{NAME}

In Lesson One, we started talking about the mindset you need to have to determine the needs of your niche. Today, we want to take what we talked about and apply it to how you actually get started.

We specifically mentioned how to enter a market where you’re new and not very well known. We then talked about trying to beat your competition with better information or different information.

There is the inclination to hear information like this, that is specific to your market, and then think, “Well, that’s already been done, so I can’t do that.” Understand that there is value in discovering what has been done and how the market has been successfully edged out before.

Sometimes it does not translate directly into a way for you to repeat the process, but rather to show you one way it has successfully been done. So you can learn what has happened in one market and then decide what application it has for you in your market, and how you can get there first in your own niche.

When you first start, you may only have a broad idea of what you want to do, but you don’t know where you will specialize. There are two ways to handle that. One way is to just choose a place to specialize, and see if it works if it doesn’t change.

A second way is to go into the broad market initially and then once you’re in the broad market, find out who you’ve attracted into your list and then find out from them what they really need and then go into that niche in the market.

If you’re not at the point where you built a list already, this can seem to be overwhelming. However, there are strategies that other marketers have been successful employing who have been in the same position. We will talk about them in the next lesson.

{SIGNATURE}

P.S. There is a great resource on building this kind of relationship with your list, which you can pick up here:

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