



# How To Find Your Money-Making Niche Online

**“If you can play solitaire on a computer, you can spend that same amount of time putting an end to your financial worries forever... earning an unlimited online income. I guarantee it!”**

*– Nick Marks*

From The Desk of Nick Marks  
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**Dear Baby Boomer,**

Do this with me...

Take three seconds to close your eyes and imagine your future.

OK, Now tell me what you saw...

Was it an image of you strolling down the beach, care-free, as the waves nip at your feet?

Or, maybe it was yourself and a loved one discovering some far off place together, finally fulfilling the lifelong dream of traveling the world...

Or perhaps you saw yourself at a big retirement ceremony... all your co-workers congratulating you on your graduation into the "good life" of retirement?

Was it anything close to those images?

If so, that's great... You are in the very small minority of baby boomers who feel "optimistic" about their futures.

For the rest, the thought of pleasure activities and lifelong dreams immediately brings up the familiar image of ***a question mark in front of a dollar sign.***

You wonder "where will I get the money?"

It's a valid question... and on December 4<sup>th</sup> my new book, the "**Baby Boomer's Guide To Online Income**" will help you discover the answer.

You can get it here [www.boomersincome.com](http://www.boomersincome.com) on that day. But, downloading this report first is a good head start...

You may have read recently about the first baby boomer applying for social security, and how the balance of tax-paying workers to Social Security recipients has shifted severely since the end of WWII.

In case you missed it, here's a quote from the October 15, 2007 edition of ABC Nightly News with Charles Gibson:

"At the end of World War II, there were 44 workers paying Social Security taxes for every retiree collecting from the program. Now the ratio is just three workers for every one retiree. And soon there will be more retirees than workers. "

Pretty scary, huh?

It's obvious government programs are not the answer to your concerns about money.

**But I do have good news...** It's about a new way to make money and secure your financial future using the Internet. And before we go any further, I want to tell the more skeptical readers what my book does not involve.

### **It does not involve:**

- Multi-level marketing
- Envelope stuffing
- Telemarketing of any kind
- Spamming people with emails

This is nothing shady, deceptive, or ethically questionable whatsoever. You're smart to be skeptical, there are plenty of hucksters out there. If you ever have questions for me, simply call 1-877-204-3505 and ask away.

Now, on to the good news...

In this report I'm going to do something for you that no other Internet marketer of my caliber has done before... at least not without charging a lot of money for it.

***I'm going to show you, step-by-step, how to tap into an endless stream of money... and how to have a great time doing it.***

I should also point out that you **do not need to be a baby boomer to make these tactics work** for you. There are people of all ages and backgrounds making a whole lot of money on the Internet. But, I wrote the book with boomers in mind for 2 reasons:

1. I hear from baby boomers all the time who are very frightened about their futures, and **I know this guide can help put an end to that fear because I've seen it happen for people.**
2. Because anyone who has been walking the earth between 43 and 61 years is almost certain to possess a key ingredient to success when marketing online (I'll tell you what that is in a moment...)

Plus, Boomers have follow-through... And if there's one thing I hate, it's giving up the gold to people who don't do anything with it. I'm in this to help you succeed.

***So, who am I, and why should you listen to me?***

Another smart question...

My name is Nick Marks, and like you I was once very concerned about where I would get the money to afford the things I needed. I've been blessed with a loving wife and 3 beautiful children – and in many ways, that makes me as rich as I need to be.

But, we both know that love alone does not buy a safe, comfortable lifestyle... it takes money. Having money means you can take advantage of opportunities when they come your way. But, first we have to learn what a good opportunity looks like.

For me, selling on eBay looked like that opportunity when I discovered it years ago. And I was right. When I left the 9-5 grind to devote all my time to the wholesale business I had built up on eBay, it felt great to be earning a living on my terms. No more corporate ladder to fight my way up... no more boring meetings, memos and hurried lunches. I was free!

Only problem was, that freedom ended up costing me literally ALL my time.

Sure it was MY time, but soon, it didn't feel like mine anymore. I was so busy filling orders that I would go days at a time working 20 hours and sleeping only 4. I was working out of my home office, but I actually spent less quality time with my wife and kids than when I worked ten miles away.

This was not a good trade. ***I was burning out fast.*** I had to find a way to streamline my system to keep up with demand. I won't go into all the details of how I made that happen, but it eventually began to work very well.

