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Gail Buckley & Greg Land



If Content Is King. Then The
WOW Content Club is the Kingdom
You Have Been Searching For.

Your Full Spectrum Content Provider!

**Is Your Market Mildly Hungry
or Downright Starving?**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Acting on a good idea is better than just having one."
Robert Half

Is Your Market Mildly Hungry or Downright Starving?

I'm not sure who said it first but it bears repeating, the one thing that you want above all else to assure the success of any marketing project you undertake is an unquenchable demand for your product or service. You want a market that has a ravenous appetite that can only be sated by what you have to offer. Nothing else will do. You want them to be not just hungry but downright starving for what you have to offer, so that they'll go to almost any lengths to get their hands on it!

Competitive Analysis

Competition is a way of life, especially so when it comes to conducting business online. The very thing that makes the Internet so attractive as a small business marketing medium - it's global reach - also insures that your competitive field, regardless of how narrowly you target your niche, is going to be a pretty broad one.

Get To Know Your Competitors

When internet marketing was in its infancy and there was a lot less competition, entrepreneurs could get away with merely setting up shop and advertising their products directly. Nowadays, things aren't so simple. In order to drum up business, you have to come up with a unique angle or sales position that will enable you to stand out from the crowd. And in order to stand out from the crowd, you need to know what "the crowd" is already offering. You need to get to know your chief competitors and analyze their individual marketing strategies, so you can better position yourself for success.

Off-line this might pose somewhat of a problem. Online...it's a breeze. Zero-ing in on your competition is as easy as typing keywords into your favorite search engine and hitting the search button. Your competitors are occupying the top 10-20 listings of the page that turns up.

Are you ready to begin?

Okay, the first thing you need to do is refer back to your [Keyword Research Record](#) containing your pared down, "profitable" keyword list. You are going to use these words or phrases to not only find out exactly what type of sites you'll be competing against but also to draw up a list of potential affiliate programs and joint venture partners you might want to consider hook up with once your business is underway.

Competitive Research Record

For this research you may want to use a human compiled directory, like Looksmart, Yahoo or Open Directory, along with a spider compiled engine, although since AltaVista gets its directory results from LookSmart and Goggle uses Open Directory, so if you use these search services you've pretty much got your bases covered.

Once you've printed out a copy of your Competitive Research Record, begin by copying your primary keywords into the left hand, KEYWORD column. You'll note that the template contains three other columns, entitled: COMPETITORS, AFFILIATE PROGRAMS and POSSIBLE PARTNERS.

The reason for the different headings will become clear once you run a search on your first keyword phrase and get the results. Odds are three different types of sites will turn up:

- Merchant Sites that are selling something (these are more common in directory results)
- Content Sites that lead into Merchant Sites (these are more common in search engine results)
- Sites that are simply not relevant

As you feed each of your keywords into the directory or engine of your choice, you'll be taking note take of the Top 10 (if you're ambitious Top 20) listings. Click on each relevant link and see what you get.

If your click brings you to a merchant site, note the type of merchandise sold and, if it's a product or service that fits with your site concept, check to see whether they have an affiliate program. If they do, enter their URL or the URL of their affiliate program "join page," along with a brief description of their product, under your AFFILIATE PROGRAMS heading. If they don't offer an affiliate program, but they have a quality site and product, enter them under POSSIBLE PARTNERS.

Alternatively, if your click lands you on a content site, take a good look around to see how they've done things. Take particular note of things that they've done that you could do differently or better. If they've come up with ideas that you haven't thought of, jot them down.

Input each of your "high profit" keywords into the search service and explore the top results. (I know this sounds like a tedious work but, if you're as fired up about your site concept as you should be, you'll also find it quite exhilarating! With every click you're learning more and solidifying your ideas for your own business.)

SIDEBAR: Actually, there is one way to sidestep all this search engine mumbo jumbo and probably rank even higher on search engine searches - Ken Evoy's innovative and powerful [SiteBuild-It!](#) tool. He's whittled internet marketing down to a science and has incorporated every thing he can think of to assure the successful building of income through content into this remarkable resource. Take a look.

