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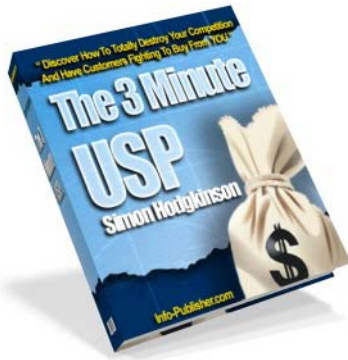
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- ✓ The 3 keys to a profit pulling USP that'll **explode your sales overnight**

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# Find Your Niche

## Niche Concepts:

No matter how you plan to make money from the internet, you must learn that the most successful websites don't try to be something for everyone.

Instead they focus in on a narrow subject area – *a niche*. Whether you are promoting your own products or services or someone else's, **you need to hone in on your niche.**

At first glance, it may seem like offering a product that is appealing to everyone will generate more sales than one geared toward a small group of people.

But the fact is, this concept rarely ever pans out. Try not to be lulled by the thought. Instead, what you need is to focus on solving a specific problem. **Usually the more specific the better.**

***Marketing is all about being at the right place, at the right time, with the right message.***

If you try to be there for everyone, your message will become diluted. And if you dilute it enough, it won't be the right message, at the right time, for anyone. Just remember that – it's a golden rule of marketing.

I'm sure you realize it's impossible to meet everyone's needs. So you need to select a target and attempt to appeal to them and them alone.

- Cater your product to solve their needs...
- Adjust your website to fit with their interests...
- Write your advertising to be compelling to them...

This may seem simple at first glance. **But, take it to heart; it really is a sure-fire way to increase your sales.**

Here are a few examples of niche websites and ways to make a profit from them:

Travel **is too broad**, but *traveling in style* might be a good niche:

- Get people to subscribe to a review of 5 star hotels.
- Find travel agencies to advertise with you and pay you a percentage for referrals.
- Write an e-book geared toward the best places to travel to.
- Review celebrities and their stylish vacations (virtually everyone is fascinated by celebrities).

Recipes **are too broad**, but *new Hungarian recipes* are a niche:

- People may subscribe to a newsletter where you offer useful links to products with your affiliate ID embedded within them.
- Write your own specific-type of recipe book and sell it from your site.

Careers **are too broad**, but *careers in biotechnology* might be a good niche:

- Discuss how to ace a biotech job interview.
- List where the jobs are.
- If you could get enough companies to post their jobs with you, you might be able to offer subscription based access to your job listings.
- Write an email series on Biotech Careers and collect your prospects information.
- Provide a bulletin board for people to exchange their thoughts.
- Offer links to online courses that could help advance a biotechnologist's career and make a commission from them.

I'm sure you get the idea. Just focus in on one specific area. It is impossible for one website (or one product) to fill *everyone's* needs. And really, don't you think that might be a little more than you can accomplish for now?

After reading this, you may need to adjust your product, your website or your target audience a little (or all of them). Fortunately, websites aren't set in stone and are very easy to change.

Try tweaking your niche a little by making it more specific.

And to follow along with niches, let's discuss...

## **Your USP!**

***What's that, you ask?*** Well, a USP is a **U**nique **S**elling **P**roposition. It's a one to two sentence phrase that lets your customers know why they should buy your product over your competitor's products.

Sounds obvious, but think about it.

Why *should* your customers buy from you and not someone else? You need a good reason; otherwise, your lack of one will indicate that you are merely jumping around shouting out "buy mine", "buy mine" just like virtually everyone else out there (*no wonder very few businesses ever make it to their 5<sup>th</sup> year*).

Your USP should spell out exactly what your major benefit is. What will your product or service do for the prospect if he or she buys?

Think about all those Pizza jingles you hear advertised, those are USP's.

Whatever you are selling, think of its best benefit. Turn that into a phrase and you will have your USP. If you can twist the phrase in a way that makes you appear different than your competitors that's even better. **Remember, you want to focus on your *unique* appeal.**

To further explain, your niche targets one general audience. Your USP goes even further. It can target one specific audience within your niche.

Here are 6 different sample "spins" you can put on your product or service that can help lead to your USP.

1. Do you want to be known for value?
2. How about selection?
3. What about quality?
4. For speed of service?
5. For a no-risk purchase?
6. For a lifetime warranty?



You can even use more than one of the above examples in combination. Just make sure you select your “spin” based on something you can actually follow through on.

Obviously, if you aren’t comfortable guaranteeing next-day service because you don’t believe you can provide it to your customers, you don’t want to choose that.

Think about offering a guarantee and add that to your USP.

To successfully select your USP, **you should research your competition first.** Characterize who they cater to (i.e., value-seekers, people who want quality, fast service, etc...).

**Then find a void in your niche.**

**Perhaps no one offers value?** Well maybe you should think about offering more value than your competition. As you can imagine, filling a popular void might just boost your sales above and beyond anything you’ve accomplished yet.

**Exercise 1:** Here's a little exercise that will help you find your unique selling proposition.

First, you need to size up your competition. Who are they? What are they selling?

***Table listing out your Competition:***

[illegible]

Now, let's move on to *your* business. What are the features and the benefits of *your* product or service?

List every last one you can think of. Remember, **you are looking for benefits**, not just features. A benefit is something your customers would find appealing about a feature of your product or service.

Let's say you are selling a computer hard-drive with a 100 gigabyte storage capacity. That's nice, and some people will understand what that's all about. Others will not have a clue. So spell out exactly what that means to them. For example, "Our hard-drive has 100 gigabyte of storage capacity, which means you can be as productive as you want with virtually no fear of filling it up. In addition, your computer will run at a lightening fast speed."

I'm sure you can do even better. The point is, **you need to translate the features of your product or service into benefits**. Now this may seem obvious to you, but the best advertising spells everything out for its prospects.

So make sure to spell out exactly what your clients will get if they use your product. Will they make more money, take a step forward with their career, or lose weight?

What is the ultimate end goal a prospect interested in your product would probably like to achieve?

Make sure you spell out how your product will help them achieve that. If there is more than one end goal, list each of them out. Different benefits will appeal to different prospects. And of course, you want to appeal to as many of your prospects as possible (*however, you ultimately pick one or two for the USP – the rest of will be expanded on in your sales copy*).

If you are having trouble coming up with benefits, try writing out all the features of your product. Then, next to each feature, write out why it is important. What does that feature mean to your prospect? These are your product's benefits.

***Brainstorm all the features and benefits you can think of and list them below.***

[illegible]

**What unique qualities does your product possess?** Circle all the benefits from the table above that separate your product from your competition. One thing you should realize is even if your product is virtually the same as your competition; you can still come up with a USP. Simply offer a guarantee, better service, better value, or faster delivery. **Dig deep to find something that makes you stand apart.** Or create that special something right now!

Somewhere within the list of your benefits and features is the beginning of your USP. Write out 5 complete USP possibilities below. Eventually, select one of them *(remember, you may always test it and change it later if it isn't working)*.

***Unique Selling Proposition List.***

<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	