't have there is that you have little or no, what I call, credibility dropoff.

No one is going to assume that you are trying to sell them everything under the sun. But if you go from say, car speakers to car audio systems where there is no dropoff, but then you try and parlay that into cars, you know, you are going to have a huge credibility problem. People are just not going to buy what you are going to sell, you may get a lot more traffic, they may come if kick around and see what you are doing, but in terms of your sales, its not going to be as targeted.

Dr. Mike: And I think that is what a lot of the problems I see of on these websites that open up. They try to sell everything under the sun. All its going to do is turn off your customers.

Michael: Exactly, and the customer just doesn't know what you are all about. And you become, what I would call a commodity based site. And for whatever reason those sites tend not to do as well on the internet. Part of that is probably because when you become so general, now you are competing with the big boys and that's a losing battle.

Dr. Mike: Yeah, now, even before this call, I was talking with Michael. And he identified these 70 blueprints and I've been kind of twisting his arm to see if he could tell us some of his secrets in how he went about finding these high demand low competition niche businesses. Can I twist your arm and maybe you could reveal some? Don't give them all away.

Michael: There are a few ways to go about it. But let me tell people kind of a free way that you can get an indication of whether or not you're on the right path to something special. And I'm going to tell them how to approach the niche, in other words to get more ideas, as well as once you have the ideas, to go about doing an evaluation. Here we go. If you are listening, have your pen and paper out.

The first thing you want to do is make a list of your ideas, interests, passions, and then also jot down things you hear people complain most about. Yep that's right, all of the griping that you hear from friends co-workers. If you've noticed that, for example, someone has said, "You know I can never seem to find recipes about this type or cooking techniques, and I wish somebody would come out a book, I'd be the first to buy it." If you hear that kind of stuff, go ahead and write it down.

Next, from that list, summarize each of those ideas into a key word that you might enter into a search engine yourself to find your niche. For example, car stereo, model trains, landscaping, etc. Take that first list and narrow it down to each idea into a keyword.

Next, go to the Overture search terms suggestion tool. And enter one of those keywords.

Dr. Mike: And just for the listeners, an easy way to find it is on Overture.com, but an even easier way is to type in Google and type in "overture suggestion tool" because I always forget the URL. Its not very intuitive. And then bookmark it.

Michael: Exactly, because it is a great tool. Okay. Thanks for that, Dr. Mike. That is a nice shortcut. Once you reach the Overture search term suggestion tool, enter one of your keywords into the tool. Now, what you will find is that when you enter your keyword it will return a list of related keywords. So, it may return 30 or 40 more keywords that are related to the one you just entered. It will also include the number of times that people performed searches using those terms during the prior month. Now this is good for two reasons.

The first, you now have an excellent idea of the type of words people might use to find your niche business, so keep this list handy.

Secondly, now Overture is a tiny search engine compared to, say, Google, but you will begin to get a sense of the potential demand for your niche. Now we know we have our demand. Our potential demand. We have an indication.

The next step is to get a feel for the competition. This time you are going to go over to Google and enter one of your keywords. Make sure that the keyword is in quotes. The quotes tell the search engine to return listings that contain that exact keyword. For example, if you entered car stereo in quotes, you are telling the search engine, to make sure all the listings come back with car stereo, exactly.

And I think you could actually compare that if you were to enter it without the quotes, Google would return all kinds of obscure listings. It will return the pages that have the car stereo exactly, then the more you dug in you'd see pages that just contain car and stereo anywhere on the page and then with just car and just stereo. So, enter car stereo exactly in quotes.