Pay Close Attention to the Major Players

After you've looked over the field, review your [Competitive Research Record](#) and single out the major players. Who are - or would be - your 5 or 10 nearest direct competitors? Have a pen or pencil handy because you'll want to study the leaders and take some notes with an eye for:

- How their businesses are similar or competitive to yours
- The look, feel and overall functionality of the sites themselves
- Statement of vision or purpose, noteworthy strategies or objectives
- Products or services offered, especially those that differ from your own
- Customer service - guarantees, policies and procedures
- Capability and personalization of the shopping cart/sales system
- Advertising campaigns and offers
- Strengths and weaknesses - both from the consumer and sales point of view
- Areas where a particular competitor holds a market advantage
- Vulnerabilities or gaps in what is being offered
- How much traffic they are getting?
- Are their businesses growing? Stable? Declining? Why?

If you want to know more about your competition, particularly when it comes to traffic statistics, try using the following tools:

- <http://www.mediametrix.com>
- <http://www.alexa.com> (a free web browser add-on that ranks your competitors' positions in the traffic pecking order in terms of Top 100, Top 1000, Top 10,000)

If you want to dig a bit deeper in your sleuthing efforts, try going to Google <http://www.google.com> and conducting a search for a particular company or product using the following format:

+ company name + product name

Remember to use quotation marks around the company or product name if either consists of more than a single word. This forces the search engine to look for the exact phrase. The two + signs mean that both the company name and the specific product must be included on the Web page. This should turn up:

- a) Other domains used by your competition
- b) Distributors - gain an overall picture of their Web presence
- c) Customers - comments in discussion & news groups
- d) Press Coverage - good and bad

Bear in mind, your goal in doing this research is to "borrow" the good and learn from the bad. What can you learn from your competitors' operations? from their advertising? How can you differentiate your product or service from yours? And most importantly, what makes you think you can compete successfully with them?

Competitive Edge Rating Test

To help you evaluate how successful your product or service will be, go down the following list of standard characteristics (you may want to add more from your knowledge of your field) and make a candid evaluation of your competitive "edge." The numbers 1 - 10 indicate your primary competitors

(from the research record above). Use at least 5. On a scale of "0" (theirs puts mine to shame) to 10 (mine puts theirs to shame) indicate the competitive potential for your product or service and then tally up your total score.

Key Competitors:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Feature	1	2	3	4	5	6	7	8	9	10
Price										
Performance										
Quality										
Appearance, style, packaging										
Contents										
Durability										
Versatility										
Ease of operation or use										
Size, weight or color										
Purchasing options										
Speed of delivery										
Customer service or support										
Guarantees										
Total Points										

A Total Points score of less than 60 indicates that you might reconsider the viability of your product or service and/or think about how you can improve it. Over 80 points indicates a clear competitive edge. (Of course, this scoring system depends on how many features you are using for evaluation. If you are using more, the total points scoring should be higher to indicate a clear competitive edge. Use your own judgment.)

SIDEBAR: Since the primary consideration in pricing a product or service is the value that it represents to the customer, if your total points score on the above checklist places your product clearly ahead of the field, you can command a premium price. On the other hand, if it is a "me too" product, you may have to "buy" a share of the market to get your foothold and then try to move price up later. One rule will always hold: ultimately the market will set the price. If your selling price does not exceed your costs and expenses by the margin necessary to keep your business healthy, you will fail. Know your competitors' pricing policies and adjust yours accordingly.

You may decide, after surveying the competition, that the field is simply too crowded and you don't have anything to offer that your competitors haven't already thought of. In this case, you'd be better off finding another niche in which you can compete successfully.

On the other hand, if you find the competition not unduly formidable, simply use your ingenuity to come up with strategies necessary to counter or one-up what they're doing or offering - and move on to...

Market Analysis

How do you determine if there are enough people in your market who are willing to purchase what you have to offer at the price you need to charge to make a profit? The answer, of course, is to conduct a market analysis.

Don't worry - it's not as scary as it sounds. In fact, you've already done most of the work with your first two assignments.

As we noted in our section on the [Writing Your Business Plan](#), the Marketing Plan portion typically includes four elements:

- a) The Market
- b) Customer Analysis
- c) Competitive Analysis
- d) Market Strategy

Since you've already concluded elements b) and c), all that remains to complete your preliminary market analysis are elements a) and d). A description of your market and your marketing strategy. We'll begin with...

