

How To Make 6-Figure Income In Niche Marketing

By Patric Chan

Niche Marketing 2.0™ System
www.NicheMarketing2.com

Hi Reader,

I've decided to write this report on Tuesday, 12th February. Unexpectedly, I didn't start at all because I end up spending the time talking to my programmers for the final tweak on the Niche Marketing 2.0 System's software.

And it's 11.02 PM Wednesday when I'm writing this. Darn. Time flies.

My intention is to finish it by writing for 5 straight hours, this is something that I've never done before but I'll give it a shot. Well, I like to keep to my words.

There's only one problem (apart than overdose of caffeine) – It's going to be packed with grammar errors because it's not going through any proof read. So I like to apologize in advance if you get offended with that. If not, sit back and spend the next 30 minutes to read this report. I assure that you'll get new ideas.

By the way, if you gotten this report from someone else and not directly from me, then you'll be clueless who I am. I've taught thousands of people how to make money online part-time and full-time and I got a list of testimonials to prove. If you want to read them, just contact me at www.contactpatric.com. Please understand that I don't want to publish all of them here to blow my own horn because it serves no purpose.

And if you need to check on my credibility to make sure that you're getting the real deal, feel free to use Google.com to search for "Patric Chan" for unbiased opinions. Just beware that a lot of my old and new sites will appear as well.

Thanks.

-Patric

P.S: I like to stay upfront and be transparent with my readers. The reason why I'm giving away this report for free is because I'm launching The Niche Marketing 2.0 TM System on the 26th February 2008. If you don't want to miss ANYTHING, make sure you go to the url below RIGHT NOW and subscribe before you continue reading.

Here's the url == > www.NicheMarketing2.com

**Get The Niche Marketing 2.0 Explained
Video For FREE, More Bonuses And
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System Launch On The
26th February 2008!**

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How I Got Started Online With Niche Marketing

As of today, I've been marketing on the internet for 5 years and spoken in over 10 countries on the topic of internet marketing, especially marketing in niche markets. Well, this doesn't truly make someone a Guru-- not by the time spent but by the result he's living and the success stories gotten.

Some spend a year and already made a million online while there are cases where people spend more than 5 years but are just making 500 bucks a month.

The difference?

Other than the pep-talk of being positive, persistence and all of that usual stuff, it's what they got—the right insider information, resources and proven system.

I don't make a million online overnight or in a month. I started just like everyone else which is kind of dumb because there were shortcuts that I didn't take.

Here's an extracted short story of my history I wrote back on October 15, 2006 on my blog:

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I can still remember my dad said...

"Why don't he gets a real job?"

He was referring to me at that time. It was year 2003 when I was "self-employed" -- doing my own stuff which my dad doesn't really have a clue what EXACTLY I'm doing.

"Do you know what he's doing?" Asked my dad to my mum.

Mum doesn't have much clue as well but she believes in me. More of that later on.

You see, I can't blame Dad to think like that at all. Dad's been driving taxi for over 10 years now.

He's a hard-working blue collar worker – Wakes up in the morning, have a good breakfast (Butter

and bread) at home and off he goes driving to bring back the money for the family. Every single day he works... 7 days a week. There's no such thing as an off day unless the family is having some sort of outing or, if he's sick. And if he felt sick, he really does.

Driving taxi may look easy to most people. I mean, how tough could be to stay focus on the road with all of the senses God given?

But have you try driving for 8 hours a day... 365 days -- multiply that by 10 years?

And you don't get to meet nice passengers everyday, my friend.

I respect my Dad. I just don't know how to tell him that I love him.

Guess you can tell... Dad's income is hard-earned money. Man, the sacrifices he have done for the family, I don't think words alone can describe them.

Each trip, he'll earn a few bucks. He'll have to collect those to reach a few thousands a month so that he can provide his family a better life, so to speak. And Dad's a frugal person too. Not because he is a cheapskate, but because money was not easily accumulated by him.

I mean, if you start to earn a few dollars each time you completed a task, I bet that you'll see money differently. I know I would.

Like any parents, I think Dad's ideal hope was that his children will have good education and end up with a good job. I mean, career.

I get good education at school, no doubt about

that. But unfortunately, I wasn't cut to be one of those smart kids.

Smart kids in school will give a kind of look ...
You know, the look that goes,

"Look at that bummer. Wonder what he's gonna end up doing after the school days."

I flunked.