Alright, so next, once you get to that first page, that summary after you enter car stereo in quotes, up top you'll see where it will say results 1-10 of 1000, or whatever, 1-10 of 2000. Well, that 1000 number is a more accurate indicator of your potential competition for that keyword within Google. Which will be the source for most of your free traffic. Now here is another thing to keep in mind. Most people don't realize that when that number and the results come up and it says 1-10 of 1000, the vast majority of those pages, while they are supposedly competing, aren't really optimized to achieve high rankings. They got there, most of them got there simply with dumb luck. Someone created the page and they happened to have thought of car stereo and it seemed like a good word to add, so it maybe on there once or twice, so that when Google did its test and it was trying to first find those nice juicy optimized pages and it couldn't find any of those, then it said well let me find any pages that contain that word.

And so it just roped in those non-optimized pages as well. So, what I do when I see any sort of competing number like that, I just assume that 5%, and this is conservative, 5% or less of those pages have some type of optimization. So, if again, I've entered car stereo in quotes, it comes back, it says 1-10 of a 1000, I just say, okay, I'll take 5% of a 1000 and that equates to 50 pages which are probably my real competition.

Now, when I see numbers like that, Dr. Mike, I actually get a big chuckle. Because, I know, I'm licking my chops, because there is no way that I'm going to be prevented from getting a top 10 listing for that keyword. So, that's why I advise people that when you see that number, use my little rule of thumb, and if you see that your calculation comes up 50 pages, don't worry, if you format your pages the way I describe it in Strike it Niche, you'll get a top 10 ranking with no problem at all. And also let me share with you why I believe that I'm not that far off.

If you go to Google and you enter the keyword home decorating without the quotes. Google will say that there are over 2 million competing pages. Now if you enter home decorating a second time, but this time with the quotes, it will say that there are over 1 million competing pages for that search term. Now let me say that I've done nothing extra special for search engine optimization for that keyword on my site. So, as of today, October 17, 2003, my site was ranked number 10 for that keyword. And again, it climbed on top of the heap of 1 million supposedly competing pages.

So, I say that to let people know that the level of sophistication that you might think is out there with regards to these pages, really isn't there. Most people, most website owners are still content with simply chugging out pages and not really making those pages work. What I have always said is that your web pages are part of your workforce, so when you create them, make sure [to treat them] just like you would an employee. Make sure they are being as productive as they can be. I hope that exercise wasn't too confusing, but that is a way to get some sense of whether you are on to a really nice niche.

Dr. Mike: Yeah, because people think of the internet as being so huge and there's so much information, but when you look step back there really is not much competition. And perhaps the competition isn't people who are looking to make money. Maybe it's home decorating, they have a hobby and they are just putting links on. And you are monotizing your site and number 10, that's incredible.

Michael: Exactly. You know, you just keep working at it. Now let me be fair and say that there are other variables that come into play for determining a ranking of a page. For example, Google is really big on link popularity. They love it. If other popular sites find your site popular. Well, you win the popularity contest and therefore you get ranked a little higher. Also, Google does refresh the pages monthly, yet it's true my site is ranked number 10 this month, next month it could drop to number 15, but when you think about it, you know my site is already left over 1 million pages and the likelihood of it dropping 200,000 pages is just not going to happen, because it does possess the attributes that Google is looking for.

Dr. Mike: And Michael, if I also may fit in my experience in finding niche businesses is also when you are looking at Google, also look to the right and look at the ads. You know, they have the ads for the Google Adwords. And if you see a ton of ads, it might make you think that maybe this isn't a niche I should be pursuing.

I've found niches when I look up a certain keyword and I look in there and there is nothing there, nobody is paying money to drive traffic to their site. That's another little tip maybe I can add for our listeners today as well.

Michael: Ah. Dr. Mike, you just added a little tip to me as well.

Dr. Mike: That's a freebie. I'll have to add that to my traffic generation strategy. Now, going back to your book on the 70 blueprints. I guess the question that a lot of people want to know is why are you telling them this? Why don't you exploit these niches yourself?

