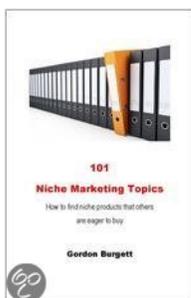


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The most important element of a niche book is that its title tells those in the niche why they need to buy it, to find out what it says, and to receive the benefits it states or implies.

It's the same in niche marketing. It all develops around finding a vital need that any person in that niche would eagerly pay to know more, by book, in a speech or seminar, or any of the many other empire-building

means.

So on these pages I suggest 101 different ways to address the book's theme, or the niche's key purpose, and usually by asking the driving question that the book answers I suggest all or most of the words that title contains!

The purpose of this report, then, is to get the reader thinking about how they can convert their area of expertise, or field in which they want to build expertise, into a niche product that will help others, and in so doing also help themselves.

The alternative is to list thousands of titles in hundreds of fields, which strikes me as useless as if I told you I was going to help you build a house, then instead of suggesting logical steps I simply listed all of the components of that house.

You are singular, your expertise is broad, your audience is varied, and there are many ways you can share your expertise with those who want or need to know more. What follows is designed to help you see ways you can create that unique link between what you know (or quickly could) and what they want (or need, and thus would want if they only knew more).

Where I suggest a topic as an example, please insert your area of expertise, modify it as needed, and see if that's the fit you want to share. I suspect there are 10 or 12 good fits for any reader in the 101+ suggestions that follow!

