

- Niche Marketing Special Report -

# **HOW TO CREATE MULTIPLE STREAMS OF NICHE PROFIT!**

-----  
**An Easy Way To Quickly Maximize Your  
Niche Product Profitability**

By Jimmy D. Brown

---

**How To**  
**Create Multiple Streams**  
**of Niche Profit!**

**An Easy Way To Quickly Maximize Your Niche  
Product Profitability**

A [Nicheology.com](http://www.Nicheology.com)™ Guide

**By Jimmy D. Brown**

**NOTICE: You MAY Give Away This Report  
As Long As You Do Not Alter It In Any Way**

**To Customize It, Please Join The  
[Nicheology.com](http://www.Nicheology.com) Affiliate Program**

Copyright 2004 Jimmy D. Brown

**ALL RIGHTS RESERVED.** No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

**DISCLAIMER AND/OR LEGAL NOTICES:** The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

**\*It is recommended that you print this report before reading**

## **Introduction**

Pssst. Can I let you in on a **niche secret**?

Come closer. I **don't want everyone to know** about this. That's right, lean in and listen up.

Here it is...

--  
Niche products can be multiplied and made more profitable by custom-tailoring them for even smaller niches.  
--

Let me give you an example from the "real world" and then we'll quickly look at how to apply this "secret" to your online marketing:

I walked into a specialty store in Memphis, Tennessee a few days ago and noticed a Monopoly® board game prominently displayed in a showcase.

It was the "King of Rock and Roll" version. That's right, it was an Elvis Presley collector's edition.

That got me thinking. And looking.

**I searched around at various stores:** Wal-Mart, Toys R Us, hobby shops and so forth.

And I found a whole bunch of "special edition" Monopoly board games!

- Monopoly®, Pokemon Edition
- Monopoly®, Lord of the Rings Edition
- Monopoly®, Nascar Edition
- Monopoly®, Shrek Edition
- Monopoly®, Star Wars Edition
- Monopoly®, Garfield Edition

- Monopoly®, Harley Davidson Edition
- Monopoly®, I Love Lucy Edition
- Monopoly®, Wizard of Oz Edition

And the list could go on and on for a long time.

When I found the **Dallas Cowboys edition**, I just had to fork over my money and buy it!

(Can't help it, I love America's Team ☺)

**It was then that it hit me.**

The marketing geniuses over at Parker Brothers were **making slight changes to the exact same game** they had been selling for years ...

...and they were **multiplying their profit like crazy!**

Think about it.

I already have a copy of Monopoly that I don't even play. I wouldn't go out and buy another copy of it.

But, when I saw the Dallas Cowboys limited edition, **I bought it.**

Why?

Because it **targeted a specific interest of mine** ... the Dallas Cowboys.

They had custom-tailored their existing product to an even smaller niche (Cowboys' Fans) and gave me a reason to buy.

(And I'm not the only one)

I'll say it again...

--  
Niche products can be multiplied and made more profitable by custom-tailoring them for even smaller niches.  
--

There are three reasons why this makes sense.

### **3 Compelling Reasons Why You Should Create Alternate Versions of Your Niche Products For Even Smaller Niches**

**1. MORE TARGETED.** The first reason is because these super-tiny niches are "more targeted."

Let's look at an online example:

Let's suppose you sell a Time Management product. You aren't the only one who is selling something on the subject of time management.

So, why should a potential customer buy from you instead of your competition?

You're a better marketer?

Maybe. Maybe not.

Why take the chance?

Instead, "custom-tailor" that product for smaller niches...

- Time Management for Stay At Home Moms
- Time Management for College Students
- Time Management for New College Students (A niche of a niche!)
- Time Management for Pastors / Clergy
- Time Management for Physicians
- Time Management for Real Estate Professionals
- Time Management for Home-school Families
- Time Management for Guys Named "Jimmy D. Brown" Who Can't Seem To Get It All Together 😊

Sign me up for that last one. 😊

**The point is clear:** You slightly alter that product and custom-tailor it to dozens of different "smaller niches."

Now, if I am an overwhelmed dad who is trying to home-school my 5-year old boy, I find that I can't get everything done and I go searching for time management information online, **what happens?**

I find a gazillion time management courses that all look good to me, but I also find YOURS that is **SPECIFICALLY FOCUSED ON HOMESCHOOL FAMILIES.**

All things being equal, **I'd buy yours without thinking twice.**

Why? Because it is specifically targeted towards me and my situation.