Michael: Well, that's a very good question. But I can tell you this, with these niches there is so much opportunity for growth, and also in the book I show people how to use the blueprints to venture off into related niches. But there is so much opportunity for growth there that it wouldn't do me any good to hoard them for myself. If I created one site then it would be like a drop in the ocean on some of these things and so I decided, you know, I'm not going to create 70 niche businesses on my own. And I don't have an interest in a lot of them. But I do have an interest in quite a few of them, but I just decided, why not? There are lots of people who can benefit from these niches and so I decided to just go ahead and share it.

Dr. Mike: Now we are talking about these 70 blueprints and you mentioned your home decorating site. What was the URL again?

www.homedecoratingmadeeasy.com.

Dr. Mike: And that's one of the blueprints. Is that correct?

Michael: That is one of the blueprints.

Dr. Mike: Can you give some examples of other niches that are in your book that you share?

Michael: Sure. There's house plans. That's one area that people may not realize, but there is a just a huge amount of demand for people seeking house plans, whether it's house plans related to a country home, a luxury home, a tri-level home, a cottage, a garage, just all sorts of demands, all types of house plans. Another one, its one of my favorites is radio control vehicles. In fact, I've just launched a site called RCcarfun.com. That is a content site that addresses the racing, tuning and building of radio controlled cars.

Dr. Mike: Maybe you are exploiting one of your niches.

Michael: I believe in all 70 of them.

Dr. Mike: Yeah, you practice what you preach. But there is a lot of room. It's just one category. You could have selling the radio controlled vehicles, you could have an ebook on how to buy a radio controlled vehicle, there are still a lot of things from those 70 blueprints. And when I read your book I remember taking the book that night, printing it out and having my mind exploding just from those 70 blueprints. I've had 3 or 4 ideas, not exactly the exact category that you had, but it clicked my mind into different categories. I had to write it down and think. That's one of the reasons why I loved your book so much and wanted to interview you, there is so much you can get just from each blueprint. Its not just those 70, there's many more.

Michael: Lots of room to be creative. In fact, I'm hoping that when people look at the book they put themselves into the shoes, or put on their business shoes or business hats. Because the whole idea of when you grow your business is you want to create your own unique selling position. So, that blueprint is sitting there, but you want to take it and really make it your own, make it something special, make it a business so that when people visit you they are going to say, "Wow, this is a special website, I've never seen anywhere else, the things and information that this website offers." That needs to be your goal, as opposed to taking the blueprint and sort of slapping something on. You really want to treat it like it's yours.

Dr. Mike: Now lets say that I wanted to go in and be a competitor of yours for this home decorating website, but I know nothing about home decorating. You could learn this from my wife, I'm home decorating challenged. Do I need to be an expert in that area? Do I need to do the research? What is your opinion, if a listener wanted to start their own niche, but they didn't feel that they knew everything there was about being an expert? What advice would you give?

Michael: I'll tell you this, Dr. Mike. I'm not an expert interior designer. But my home decorating site is doing quite well. Now having said that, I think what's most important when you are building your business, is that you have a key interest in you niche. And that you are willing to expand your knowledge. For example, you can read two or three books on the subject. By the time you've finished them, you'll know much more than the typical visitor of your website.

Now, mind you, these 70 niches, we are not talking about brain surgery, we are not talking about rocket science. We are talking the types of things that could be a lot of fun doing. And it would be fun learning. And just overall expanding your own knowledge and interest about the world around you.

Dr. Mike: Now Michael, I have to differ with you because brain surgery, as a doctor, can become fun. Just kidding. (Laughter.)

Michael: I'll tell you this...let me give you an example, going back over to decorating. Because I'm thinking, on my site, I'm thinking seriously about offering some type of decorating consultation service. And it would be something very expensive. Now, am I going to write up an exact consultation or hold that person's hand? No, I'm not. I have a friend who is an interior decorator. She loves it, lives it, breathes it, and is interested in doing it. So, as I sort of work up that model, what goes through my mind, is, okay, I'll see what she charges, I'll add a little charge on top of it and I'll make some money for providing a needed service and she'll do most of the work.