I was not accepted to go to any public Universities to further my education because of my low grades. Dreams shattered into pieces.

The next choice was private college.

But if you were me... will you take your Dad's hard-earned money gained from driving in the hot sun to pay the darn college fee?

That's tough.

Mum wanted to give me her life saving if I need money to go for college. She's a housewife and doesn't have an income.

Forget it. That's even worse.

So I have to work – But the problem is, I can't get a good job because I'm not qualified, academically.

You see, in order for me to be qualified for most of the jobs that I want, I wouldn't be able to pass the first stage because most companies will look at the damn paper first to evaluate me. No diploma or degree. Not even a certificate. Better luck next time, bucko.

You can tell that getting a job wasn't easy then.

So I end up as a salesperson. I get paid when I sell.

That's it.

The harder I sell, the more money I'll make.

I ended up becoming a very **HARDWORKING** person for money. Well, that's good and bad depending on which angle you're looking at.

That's my **JOB**.

To cut the story short, I was in the sales line for almost two years before I stepped out to do my own stuff. The products I've sold ranges from door-to-door greeting cards to electronic components for corporate clients.

Then one fine day, I felt like quitting my job.

I've had it.

It'll take at least "10 Sunday Emails" to write how in the world I end up doing my own stuff.

In a nutshell, I started doing my own entrepreneurial stuff, alone.

The only thing backing me up that time was... me.

Don't laugh when I say this -- I just have this strong desire to achieve more in life. If you read this post completely, I'll tell you the reason, ok? So stay with me.

Imagine, being alone and running like a madman to make money. You know, when you're over optimistic, it's just ain't 'healthy'. Don't you feel that the enviroment and community somehow act to 'help' you to become normal and not to be successful? I know it's strange but try talking to your friends that you want to make money from the internet soon.

Mum and Dad weren't all excited. I mean, how could

they be?

My relationship with Dad wasn't all colorful for a long period of time since the day I quitted my "good" job. I think, he was disappointed and confused of how stupid I was. And I can see his point now, but not at that time. I was slightly disappointed with him for not standing on my side.

Even my ex-girlfriend's parents were surprised at that time. They think their daughter's future is going to be a deep struggle coz I don't have a job anymore. Most of my friends (Except for the super close ones) start to avoid me because they don't see any benefits mixing with a 'loser'.

I don't have much support after that.

And they are all RIGHT.

I messed up.

Should have stick with a good job.

And all of these having nothing to do with Internet businesses yet. I was just trying to do my own stuff like multi-level marketing business, printing business, marketing seminars, etc.

Like usual, things are good in the beginning and they started to fell off apart as time goes by without proper planning.

That is when I turned to the internet to sort out my financial disaster.

Gosh.. Just by remembering myself in that shoe still gives me the chill. No money left in the bank and full of credit card debts. I can tell you that it wasn't fun. Don't try this at home.

Lucky for me, Mum was there to support me financially. I don't know whether it's a mother's

instinct or she simply believes in me.

What the heck. Took it to pay off my debts first.

The sad part was... I can't share my problem with most people because they'll go,

"I told you so."

As my money keep draining out each day, I spent more time to understand how to make money online.

You'll think I lied if I told you what kind of sacrifices I've done to learn how to make money online.

At that time, internet broadband wasn't even existed yet in the area where I live.

I have rented an office at that time.

So after work (After 6.30PM), I'll go back home to have a quick dinner and a nice shower. That would be about 9.00 PM. Then I'll rushed back to the office to learn all I can about internet marketing and start building it. I can still remember I was the only person in the whole office block. Not in the office, but the **WHOLE OFFICE BLOCK**.

Can't be surprised because I'll normally be up until 2.00 AM in the morning.

Until to a stage, the security guard of the office block knows me personally and we became friends.

And kiss goodbye to weekends. My new best pal for the weekends is non other than Mr. Computer.

I've even sneak to do my internet stuff when working in the daytime.

And did you think I made money after all of these sacrifices?

Nope.

I don't get it. All of these courses that I was reading at that time told me it was easy.

Now I can fairly assumed that these marketers probably have never made a single red cent online before other than selling courses to innocent people like me.

I can still remember I bought a "Blaster" that time. The membership claimed that it'll send my advertising message to 100,000 subscribers from a click of a button. Wait. I think it was 1,000,000. Geez. I can't remember but I'm pretty happy at 100,000 that time.