Enough said. Moving on...

**2. MORE STREAMS.** The second reason why it's a great idea to turn niche products into custom-tailored versions for even smaller niches is because it creates more streams of income.

Instead of one product, pulling in one stream of orders, you can literally have 25 different versions of the product, pulling in 25 streams of orders!

What if there was only one Monopoly® board game? **Think of the loss in profits.**

What if there was only one flavor of Ben and Jerry's ice cream? **Think of the loss in profits.**

What if there was only one version of your niche product? **Think of the loss in profits.**

Not a very pleasant thought, if ya ask me!

(Nor is the thought of only one flavor of Ben and Jerry's ice cream, but that's a different story altogether)

And think of the advertising here.

Instead of advertising for keywords based solely on things related to "time management", you can suddenly begin advertising for keywords related to home-schooling, college students, pastors, physicians, real estate and so forth.

**The opportunities for multiple streams of income is unlimited with this approach.**

All from making slight changes in the product and in the products' salesletter to custom-tailor it for specific, smaller niches.

Not bad, eh?

Oh, but it gets even better...

**3. MORE PROFITABLE.** A regular version of the Monopoly® board game is going to cost you about \$15.00.

A special limited edition version with specific themes will cost you \$30, \$50 even \$100!

**The more specifically targeted, the higher price tag you can put on the product.**

- An eBook devoted to "autoresponders" might only fetch \$20.00 in the overcrowded Internet marketing community.
- But an eBook devoted to "autoresponders for financial planners" could easily bring in 2, 3 or up to 5X as much because it is specifically tailored for that group.

Because it is targeted to a particular interest, that audience is generally WILLING to **pay the extra price.**

[Why else would Monopoly® be selling their Elvis Presley edition at \$59.95, instead of the \$12.95 the regular version costs?]

So, what's stopping you from doing the same thing?

Yes, find yourself a "niche" to focus on.

But, more than that...

When you develop a niche product, custom-tailor 5, 10 or even 20 different "versions" of that product for even smaller niches.



**It's the easiest way that I know of to create multiple streams of niche profit!**

And it sure can multiply your profits with a minimal amount of effort.

That's one of the reasons why Ryan Deiss and I decided to create our monthly [Nicheology.com](http://www.Nicheology.com) products for members as "products in the rough."

<http://www.Nicheology.com>

We offer **private label licenses** to these monthly products so members can...

1. Alter them
2. Add to them
3. Insert their own affiliate links into them
4. Use them as original products

[And most importantly...]

5. Custom-tailor them in any way they choose for as many different "sub-niches" as they possible can.

These monthly products come in text format so you can edit them and compile them into your own original products, **focusing on dozens of different smaller niches.**

**For example:** We have an "online dating" manual in the member's area that you can use to create all kinds of "custom-tailored" courses...

- Online Dating for Christians
- Online Dating for Hispanics
- Online Dating for Divorcees
- Online Dating for Senior Citizens
- Online Dating for Shy People
- Online Dating for Niche Marketers Who Love Monopoly® LOL

Niche -> Sub-Niche -> Multiple Streams of Niche Profit!

I encourage you to drop by <http://www.Nicheology.com> and take a look at what we've already stocked in the membership area.

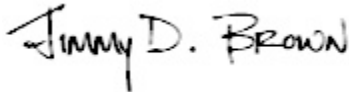
Why spend hundreds of dollars in ghostwriting fees when you can get a private label license to red hot niche products to use in whatever way you choose, for a small fee that anyone can afford?

Plus, we constantly give you more training, product ideas (like the report you are now reading) and helpful suggestions to make your membership as profitable as possible.

Drop by today. <http://www.Nicheology.com>

See you on board.

Best regards,



### **Recommended Resources:**

- [Nicheology.com](http://www.Nicheology.com) Membership. For red-hot, non-business "niche products" that you can alter, update, disassemble, custom-tailor and use as you want to create online profit (complete with salesletters and training materials!) we highly recommend a [Nicheology.com](http://www.Nicheology.com) membership. [Click Here](#) for all of the details.
- [Get Messages Read](#) course. Regardless of what "niche" you are targeting, everyone knows that an "email list" is the top marketing tool to use in promoting your products. Unfortunately, as many as 90% of your email messages aren't being read by your subscribers do to spam filters and other email problems. [Click Here](#) to discover 24 ways to get your email messages read by your subscribers!

--

Update: Get Messages Read is now the #1 ranked email marketing product at Clickbank.com!