At the end of the day everyone's happy and my site is perceived as being the expert in that field. So, I think when people are starting their business, I think it goes for any business. The CEO of Boeing needs, I don't think one of the qualifications is that person an expert pilot. So, I think with your business, I think you want to have an interest, you want to gain a knowledge about what is going on. And then you want to carve out your niche as being the "go to" business, but you don't have to be the sole expert in that niche.

Dr. Mike: But you are perceived on the web as the expert. Then they know if they want to find home decorating tips they go to your site. So, what is interesting also in your book is that you give them money making ideas, just from that one site and in your home decorating business you formed a joint venture with your friend as kind of a backend product and that's where you get into the high income products. I mean with your website you formed a relationship with that visitor, they are going to keep buying from you and that's what great about niches and finding these high demand low competition businesses.

Michael: Exactly, and one of the things that I've done is with my decorator friend, is when I publish my ezine twice a month, is that she is a contributor to it. She will answer questions -- I call it the "Ask the Deco Diva". And so, I give her credit so she becomes familiar to my audience. So, when that time comes, and I want to roll out that expensive service, she's not a stranger to these people, and so its all about building relationships and trust.

Dr. Mike: That's great. One thing also about finding a niche. You're spending time and money, you should like what you are doing. True, when finding a niche. Don't you think?

Michael: Oh, absolutely. That's why I say you should have a keen interest in doing it. If you are going to miserable doing something then what good is that? There is no fun in that. And that's why I say I think these are all fun niche areas that people can really sink their teeth into and have some fun growing. But absolutely, you do want to have an interest in what you are doing. I think by having an interest and a willingness to learn more about it you maintain your credibility and you'll be happier doing it.

Dr. Mike: Now that you've given us kind of the method of how you find a niche, what have you seen, in terms of people who have looked for niches, in terms of mistakes, what have you noticed? And maybe how can we avoid those mistakes when finding a niche?

Michael: Great question. The most critical mistake that I've seen many people make when starting out is that they say to themselves, what cool idea can I think of that would make a great web business, or they will say, how can I market my knowledge on this subject online and make money? Well, let me tell you, these are absolutely positively the wrong questions to ask right out of the gate. That's because this person has no idea of whether there is any demand for their idea or product. It kind of puts them on, what I call the hit or miss path with failure being the most likely outcome. The correct question to ask is, what information, goods and services are people seeking and purchasing online and are their needs being met?

Dr. Mike: I think purchasing online, I think that's the key.

Michael: Yeah, or simply, how many people give a hoot about what I have to offer. So, if you notice a subtle shift there, is that those first set of questions were focused on a person thinking of starting a business and its about them, where the second set of questions are much more customer focused, where is my market? And that's the mindset that people need to get into, where is my market for that product. And this is what all successful online entrepreneurs, these are the questions that they answer before investing any significant kind of money into creating a new business.

Now, the other mistake that we touched on briefly that people make is not being able to resist creating a general site for an area. There is that temptation of saying, if I just expand it this much, I'll get this number of visitors, of extra visitors. But those extra visitors don't necessarily equate more dollars, so as people build and create their niches, they want to make sure they keep it as tightly focused as possible. And then, the other thing that I've found, lastly, is that whenever I see, and I go out and I check the net periodically, and I'll see a site out there and they will appear to have a great niche, and I'll say "oh great!" And then I'll see the pages aren't formatted to be found.

You know the niche is there, they've got a nice article, and the article doesn't really focus on, you know, its not a keyword focus page. And I think that people need to realize that in order to be found you need to create a keyword focused page because that's how people are really going to get to you, they go to the search engines and they enter, you know car stereo. If you don't have your page focused around that term then its going to be one of 50,000 pages that may say settle at the bottom and it won't get that traffic.

So, I encourage people that when building your niche, again, make sure that your pages are properly formatted...and remember that they are part of your workforce, so make them as productive as possible and evaluate them periodically and make sure that they are achieving the level of productivity that you want.