When I sleep that night after hitting the "Send" button, I lay my eyes shut with a pleasant smile on my face ... expecting to make money by tomorrow morning.

That was a nice feeling. The hope. Wow.

Ha. You know happen, don't you?

NOT EVEN ONE VISITOR from that promotion.

Dammit. Why did they lie to me????? I've paid my \$29.95 and the salesletter says it'll send out to 100,000 people.

I then realized that, I was not alone. Thousands of people paid for a 'hope' that can never be achieved.

Until today, I still don't get it why people are still selling this kind of 'software' when they know it's not working? I guess money is a good reason to do almost anything online for some marketers. It's nothing wrong ... but for God's sake, sell something that works!

I'm just banging my head on the wall.

Failure after failure, but I would not give up.
It's so close that I can 'taste' it, only in my
dream of course.

It took me at least 6 months to get my first sale.

It was tiring.

But I strived with a reason. Call it whatever you
want -- an ambition, a goal, etc.

During that time, no one knows the deep s#@t I'm
in except for my mum. She's always there for me,
morally or financially. Sometimes, she'll be worried
about me because she's afraid that I don't know
what to do with my life. I tried to explain to
her but how in the world can I expect her to know
what's an opt-in list. Thanks for hanging there
for me, Mum. You're the best.

Dad?

It's sad but I can't tell Dad. Dad will always
have the thought...

"See? I told you so but you wouldn't listen."

Until today, Dad doesn't really know what I do
but he's cool now because I've brought in results
that he can see. House. Car. Watch. You know.

The struggle I've been through was not easy but
I can tell you this -- it's WORTH IT.

Am I successful? Compared to a few years
ago, yeah. Everyday, I can go to sleep with my
eyes shut with a smile on my face for a better
tomorrow. But other than that, I think I'm
just scratching the surface only.

There are many messages I want to pass to you from my sharing today.

You'll read all kind of salesletters online selling to you a "hope". Marketers do that all of the time and I highly recommend you to do that as well when you're selling something online one day (or now).

*Marketing tip: Sell the hope, not the product.

But if you're not ready to be in a difficult situation, don't bother to buy it. Please don't for the benefits of you and the marketers.

I like to think all marketers are good people – Selling to you products so that you can improve yourself.

But hey, you gotta think for yourself that it's gonna required your time and effort TO DO IT.

It's going to require you to SACRIFICE. What are the sacrifices? I don't know! It could be cutting down on your TV time everyday or lose playing with your kids.

I hate it when I need to throw in the cold water to you like this. It just doesn't adds up more points for you to like me. But if I want to help you, I have no choice do it. I'm sorry. I don't want to sell you a hope that cannot be achieved but hope that can come true.

If a marketer tells you to buy his course without doing anything and you'll make money online, I think he's a liar.

Lucky for him, he'll probably get away with that because that's what all people want to hear. Just like the "Blaster" I've bought.

So this leads me the next million-dollar question...

"What is the thing that will move you to do this?"

A purpose.

You might know that I've coached hundreds of students to make money online by now.

A student attended my internet marketing workshop with a passion.

So I asked him, "What's your purpose to learn how to make money online?"

He told me that...

His mum is getting older every single day. He loves her a lot. I can see that in his eyes when he was sharing with me. But with his current job, there's no way he can be at home with her while making money. I think he wanted to build an internet business because of a very powerful purpose – To stay at home with his mum and having the ability to decide what time he'll work. Today, he's making money online fulltime and quited his job.

Is that strong?

It's MOVING.

Another story was a little bit interesting...

Let's call this guy, A. A has a rich dad. But he's sick and tired of being treated like someone who gained respect because of his dad's wealth.

Look, having a rich dad is a blessing. But, if everyone is treating you nicely because of your dad, that sucks.

There's only one purpose why A wants to start an online business –

And I doubt it's because he needs money.

He has a strong purpose which is to prove to the world that HE CAN DO IT. He doesn't need his dad's money or influence to be a successful person. And guess what... he made money online too. The last time I heard, he got 3 niches on the internet now and the best part is, I think he's only 23 years old this year.

A, if you're reading this, I want to tell you that I'm very impressed with your attitude to be on your own and proud of you.

For me, I have a purpose too. A desire to go all out and create my own wealth.

I want to be rich, yada, yada, yada. You know, the normal reasons why everyone in the world is putting effort to achieve what they want.