The Market

The market section of your business plan describes the market you have identified for your company's products or services - its size, projected growth rate and any of its important subcomponents. It involves thinking about what you can do better than others in the same business, and honestly acknowledging what they can do better than you.

The best way to begin to analyze your market is to think of it as a funnel. Start at the top - with a broad assessment of the current trends in your industry in general and then keep narrowing down your focus until you get to the details of your niche and how you expect to dominate it.

Some questions you might want to consider in analyzing your proposed market are included in our *Market Analysis Template*. You'll note that many of the questions have to do with market segmentation. Traditionally, the major ways to segment (or breakdown) a market are:

- => *Geographical segmentation* - developing a loyal group of consumers in the home geographical territory before expanding into new territories.
- => *Product segmentation* - extensively promoting existing best-selling products and services before introducing a lot of new products.
- => *Customer segmentation* - identifying and promoting to those groups of people most likely to buy the product. In other words, selling to heavy users before trying to develop new users.

Since you're going to be doing business online, and most of you are just starting out, I wouldn't worry too much about the first two categories. When we speak of segmenting the market, we are talking almost exclusively about customer segmentation.

This being said - you still have to pick the right market segment, which is why you should spend some time doing a bit of research and filling out our *Market Analysis Template*. We've done much of the work for you in coming up with some questions you need to consider. All you have to do is fill in the answers.

Basically what you're looking to determine, particularly if you're thinking about a new venture, is **whether the customer base you propose to target is large enough to support your business or new product idea - to generate your planned sales volume.**

It's not enough that people like your business concept. There must be enough target buyers on a frequent enough basis to sustain sales, spending and profits from year to year. For example, selling a product or service that people may need only once in a lifetime (i.e. an indestructible toothbrush) may not be a sustainable business, unless a large number of people need it at any given time or everyone needs it eventually (i.e. a funeral casket).

Other important marketing factors to consider (not listed on the template) are:

- strength of competitors to attract your niche buyers away from your products
- similarity of competitive products in the buyers' minds
- rate of new product introductions by competitors
- ease of entry/protect-ability in the market for your niche

As you are conducting your market analysis bear in mind its purpose - to lay the groundwork for your *marketing strategy*, which will, in turn, form the basis of your plan for successfully competing in your selected market.

Market Analysis Template

1. How is your industry doing as a whole? Is it growing? Steady? Declining?

2. What are the major trends you observe and how will your business be taking advantage of or accommodating these trends?

3. How large is the total market for your industry?
4. How does the existing total market segment (by price, product, location, quality, distribution channel etc.)?
5. How large is the portion of the market that is interested in your specific products or services?
6. What segment or niche of that market will you be targeting? (You can target more than one segment or niche - but I'd do it one at a time.)
7. Is that segment/niche growing? Steady? Shrinking?
8. Is it large enough to sustain your business and that of your competition?
9. How receptive is your target market to new products?
10. Is your target market large enough to be segmented, and if so, how will you segment it?
11. What share of your target market/niche is already held by your competitors?
12. Who are your direct competitors and how are they doing?
13. How will you differentiate your business from theirs?
14. How will you attract, hold and increase your market share?
15. What share of your target market/niche can you actually service or accommodate?
16. What share of your target market/niche can affordably reach with advertising and promotion?

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Performing a S.W.O.T. Analysis

This exercise allows you to analyze the strengths, weaknesses, threats, and opportunities of your proposed new business venture. Fill in the areas below to the best of your ability. This will allow you to better assess what you do and don't do well, what you need to be wary of and how you can do better.

Strengths and weaknesses are internal (i.e., what makes the company different and superior, and what is or can be detrimental to its growth let alone survival).

Opportunities and threats are external (i.e., what issues can affect the company as well as what elements on which it could capitalize in the future, and so on).