Dr. Mike: Now, do you have any good resources in generating traffic that you use to optimize your pages?

Michael: Well, I'll tell you what, I pretty much go the no frills way. I know there are books out there that talk about all these sort of techniques but I have pretty much stuck with Ken Evoy's products and I think that many people have heard, maybe not everyone, but at Sitesell.com, the book [Make your site sell](#), which is hailed as the bible of internet marketing, I mean, this is a monster package, but in that package he offers one volume that is solely dedicated to getting traffic to your website and that volume is 450 pages long. So, I think that if people get [Make Your Site Sell](#), read the traffic generation volume, I think that will put them on the path to getting traffic to their business.

Dr. Mike: Yeah, that is one of the books that actually got me started on the internet. It's amazing how many pages you get. And it's really inexpensive too. I believe he updates it pretty regularly.

Michael: Yeah, the book is like 25 bucks.

Dr. Mike: It's a no-brainer to get that.

Michael: Exactly.

Dr. Mike: And, what would you suggest the best way...after listening to you, I'm sure we are going to get some motivated listeners to go out and start their niche business. What would be the tips that you'd suggest, how can they get started to start something like that right away?

Michael: That's a good question. I think, in getting started, again, of course, I'm going to say, get out and grab [Strike it Niche](#). And review the blueprints in the book and then just make up your mind that within a week from now or two weeks from now you are going to get your business growing. And you will have decided how you are going to position in uniquely. Now, in putting up a business, I use [Site Build It!](#), because, to me it is absolutely the fastest way to get a website online, to get a quality website online and also get the backend stuff that really helps you to analyze your business. That being the traffic report and such. So, if I were to recommend putting up a business tomorrow, I'd say get [Strike it Niche](#), grab your blueprints, grab [Site Build It!](#) and start writing your content page.

Dr. Mike: Great. I also noticed in your book, you've mentioned one tool that not a lot of people have been using, and that is Google AdSense, which just came out just a few months ago. I don't know much about it. What can you tell me about that? And why did you recommend that in your book?

Michael: That is my favorite program now. Google AdSense is, as you mentioned, a recent program, but what you agree to do under that program, you agree to allow Google to place its customer ads on your web pages. Now, the acuity of Google AdSense is that the technology is just so amazing, but that technology has the ability to scan your page and, lets say, you have a page that is focused on a discussion about window treatments. Well, that technology is so smart, it will scan your page and say, oh, okay, a page about window treatments, so what we will do is we'll just only display ads about window treatments and everytime that someone click on one of those ads to go to that particular customer's website, you get paid for that click.

Now, this is absolutely, positively, I don't know how many times you need to say it, this is the easiest money you can make on the internet. But you need to have a content site to do it. And now, on the other hand, with Google, and you really have to trust Google, because they don't really tell you how much they are paying per click. Now, only Google can get away with that, but I can tell you, it's worth it. Build your content pages and this will be a very nice no brainer, do nothing at all, money maker for you.

Dr. Mike: Do-nothing-at-all. I like making money by doing nothing.

Michael: I mean it. You do. In fact, now here's something about Google AdSense, they have in their policy, do-nothing-at-all. They don't want you to promote it. They just want their ads on your page and don't encourage people to click on it. They click, you get paid, and that all there is to it.

Dr. Mike: Do you worry about ads from perhaps competitors' products? That they are being clicked on and taken away from your site? Has that been a problem for you?

Michael: Well, the duty of Google AdSense, great question, again, is that I can block any competitors' ad I don't want to show up on my site. And you can do that in just a matter of seconds by going into the admit area for your account. You just enter the website or the name that you don't want showing up and in the ads on your site and then its blocked. I think you can block about 200 domains.

Dr. Mike: But you've found the majority of the ads that had been coming in are complementary, as opposed as competitive for your website.