But I think, what really DRIVES me was "revenge". Ok, revenge is too harsh to be used.

It's a desire that I want to prove to those who looked down on me that I'm not capable of becoming successfully. I know, it sounds 'evil'. But I don't think it is if you're seeing it from my point of view.

You see, during the schooling days, I just hate the feeling I get from the teachers and the other students that I'll be a loser when I grow up.

Hate it. It's hurtful.

Heck, I can still remember one of the school teachers doesn't want to answer my question.

She thinks it's useless to answer me anyway coz I would never catch it. And all I want was to catch up with the smarter kids. Hey, I want to be smart too.

Then, I wanted to show my other friends who have rich parents that I can be as good as they are.

Or should I say, the same good life that they're experiencing. If I don't have rich parents, I'll create my own wealth. I'll still go vacation at places they went, drink the wine they can afford, etc.

How about Dad?

You got it. I want to proof to my Dad that I was doing the 'right' thing all of this while.

There are just so many other people that I want to proof. But I think, the most important person that I want to proof to was... ME.

I want to proof to myself that despite my background, I CHAN still do it.

I think that purpose is strong enough to move me to quit my job that time.

"So, what's your purpose?"

You have to ask yourself why you're doing this – trying to make money online. Trust me, without a good motivator like a purpose, you can't go far.

Each time you get kick dirt in your face, just remember your purpose. Then, you'll 'fight' back the whatever obstacles that comes along your way.

I think a stronger message I want to pass to you is..

"YOU NEED TO HAVE A COMPELLING REASON TO BE SUCCESSFUL ONLINE."

There. You have it.

Is there any other lessons I've missed out?

I think there's another one.

The internet is not bias. It doesn't care how old you are, where you from, what's your academic education level, who you mix with, what's your race, etc. Anyone can make money online. So I think you should take advantage of this if you think that you have a "weakness" in the offline world now.

I've spent more than an hour to write this and the last thing I want to do is to throw a sales pitch for you to buy my product. All I want is that you get the lessons out of this post.

You “Chan” Do It,

-Patric Chan

(If you like what you read and wish to leave a comment, you can go to <http://www.internetmarketing-tactics.com/blog/2006/10/sunday-email-part-3.html>)

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So what the heck does this blog post has to do with making 6-figure income from niche marketing?

Nothing or *EVERYTHING*.

Because of niche marketing, I'm here today—living the internet lifestyle that I have once wished. If someone like me-- an ordinary person who doesn't even type good English can make money online years ago, it's pretty obvious that you can as well today. Also, this shows how much easy it is to make money doing niche marketing.

Whether you want to make 5-figure, 6-figure or 7-figure internet income, it's important you have a purpose and believe in yourself.

Niche Marketing 5 Years Ago

"Niche marketing is the process of finding and serving profitable market segments and designing custom-made products or services for them. For big companies those market segments are often too small in order to serve them profitably as they often lack economies of scale. Niche marketers are often reliant on the loyalty business model to maintain a profitable volume of sales. this also means there's a gap in the market." Source: Wikipedia.org

So niche marketing is about marketing in these niche markets that have high demand but low in competition and it's not in the internet marketing niche.

How to get started?

Find a niche market. What does the market is looking for and willing to pay?

Create an info-product. This can be an eReport, eBook, MP3 audio course or video tutorials.

Setup website and write a salesletter. You'll need to have this as your 'salesperson' to take order.

Drive traffic. The quickest would be by using Google Adwords.

Sell your product and build a mailing list. Your priority is to make money online by selling your product but at the same time, there will be those who didn't buy. So what do you with them? Get them subscribed into your mailing list to sell them stuff later on.

Expand your sales funnel. It's very unlikely one single product will make you filthy rich. Get those who have purchased from you to buy more.

That's a short version of the blueprint and it work like charm. Well, I know because it made me rich.

Like, I started using Google Adwords **way back in 2003** and I was literally laughing all the way to the bank with the money I was making at that time. And it always make me chuckle when I see these 'new' marketers popping out like mushroom to sell the idea of Adwords advertising in niche markets. For instance, I was getting an average of only \$0.05 cents per click for one of the campaigns and it was promoting a product in the dog niche. I believe if you were to use Adwords to advertise today, it could cost you \$0.50 a click—10 times fold the price paid 4 years ago. It also means, *I was getting 10 times more clicks.*

The business model was pretty easy.

