{NAME}

In Lesson Two, we ended by saying that you should be entering the market by finding out what people what people really want to know. Of course, you’ll want to focus on your subscribers. But, if you haven’t built a list before, you may want to know what this looks like.

Here’s an example of what one marketer did. When he got started in this market, he had been in a very small niche market that wasn’t making him any money to speak of, he certainly couldn’t pay his bills, but in the process of going into that very small niche market, he wrote a report in that niche.

He really put a lot into it and was really proud of it, but he just couldn’t make money from it. He had maybe a sale here and a sale there, but you know that doesn’t pay the bills and he really wanted to make this a full-time income.

However, in the process of promoting that book that was basically a flop, he learned a lot about online marketing, and he learned what it took to get to number one in Google.

Within less than 90 days, he was number 2 or 3 in Google for his keyword, and sometime in the next 90 days after that, he was number 1 in Google for his keyword. Even after not having done any work for 3 years on that particular keyword, he was still number 2 or 3 in Google for his keyword.

Through trial and error, he learned a lot about what it took to become number one in Google. He learned a lot about several different sources of traffic. He found out what doesn’t work.

Often this is what it’s going to take for you to be successful in your niche online. I wish I could tell you that success will always be a straight line, but it’s not. There will be some things you won’t figure out until you get started.

In the next lesson, we’ll pick up this point of finding out what does and doesn’t work, as you get started. In the meanwhile, start working in your own niche to learn what will and will not work.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

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