<p><u>Strengths:</u> Areas where you excel</p>	<p><u>Weaknesses:</u> Areas where you fall short</p>
<p>Opportunities: When you look at the market, what do you see? What are your competitors doing to win over customers? Look for gaps. Get down to basics, bearing in mind that what you <u>see as an opportunity today may not exist in three months...</u></p>	<p>Threats: What trends do you see that could make your product or service obsolete? What are your competitors doing to push themselves ahead? Have you heard about any new dot-com <u>start-ups that might be trying to move into the market?</u></p>

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TIP: Although your competitive and market research may have yielded quite a bit of information, keep what you write down in the above boxes simple and incisive.

Conducting an Industry Analysis

Although it's not essential, especially if you're targeting a very small, off-beat niche, taking the time to perform an abbreviated industry analysis - to develop a grasp of where your particular industry seems to be headed and the trends that are taking place, may stand you in good stead in the long run by helping you to position your business ahead of the curve rather than behind it.

I wouldn't spend a lot of time on it, but you might be able to find an existing analysis of your particular industry in some of the paces listed below. It wouldn't hurt to take a look.

1. Internet Publications & Research Firms

- [The Standard](#)
- [E-Commerce Times](#)
- [Iconocast](#)
- [ClickZ](#)
- [A-Clue.com](#)
- [Forrester Research](#)
- [The Ecommerce Research Room](#)

2. Ecommerce Statistic Providers

- [eMarketer](#) - Offers a panoply of online statistics. For the most comprehensive research information on ecommerce, as well as the latest news in the online world, eLand has it!
- [Georgia Tech's Graphics, Visualization & Usability Center's WWW User Surveys](#)
- [Cyberatlas](#) - Great source for Internet and Web related statistics and demographics.
- [Planet IT](#) - The business section of TechWeb News (<http://www.techweb.com>) is packed with specific information, articles and statistics on electronic business.
- [Useit.com](#) - Jakob Nielsen's site - Chock full of useable Web technology and marketing information.
- [Ecommerce Web Encyclopedia](#) - Great place to research all kinds of ecommerce-specific phrases, terminologies, words and acronyms - from digital wallets to "Clicks-and-mortar."
- [FedWorld Information Network](#) - This search service is dedicated to helping you locate government regulations, publications, statistics and other federal information.

3. Online Resources for finding out Who's Doing What Online include:

- [Ecommerce Information Center](#)
- [Ecommerce Times](#)
- [The Center for Research in Electronic Commerce](#)
- [Electronic Commerce Page](#)
- [Know This Virtual Library](#)
- [NUA Internet Surveys](#)
- [WebTrends](#)

TIP: If you visit a Website and you're interested in finding out who shops there and what they think about the site, you can contact them instantly through online communications technology called Instant Messaging. A free program called [Instant Rendezvous](#) connects individuals who are currently connected to the same Website chat with one another. You can download the program [here](#).

4. Trade Journals

Pay particular attention to the first issue of the new year in a few dominant journals, when pundits are called upon to prognosticate about the future.

5. Investment Brokers and Information Services

Which stocks are hot and which are not? Which stocks are the wheelers and dealers recommending to their clients. Also check out magazines such as [Fortune](#), [Forbes](#), [Red Herring](#) and [Upside](#).

Basically, you just want to ascertain that you are working in the direction of current industry trends rather than at cross-purposes or lagging behind.

Get To Know Your Niche

Once you have a good handle on your industry, you want to find out a bit more about your particular niche. You want it to be large enough - but not too large - and you want to be able to reach it easily and cost-effectively. An example of a bad niche market is people who have the common cold. How could you ever identify these people cost effectively?

Here are a few easy ways to find out if people are really interested in the business you aim to pursue.

1. Visit [Amazon.com](#) and see if there are books on the topic of your proposed business.
2. Check out how many magazines serve this market, and the number of subscribers. You can find this out online or ask the magazines for their advertising kits.
3. What associations serve this market? At the library, you can check out [Gale's Directory of Associations](#).
4. Are there newsletters and ezines aimed at your target audience? Check out these ezine directories: <http://www.liszt.com> or <http://ezine-universe.com/>
5. Then, find out if there are newsgroups - great places to learn and promote for free. Visit <http://groups.google.com/>
6. Another great tool is [SRDS](#). You can find SRDS at the library. The most interesting volumes contain information on direct mail lists. You can search 35,000 different listings - and find endless niche markets. [SRDS](#) is perhaps the best way to get a feel for the size and scope of different niche markets.