Write a salesletter to sell an info-product in a niche market and put it up online. Drive traffic to that page by using Google Adwords and track the conversion. And voila! A “system” to generate income.

Or how about one of my articles about ‘boxer dog’ in ezinearticles.com that has been viewed **58,112 times**? I was ALREADY doing article marketing at that time because **I saw the potential in it, just like how I saw niche marketing was the 'left-out' goldmine.**

Whenever someone reads my article, it'll lead him to go to my salesletter where I'll sell him a “Boxer Dog” ebook.

Advertising cost? \$0.

One time work but ongoing traffic.

Am I a genius? Not really.

But I knew what was going to make money at that time. *And in the future.*

I've made money on the internet in various niche markets like dog training, love relationship, self-help, women pregnancy and all kinds of niche markets you could ever imagine.

In the beginning, everything was great. I was living the life of my dreams. Being a high flyer, owning a *Luxury car*, enjoying Fine foods. Money just came flooding in like clockwork. Each morning when I woke up, I'd be excited to check my emails right away because I was literally making money while I slept!

Then it happened.

Actually, it happened gradually.

My niche sites that were generating 5-figure Adsense income started to decrease. Some even stopped, permanently.

My niche info-product sales started to drop due to the fact that more niche products were being released because of the entry of new players. Not to mention, the booming of private label rights which allow content creation to be a piece of cake.

My lists of the online niche businesses become less effective because I wasn't building a strong relationship with them and also, the prospects have become smarter consumers.

And a lot of new discoveries led me to find a better solution because I needed it for myself. Or else I'll be as extinct as a dinosaur within a few short years. But I didn't want just A SOLUTION. I wanted to build online businesses that can be automated and continue to grow REGARDLESS of any new trend or competitors that comes in.

There must be a way that I could start an online business that will grow in value in time to come.

Which leads me to the...

Discovery Of Niche Marketing 2.0

Niche Marketing 2.0 focuses on:

1. Using new tactics and strategies I've haven't used before
2. Improving my existing techniques
3. Integrating with the new concept on what the market wants

I know it works or else I wouldn't have shared it in Tom Hua/Brett McFall, Stephen Pierce and Jo Han Mok/Matt Bacak's seminars end of 2007. Put it this way-- if I share crappy stuff on stage, I would have embarrassed them. These are top class marketers and internet millionaires who know internet marketing and online businesses inside out.

If you're clueless about this concept I've pioneered, you should watch the Niche Marketing 2.0 Explained Video by [clicking here](#).

Niche Marketing 2.0 is not a product. The 'medium' is a content site powered by content management software so that you can control your entire internet business with one access, ANYWHERE around the world with just an internet connection and a computer.

And to be successful with it, you'll need to learn how to create content, drive free traffic and generate income from it.

Internet Millionaire Incubator II by Matt Bacak and Jo Han Mok



Where Niche Marketing 2.0 Was First Revealed

There are 6 key elements that made up the Niche Marketing 2.0 concept. Once mastered, you're on your way to make 6-figure income from niche marketing.

1. Authority Position To Dominate A Niche Market

Previously, it's always been painstaking to become an authority of your niche market but now, this is highly possible by applying the Niche Marketing 2.0 concept.

If I ask you, what's the website to watch free videos? You'd probably say, YouTube.com. That's a web 2.0 site. But if I asked you, what is the website where you can get content or information about wine tasting in Australia, you wouldn't know EVEN if you're in that niche. This is because chances are, no one has step out to claim authority of that niche market. With the right medium, you can position yourself as an authority.

And when you're considered as one or achieve the 'Godfather' status of your niche, money will flow in to you because people will want to hear from you! Not only that, you'll be able to be the 'go to' guy and get all of the incentives attached for that fame.

The reason why it's possible is because you're building an authority site with web 2.0 element for niche markets specified.

2. Two Way Relationship To Capture Mindshare Of The Market

Relationship is the key to win mindshare. Because consumers have become savvier and smarter and given more options to choose products nowadays, it really depends on how much they 'like' you more than your competitors.

I'm not sure how you're going to build a strong relationship with your website visitor by using a salesletter or a single page webpage. I'm sure there are ways by using all kinds of tactics and trying to outsmart them. Rather than doing that which can backfire, wouldn't it be easier if you were to **appear as trustworthy and provide valuable information and education for them?**

Through Niche Marketing 2.0, you're engaging a 'conversation' with your prospect.