Michael: Oh, absolutely. Because my website is definitely geared towards content and I'm not, for example, I'm not really selling window treatments, I'm not selling furniture, and so the ads are right on for me. I have pages that are tied to those and articles that are tied to those type subjects and keywords and so you can click to a furniture store or a window treatment or a blind website is no problem at all for me.

Dr. Mike: That's just great information, great content Michael, that you've provided on this. We are kind of running out of time here as we are going to kind of wrap things up. Any other tips or words of wisdom that you can share with us and our listeners today?

Michael: Well, I would say this. I recommend that once you decide on the niche that is right for you, your next immediate step is to decide on how your business would be unique, I can't stress that enough. I think maybe not everyone, but most people have probably heard the term, unique selling position. And that means, how are you going to distinguish yourself from your competition? So, as you pick a niche, just remember that you want to be different, you want to stand out, you want to be the best. And I think that's about all, and other than that, in order to determine how you are going to be unique, just go into Google and enter a keyword and see what websites pop up in that top 10 or top 20 listings. Just check them out, see what they are offering and I can tell you this, you will quickly find that you can come out with something a lot better, because I think there is a lot, and this is just my opinion, I think there is just a lot of junk on the internet.

Dr. Mike: Oh, there is a lot.

Michael: And I think it is ripe for someone who wants to come in and put up a quality site for probably any area, but certainly in the niche areas that I found. It's a lot easier to do and you'll have that sort of early-in status, and you'll be able to grow your newsletter list and your customer list a lot faster.

Dr. Mike: And that's one of the things, because there is so much junk on the internet, once someone finds a good content site, it kind of wets their appetite in wanting more, they are more than likely to put their wants out. That means money to you. Right?

Michael: Absolutely, and that's where the other idea in the book come into play, where I talk about how you can create those multiple income streams, that's where they come into play. You just roll them out one at a time and those customers, if you are rolling out quality products, quality information, they will be with you for life. And the lifetime value of someone is going to be far greater than trying to get an extra 1000 visitors a month to your site. If you focus on building customer relationships, you are going to be a lot happier and a lot wealthier at the end of the day.

Dr. Mike: Fantastic, fantastic. Michael, again, thanks for joining us. And I just want to let you know that this interview was sponsored by, and here's my plug here, sponsored by JVNetwork.com. And, if you are an online business owner, and you are looking to find other partners like Michael, who is a member with us, they can help sell your product, I'd invite you to join JV Network, the home of over 100 business owners and internet marketers who are looking to make deals with you.

We have a multitude of joint venture proposals, we have our Mastermind Discussion Forums and exclusive interviews, just like the one you've heard here with Michael. With the top rising stars and talent in the internet marketing world. I always also like Michael to see if you could offer any special offers today for our JV Network members. Maybe I'm putting you on the spot here because I don't think we talked about this. Is there anything that you maybe would like to offer for our members today.

Michael: Dr. Mike, first of all, thank you for allowing me to come down and have this conversation with you, I really appreciate it. With regards to a proposal to JV members, what I'm going to do is, I'm going to create a special page, and I'll tell you, the way I'll set it up is, and Strike it Niche sells for \$47.95, I'm going to set up a page that reduces that price by 20%, and I'm also going to then split the remaining profits 50/50 with any JVmembers who'd like to extend a reduced discounted price to their list and also to make money.

Dr. Mike: And I just like to reiterate to, that your \$47.95, I think its too cheap, to be honest with you. The amount of information that you give on here is at least, I think you should at least sell this for \$197 to be honest with you, but, you know, that's your decision for that price and if you are giving a 20%...this is a no-brainer, you need to get Michael's book today.

And this is a personal...I don't do a lot of plugs or anything, only on products that I like and this is probably one of the top books that I've purchased this year. And in all honesty, I'm saying this. This is not just plug it because you're doing the interview. This is a great book. You need to get Strike it Niche at Strikeitniche.com. Michael, again, thank you and, again, thanks everyone who is with us today. This is Dr. Mike Woo-Ming at JVNetwork.

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