All this may sound a bit complicated - and if you're just looking to "test the waters" of internet marketing by joining an affiliate program or two - it may not be necessary. But if you're thinking of launching a new venture of your own - or expanding an existing one, any research and preparation you do now will pay off big time when your business actually gets underway.

The more you know about your potential customers and competitors, the more successfully you'll be able to compete. And the more successfully you're able to compete, the better off your business will be!

The Importance of Defining Your Niche

As we've already discussed, the number of sales you can generate will increase dramatically if your business site is narrowly focused on a specific topic or outcome. Conversely, the need to produce a sufficient quantity of website visitors to produce similar results will lessen considerably. So, first and foremost, it is essential that you define your particular niche now - before you go any further in your planning. Doing so will allow you to do six extremely important things:

1. Design your site using appropriate keywords, meta tags, and doorway pages so that your niche market can find you at the major search engines.
2. Convey to your web site visitors, the very moment they arrive at your website, exactly how and why you can help them solve their problems.
3. Develop new products and services that inherently appeal to your niche market.
4. Establish yourself as a leader in your industry. It's much easier to market yourself as an "expert" when you serve a particular, "specialized" niche.
5. Keep cost per sale to a minimum. When you have the ability to target only your most promising prospects, you spend far less money making sales.
6. Maximize your ad budget by targeting only those in your niche market. You'll know exactly where to advertise.

You see, once you know who your target customers are, you'll not only be able to start writing sales copy that caters directly to their wants and needs, you'll also be able to start strategically placing your advertising in areas where it will pull the highest response.

Which brings us to the last, but perhaps the most important, element of your Internet Marketing Plan, your...

Marketing Strategy

Marketing strategy encompasses identifying customer groups (i.e. target markets) that a small business can serve better than its larger competitors, and tailoring your product offerings, prices, distribution, promotional efforts and services toward that particular market segment.

Marketing plays a vital role in successful business ventures. How well you market your business, along with a few other considerations, will ultimately determine your degree of success or failure. The key element of a successful marketing plan is to know your customers - their likes, dislikes, expectations. By identifying these factors, you can develop a marketing strategy that will allow you to arouse and fulfill their needs. If you're looking at everyone as potential customers, you're bound to miss out on your best customers.

Define Your Customers' Buying Habits

In performing your *customer analysis*, you identified who your potential customers are (demographics), what they want and why they want your particular product or service you will be offering (psychographics). Now it's time to view them from a merchandizing standpoint. Ask yourself such questions as...

1. How will you reach/obtain your target customers?
2. How will you get your target customers to buy from you?
3. How many customers do you want and, realistically, how many can you handle?
4. Do you want more customers or steady customers?
5. How are you going to keep your customers when you get them?
6. What is the significance of price, quality, performance, service and warranty to your customers?
7. What is going to be your customer service policy?

Consider the six "O's" of organizing Customer Buying Behavior

- ORIGINS of purchase: Who buys it?
- OBJECT of purchase: What do they need/buy?
- OCCASIONS of purchase: When do they buy it?
- OUTLETS of purchase: Where do they buy it?
- OBJECTIVES of purchase: Why do they buy it?
- OPERATIONS of purchase: How do they buy it?

As we've already discussed, to be successful you should not strive to be "all things to all people." You need to be specific - to aim your marketing at a carefully defined group of people. If you're like most small business entrepreneurs, you have limited resources to spend on your marketing activities, so you want to be concentrating those resources where they're going to do the most good.

But how do you know where they'll do the most good? Knowing who your customers are is one thing. Knowing how to reach them cost-effectively is quite another.

This is true, but fortunately you're in luck!

In the traditional offline world, identifying your target market and figuring out how to reach them would take months of surveys and tens of thousands of dollars in lost advertising. Not so on the Internet. The WWW has given us entrepreneurs the wondrous ability to easily identify and locate our target market/customers in a matter of days, with minimal cost and maximum return!