3. Pull Marketing Strategy

It's undeniable that it's far better to attract visitors to your website instead of chasing for them. With this new method of niche marketing, you'll be able to apply 'pull' marketing strategy simply because the whole concept allows you to do so naturally! When I was promoting my niche product previously, I was using Google Adwords to get traffic. It's effective but it's called, advertising. Also, it's

highly competitive if you're new to the game because it's no longer a 'new' style of marketing.

If your site delivers value instead of a salesletter selling a product, others will start referring visitors to you-- just like how you'll ask your friends to watch funny videos on YouTube.com.

4. Eliminating Competitors by Creating Alliances

The traditional niche marketing can still turn competitors into partners but not all of the time. Niche Marketing 2.0 is slightly different because you're not focused on product sale but content. Because of that, you'll automatically appear as non-threat but value-added by extending free valuable content.

5. Leveraging On The Rise Of The Long Tail

For instance, if you just have a salesletter to sell your info-product— are you getting free traffic from the search engines? Chances are, *no*. But for Niche Marketing 2.0, you're building a content site. So if you're in the 'salt water fishing' niche, you can easily get traffic from hundreds or thousands of available long tail keywords like 'salt water fishing during summer', 'salt water fishing rod', 'salt water fishing experience', 'salt water fishing hobby' and so on.

Another interesting fact of this concept is how a site like Wikipedia.org can have all kinds of content in it within such a short span of time because of the acceptance of public content contribution. Or how a struggling musician doesn't need to rely on record albums anymore with his control to get exposure from Yahoo! Music, iTunes, MySpace, etc.

6. Creating A Consistent And Continuous Growth Business Model

It's predicted that the Web 2.0 phenomenon will have a stronger and bigger impact on how we market our websites on the internet in future. You'll see more videos. More relationship-building platforms. If you're not tapping into this new phase of marketing online, it'll be a waste for you because you'll be leaving a huge sum of money on the table. Imagine if now you can combine Web 2.0 technology with proven direct response niche marketing strategies – a fusion of both that brings you Niche Marketing 2.0.

A lot of marketers have been toying around with the term 'passive income'— claiming that their program can generate passive income if it is being used. I'm not sure how this can happen with the traditional method of niche marketing but I know how Niche Marketing 2.0 can.

You see, Niche Marketing 2.0 doesn't require you to have your own product to make money online. Without selling your own product, you're not responsible for

any product fulfillment or customer support, leaving you the opportunity to create passive income. All you need is a website that can attract consistent traffic on autopilot.

Does This Mean The Traditional Niche Marketing Is... Dead?

Of course not! Or else I wouldn't have continued using niche marketing strategies. For instance, the salesletter method you've seen will still work and it'll be as effective as usual. I'm still using them and I can bet that I'll still do that in years to come.

The only different is to integrate what is happening today and what will happen tomorrow with the latest trend and technology.

If you have applied the concept of "Pull Strategy", don't you think that your normal niche marketing salesletter will convert better because the readers are now looking forward to read compared to forcing them to read?

Or don't you think that you'll get higher priority for your email to be read compared to your competitors if you have built a 2-way relationship with your subscriber?

And the list goes on but I hope you get my point.

We're just making it BETTER and be prepared for the future of niche marketing. Those who hit the jackpot of internet wealth are those who are way ahead of their game. *You know that.*

If you can use these 6 elements, you'll be on your way to making 6-figure income.

The Quicker Tactic On How To Make \$100,000 From Niche Marketing

Let's say your product sells for \$47. To generate \$100,000 a year, you'll need to sell 2,128 copies. And this is based on your personal sales with zero advertising.

So you better start cracking your brain how to do this.

Of course you can use Niche Marketing 2.0 concept to accelerate the process but there's a quicker and easier method.

You just need to see in a different angle HOW this concept can be used. You see, Niche Marketing 2.0 **focused on a niche site**, not a niche product. Also, it focuses on growing its value, not trying to sell a product.

YouTube.com does not have a real product to sell.

But the owner of the website will make many more times than anyone selling video product.

The site is worth MILLIONS. In fact, it was sold for \$1.65 BILLION to Google.com.

Wait. Let me pull you back to reality that this is an extreme example that will probably never happen to you or me in this life, but it's good to illustrate the idea here.