However, it wasn't until I discovered another aspect of selling over the Internet that I came to understand the real value in my wholesale experience... And ***it changed my life forever.***

See, I didn't realize it at the time, but all the tough lessons I was suffering through running my business selling products on eBay made for a very valuable product in itself.

It came down to the old saying, "Better to learn from someone else's mistakes, than to make them yourself."

I knew I could save a lot of people the time, money and frustration of learning all those same lessons the hard way... if I wrote a simple guide to implementing the system I eventually came up with. It's like having a friend in the same business with more experience than you. You go to that person for advice and guidance because they know firsthand what you're up against.

***Whether you realize it or not, you have special knowledge and experience that people will gladly pay top dollar for once you put it into a simple guide that will save them time and money...***

The "**Baby Boomer's Guide To Online Income**" contains all the steps to finding out which of your skill sets people will be most eager to learn from you... Plus, how to write the book so people will get the most from it.

But that's just one aspect to my book. ***I also teach you ways to make money online that require absolutely no writing, so direct selling, or in some cases, not even a website.***

The World Wide Web is a vast marketplace with many different ways to make money by offering quality products and services to people who can truly benefit from them.

The "**Baby Boomer's Guide To Online Income**" shows you exactly how to do it, and it's so easy you'll soon be wondering why you slaved away at that 9-5 for so long.

Here we go...

This is easily one of the most profitable products in the world... It's called "Information Marketing." And it is exactly what it sounds like: Selling information you have to people who can benefit from it.

Those people are called your "niche market..."

***The real money online is in niches, remember that.***

The best thing you can do is find a niche of people who are known to spend money obtaining the type of **valuable knowledge you have to share**. In the case of my eBay business, my niche was *wholesale sellers on the Internet*, and once I discovered how to reach them and let them know about my book, the floodgates of profit really burst open.

If you're thinking you don't know anything that other people would pay to find out... you're wrong, and I promise you won't be thinking that way much longer once I show you...

## How To Find Your Niche...

There are two simple steps: **find something you love to do and then find what that niche is missing or needing**. Filling that need is the simple formula to striking gold online.

Now is your opportunity to **do something that you love**. Your Internet business will be your opportunity to follow your bliss. Passionate about fly-fishing? Start a newsletter sharing tips. Love to play guitar? Write an eBook (or record a course) on playing for beginners. The possibilities are endless.

When you start with a niche that you love, you'll be able to generate enthusiasm for your business. That's going to come across the web to your potential customer. When they read your content or receive your newsletter, they'll feel your excitement about the niche. And that really matters in online business.

You'll have no personal contact with your customers. People visiting your site can't see your service in action or flip through your eBook like they would at a bookstore. So, when people choose to buy online they use the following factors:

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Coming December 4<sup>th</sup> ... "The Baby Boomers Guide To Online Income"

To Get On The Notification List, Go To: [www.BomersIncome.com](http://www.BomersIncome.com)

- The familiarity factor – Do they know the retailer?
- The appearance of the website
- Testimonials from other customers
- Price, options and delivery
- Whether or not they can get these products elsewhere

When you have a passion for what you're selling or promoting, your customers will be able to feel that. You'll look forward to working on your business, because you enjoy it. ***You'll feel refreshed and energized instead of drained.***

Not everything you love will make a profitable business. That's why it's a good idea to come up with several niches when you're first starting out. This way you'll have lots to draw from when you start to research demand.

If you need help getting started with choosing a niche, try thinking about all the different aspects of your life. You'd be surprised what niche topics are popular online. ***A seemingly simple and small interest could make you big bucks.***

To start, write down your demographics: your age, your location, the ages of your spouse, children and grandchild. Think about different companies you have worked for, and industries you have experience in.

What positions did you hold at work? Are there any organizations that you are a part of? List community activities, groups you belong to, and classes or learning programs you completed.

Your hobbies can be a great place to find a niche. Think of the things you enjoy doing, or things you've always wanted to do.

Do you have any personal collections? Are there any favorite activities that you take pleasure in?

Do you have pets?

Are there certain places that you spend a lot of time in?

Where are your favorite vacation destinations? Your favorite restaurants? Your favorite genres of movies, books or music?

Do you have a specialized talent? Do you know someone that does?

**Are you passionate about solving a health problem?** Do you or a member of your family deal with a chronic illness? Helping others in the same situation is a great foundation for a niche business.