Focus Your Marketing Where It Matters

Unfortunately, many new marketers still make the mistake of plastering their URLs all over the Internet thinking that quantity is better than quality. But you know better now. You know that the point is not to be everywhere, but rather to be everywhere "that matters." In other words, your message should appear in front of those people who will likely read your ad and take action. You want to "fish where the fish swim." But how do you know where the fish swim?

Online Communities, Chat Rooms, and Forums

If you start joining chat rooms, forums, and online communities that relate to your industry, you are going to quickly locate your target market by simply observing the conversations and asking a few strategic questions.

Whatever you do, don't just jump right in and start pitching your product - or you'll be booted right out. You want to sit back and observe. See what the buzz is about. Find out where people like to spend their time and what websites they like to visit.

You could even pose as an interested buyer and ask if anyone knows where you can get the product that you are selling! See who they recommend or if they are even interested enough to recommend someone.

Online communities, chat rooms and forums are all great places to quickly get answers to your questions. With forums and communities you also have the option of browsing through previous posts, so that you can study past conversations.

Strategically Placed Ezine Promotions

There are literally thousands of ezines on the Internet today that cover just about every topic imaginable. By strategically placing and tracking the same short classified ad in a handful of different ezines that relate to your market, you will instantly learn where you should be focusing your promotional efforts based on the responses you receive from each.

Begin by visiting to one of the following ezine directory sites and browsing through the categories relating to your prospective business.

- <http://www.liszt.com>
- <http://ezine-universe.com/>
- <http://paml.net/>
- <http://www.free-ezine-advertising.com/>
- <http://www.topica.com/>

For example, let's say you are planning on selling nutritional supplements online. You might run an ad or two in each of the following categories:

- Health related ezines
- Fitness related ezines
- Family related ezines

By running the exact same ad in ezines in each category and tracking the results, you will find out which category of ezine generates the most responses. This will instantly enable you to drastically narrow down your potential target market.

You could even take this one step further. Let's say you found that the "health related ezines" pulled the best response, you could then drill down even deeper and advertise in more specific ezines on health related topics. For example, you could place your ad in:

- Men's health ezines
- Woman's health ezines
- Children's health ezines
- Senior's health ezines

By doing this and carefully tracking the response you receive from each, you will have an even better idea of what sex and age group you are targeting. Using strategic ezine ad placement you can literally drill down to the market that is going to provide you with the highest return for smallest amount of work.

Track Your Site Visitors

An important aspect of marketing online is the fact that you have the opportunity to achieve targeted, measurable results. By simply tracking your site visitors and knowing where they spend their time online, you will know exactly where you need to place your advertising in order to pull the best response and attract the most targeted potential customers.

If you're computer savvy and know a bit about JavaScript code, you can always use cookies strategically to get information on ad responses. Cookies are tiny pieces of information that can be placed on your site visitor's web browser for retrieval later. They are commonly used to remember passwords, display banners, keep track of shopping carts and track affiliate referrals. They can also be used to track your ad responses as well as customers movements online.

By taking the necessary steps to identify and locate your target market, you will be taking a lion's share of the guesswork out of your marketing. Not only will your marketing efforts be more effective, but you will cut down significantly on your advertising budget because you'll only ever pay for advertising that gets results!

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Web Business Basics?** Portfolio.

Click the link below to download this mighty pdf publication right now for FREE!



[Web Business Basics](#)

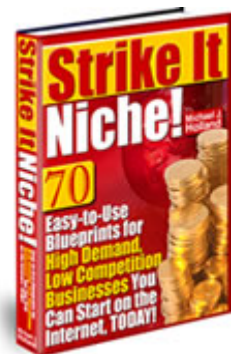
Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Strike It Niche!](#) *Michael J. Holland*

"Introducing 70 High Demand, Low Competition Niche Businesses You Can Start on the Internet Right Now... and Quietly Rake In Untapped Profits, While Others Chase Rainbows!"

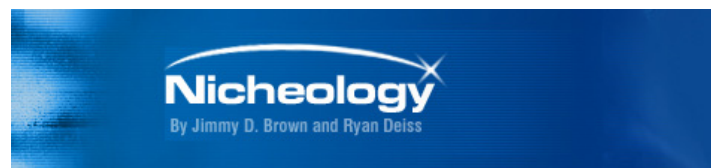
Are you struggling to come up with a great idea for a profitable business that you can start on the Internet? If so, you're about to breathe a gigantic sigh of relief! Michael J. Holland has come to your rescue with this amazing book. What he did was sit down and spend some time analyzing Internet traffic and the type of information, goods and services people seek and purchase online.



