

# Mapping Out Your Future With Mike: Guide To Internet Marketing



## **STEP TWO: BEGIN DEFINING YOUR NICHE**

You must define where you are now.

After some of the preliminary materials discussed in step one, I am going to assume that you have identified your target market or niche.

I know many people say market first, product second. But that is very difficult when just starting out.

I am certain you have a product selected.

It could be:

- digital information
- hard copy information
- digital or recorded training on \_\_\_\_\_
- live training on \_\_\_\_\_
- consumable products through direct retail
- consumable products through network marketing
- service products through direct retail
- service products through network marketing
- big ticket items through direct retail.
- and on .....

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Remember to focus on a smaller tightly focused target market.

Remember to focus on a single product initially.

Big ticket, service, consumable, training, information, it does not matter. What matters is that your focus must be tight so that you can demonstrate specific prowess with the product in your tightly focused niche (target) market. It is almost impossible to fight all the big boys with a general product aimed at all of mankind. Very deep pockets are required to fund that type of strategy.

OK.

You have decided on your niche and your product, you must now be certain that you can fulfill a sale.

With an existing MLM program this will not be an issue.

-Although participating as a retail customer will reveal valuable information about not only the main product but also the customer service etc.

With affiliate programs this should not be an issue.

-Again if feasible, purchase the product. It is recommended that you personally know what you are selling and how a customer will be serviced by the program.

With your own consumable or hard good retail product, this may require some old fashioned business staff functions. Examples being manufacturing, distribution etc. These items will need to be addressed at least in the preliminary stages before you go to the marketplace. After you are certain that you can fulfill a sale, then we can move forward to develop the marketing strategy and tools.

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With your specific product, in your specific niche, you will need information.

- product data
- product use reports
- testimonials from customers
- company information
- public domain information
- corporate information
- sales tools
- website
- approved ads
- approved sales letters
- approved banner ads
- approved popups, popunders, popovers
- terms and conditions as reseller
- if mlm, corporate rules on use of trademarks and company name in advertising (most want you to use generic unless they approve before use).
- sales tools
- terms and conditions as mlmer
- affiliate program sales tools
- sales letter
- email templates
- terms and conditions
- and so on...

Collect in a folder all of the information which applies to your niche and product. Do not spend a lot of time on this until we test your niche and product for market potential.

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Imagine yourself as the typical prospect in your niche. What would you type into Google to search for your product?

That is the magic question. What you decide will be the main keyword that we will use in our research.

Examples:

- Weight Loss Diet
- Identity Theft
- Personal Interior Decorating
- Rock Hunting
- Assisted Living Arrangements
- Home Party Consultants
- Curing “Disease”
- Healthy Pet Food
- Mortgage Refinancing Pitfalls
- Air Purifiers
- Affiliate Marketing
- How to Market Online
- How to Optimize My Website
- How to Sell Clickbank Products
- How To Sell Commission Junction Products
- Etc...

We will use the one(s) that apply to you, in our market research to ensure that we have potential for financial success.