Use these questions to start brainstorming a list of possible niches. At this point, don't worry about whether or not they'll be profitable. You'll learn how to determine that in the guide... Just write down anything and everything related to your life that you wouldn't mind spending lots of time on.

Believe it or not, many million dollar Internet businesses have been launched from lists just like these!

People are making money with websites on everything from dog grooming to horror movies. **With niche marketing you don't have to appeal to everyone...you just have to appeal to a small group of people.**

The beauty of niche marketing is that it levels the playing field. Let's face it... you're not going to compete with Amazon to sell books, but if you sell specialty books that are popular to a niche market, you can compete with anybody... and make a steady stream of profits.

Plus, ***working in a niche you love will motivate you to succeed.*** But the most important part of the process is researching the niche. You want to find that perfect combination of personal interest and profitability.

There are many research tools out there that can help you, and each one has different benefits...

## ***Keywords Are The Key***

This most crucial step is one a lot of people ignore. They get so excited about making money online, they completely skip the research step and throw all of their time and money into the first niche that strikes their fancy.

### ***Don't let this be you!***

The main goal of research is to figure out what people are buying online and what is really in demand. The easiest way to do this is to find out what people are typing into Google, Yahoo and other search engines. To find this out, you need to do some keyword research.

Keyword is just a fancy term for words that people type into a search engine... For example, when you go online to look for information on refinancing your house; you might type into Google "refinance mortgage" or "loan refinancing." You may even get more specific and type in "Texas refinance."

All of these phrases are keywords, and ***you're about to find out what happens on the "other end" of the search engines...*** And you thought all of those words you were typing were being lost to the vastness of the Internet!

The truth is all the search engines collect data on what you are looking for... As an Internet marketer, you'll now use that data to judge public interest.

Your next step is to see if any of your hobbies, interests and other potential niches are what other people are looking for. There are many keyword research tools out there that can help you, and each one has different benefits.

**“The Baby Boomer’s Guide To Online Income”** gives you step-by-step instructions on how to find and use keyword search tools. I’ll show you how to discover in minutes - and for ***little or no money***, what used to take marketing firms years of trial and error – and millions of wasted dollars...

Again... It’s important to keep in mind that there are plenty of incredibly profitable methods covered in the guide that require much less research and involvement.

For instance, ***I’ll show you how you can make enough money to vacation the world using only eBay...*** The trick is to stand out from all the other ads without spending money on those upgrades like highlighters and extra pictures...

Plus, I’ll show you how to earn more money online than you would at a mindless second job behind some counter, without even owning a website!

You’ve been working your whole life... you shouldn’t have to work harder now just so you can retire someday. Not when there is a better way...

### **“The Baby Boomer’s Guide To Online Income” Will Take You By The Hand And Show You The Way To Financial Freedom...”**

You’ll also learn...

- **How you can cash in on the high-traffic Internet marketplace... Even if your technical know-how ends with e-mail... Pg. 5**

- **How starting an online business before you retire can have your second income on autopilot by the time you do...Pg 16**
- **How you'll learn as much about your market from browsing a few message board forums than the big agencies do in their expensive "product testing" sessions... pg 25**
- **The 5 key selling factors that must be in place before you start your online business... skipping this checklist is the fast path to ruin... Pg. 19**
- **Just how Google rakes in piles of cash... and why they are eager to hand some of it over to you...Pg. 11**
- **When to set your eBay price for a quick sale... and when forcing bidders to duke it out will get you the highest price... Pg. 6**
- **The hugely-in-demand product you can deliver to your customer with absolutely no start-up cost... No shipping, no storage, and worries about rising gas prices... Pg 43**

And many more ***too-easy-to-be-true*** tactics that stuff cash into bank accounts of people that are certainly no smarter than you.

**The "Baby Boomer's Guide To Online Income" will be available December 4<sup>th</sup>... And here's a secret only readers of this special report will learn: **There will be some incredible bonuses included with the book the day it goes on sale.****

**So, mark your calendars for **December 4<sup>th</sup>** and write down this link [www.boomersincome.com](http://www.boomersincome.com) because those bonuses will not last long and I don't want you to miss out!**

I'll see you there!

To your massive success,

Nick Marks

**P.S.** The “Boomer’s Guide” ***makes a great holiday gift*** for anyone with an interest in cashing in on the world’s largest marketplace – the Internet. You can print out a copy and wrap it, or send it to them straight from the secure order form ... either way they’ll love you for it. [www.boomersincome.com](http://www.boomersincome.com)