His efforts paid off in that he uncovered forgotten treasure-troves of 70 gleaming niches (spanning 13 categories) that are receiving loads of laser targeted traffic, but had astonishingly low competition! Rather than seeking to exploit these profit pots himself, he took another, clever tact, he got the idea to organize the niche information into detailed, easy-to-use blueprints: 70 Easy-to-Use Blueprints for High Demand, Low Competition Businesses You Can Start on the Internet, TODAY! Michael's had done all the research and hard work for you. All you have to do is take one of these blueprints and implement it. If you're thinking of getting started in niche marketing, [Strike it Niche!](#) is a low cost, MUST HAVE resource!

[Nicheology](#) *by Jimmy D. Brown and Ryan Deiss*

How would YOU like to grab private label resell rights to already completed, instantly-profitable information products in every type of niche topic imaginable? Well, now you can.



And it isn't going to cost you an arm and a leg either. In fact, for less than you would spend on the cost of a single good meal out per month you can join the [NICHEOLOGY site](#) and you won't have to worry about coming up with new product ideas, because all the hard work will be done for you!

Essentially, [Nicheology](#) is a member's only site that provides you a selection of Ready-Made products each month, relating to information that people are looking for every day (like improving their golf play, or loosing weight, etc...) that you can modify to your own style, and then sell for the price that you choose. Yes, there ARE people out there who are interested in topics other than internet marketing... people who have real lives and hobbies, and you can easily and profitably tap into these markets using the instant proven products [Nicheology](#) provides you.

[Public Domain Riches](#) by Yanik Silver

Discover The Fortune That Lies Hidden in The Massive Stockpile of Public Domain Works -- Yours FREE For The Taking Without Permission or Paying a Dime in Fees! Needless to say, it's almost shocking how profitable using works from the public domain can be... if you know where to look and how to go about sorting through the legal channels.

That's why after countless requests from customers and students - Yanik finally decided to pull back the curtain and reveal the truth about finding, using and profiting from public domain information. The bad news is that you missed the special, one-time-only 2 ½ hour Tele-Class he held on [Public Domain Riches](#). The good news is you can still get the taped version and benefit from the treasure map to the "mother lode" of free content he revealed to attendees. If you are looking for a product to sell; one where you get to keep all the money; one that you can keep selling over and over again, I venture to say [this is one of the best places to start](#). Heck, it's as easy as "stealing" from the millions and millions of pages of public domain content... if you know exactly how to do it. Why not spend 2 ½ hours with Yanik and his 3 special guests so you find out. You can then use the knowledge to profit over and over again!

[Public Domain Goldmine](#) by Yanik Silver and Michael Holland

Cash In on The Booming Demand For 'How To' Info in 35 Different, High-Demand and High-Profit Potential Niches -- Without Being an Expert or Even Writing a Word Yourself!

This package is almost too good to be true. Yanik and Michael are actually going to hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money. We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. – All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

Hardly any wonder that every time they come up with one of these amazing offers, it sells out within days. They ONLY release 250 of these packages (so as not to flood the market). I missed out on the boat the first time, but got in on the second release. If you're smart, you will go and [sign up for priority notification](#) of the 3rd, because if you don't get notified early, you will never get news of the release, even if you are on Yanik's or Michael's newsletter lists. The packages sell out that quickly.

One Minute Poll

One Minute Poll is a totally automated survey creation and administration tool. Conduct "real time" surveys like a pro! Have your customers tell you EXACTLY what they're ready, willing and able to BUY NOW! No complicated scripts to install and easy-to-understand results you can use instantly to increase sales. You can run up to 5 different surveys at the same time.



All you do is log in to their site, create your survey right through your web browser, post it to a page on your website and start collecting valuable marketing information from website surfers, past customers and anyone else you want to sell things to! You get a full-featured survey system designed in conjunction with one of the world's top marketer's specifically for use by small businesses, home based businesses and information marketers.

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