You can sell a Niche 2.0 Site to make \$100,000. If can't, then sell 2 at \$50,000. Or 10 at \$10,000.

Unlike an ordinary niche site, prospects will be interested to buy a Niche 2.0 Site because it has the Web 2.0 elements on it and niche marketing techniques like list-building applied on it.

You see, Niche 2.0 Site is a dynamic site powered by content management software. This automatically puts a perceive value to it compared to static and uninteresting website.

When you sell a site, you want to impress the buyer as much as you can—this may sound silly but if they see advance stuff you're doing, you'll fetch higher dollar value.

That's the easiest way to make 6-figure income from niche marketing that I can think of than selling 2,182 copies of an ebook.

So when you're creating your Niche 2.0 Site, here are the features you want to have that will blow your competitors away:

Artificial intelligence – Your Niche 2.0 Site will be able to know what articles your visitors have read so that they are able to refer to them again.

Content Contribution – Your Niche 2.0 Site will have the capability to accept content by your visitors. This is one of the most powerful features of Web 2.0 phenomenon-- MySpace.com, Wikipedia.org or YouTube.com do not spend time to create content on their site because their content is contributed by the user and public. So in return, this effect will create new pages for them and grow their website automatically.

Build Your Mailing List – The primary focus of your site is to build a mailing list of responsive subscribers. When you sell your site, it'll worth more if it comes with a list of prospects.

Syndicate Your Content Easily— Add a feature to let other sites or blogs to display your content and get free traffic from them.

Search Engines Friendly Site – Make sure your site's structure is set up to attract the search engine spiders. You see, the spiders do not look at the site: they 'read' the code of the site. I don't want to go into too geeky talk here but basically, one of the criteria for the spiders to index and rank a site is based on the HTML code it reads. If the code is hard to read, unprofessionally coded, not structured properly, etc, it'll hurt the site's potential of getting free traffic from search engines.

Automatically Built-In Referral System – Whenever your website visitor reads a piece of valuable content on your site, you want to make it as easy as possible for him to tell his friends. This is instant viral marketing application.

Play Rich Multi-media Audio And Video Content – Make sure the content of your site is not limited to the dull text article. You should be able to play videos from YouTube.com on your site or host the video on your own website.

Blog Integration – Your Niche 2.0 Site should be integrated with a blog so that you can add your personal touch to it.

Sitemap Integration – Have a sitemap on your site that will automatically be generated and updated in your system. This is very useful to get search engine spiders to index your other webpages that were not found by them earlier.

Adsense On The Fly – With a click of a button, you will be able to automatically enable or disable Adsense ads to appear on your site. If you don't include it the content management system, you'll have a HARD time editing one by one of the pages.

Site Stats – It's important to access the stats of your site instantly with one view. With the site stats feature, you should be able to see how many times your articles have been read, which are the popular articles, how many authors you have, which articles are referred to others, the number of blog entries and comments and others.

Create Unlimited Pages – Each time you have published new content in text, audio or video, you're system will automatically create a new webpage. And then, there must be no limit to the numbers of webpages you can create.

Easily Create Webpage – It'll eat up your time if you don't include an HTML editor in your control panel to create webpages on your site.

Create User Groups – User groups are important especially if you have others to manage your site. For instance, allow them to access a certain part of your site functionality only. For example, you can allow him to access just your blog feature so that he can be assigned to post new content but he's not able to access your other pages which might contain your private and confidential information. Website buyers will love this feature because most of them don't want to manage but hire others to do that.

Other Script Integration – Don't develop a 'dead' site. Make sure you can integrate other applications on it because you'll never know what your clients want to include in its site once you sold to him.

Organized Your Content By Categories For Easy Navigation – You should be able to organize the content of your site based on categories and sub-categories. This is an important aspect to create a user-friendly surfing experience for your website visitor so that it'll increase your website's 'stickiness' and repeat traffic.

Manage Through One System That Doesn't Require Other Software - With this one-stop access, you don't need third party or an external HTML editor like Frontpage. It's a huge selling point when someone can control his business anywhere around the world while on vacation as long as he have an internet connection and a computer.

These are some of the features you should consider including when developing your own site to be sold.

If you like what you read, it'll cool for you to drop a Comment or give some feedback at the Niche Marketing 2.0 System's blog:

== > www.nichemarketing2.com/blog

I read every single comment posted there personally.

You "Chan" Do It!

-Patric Chan

P.S: The Niche Marketing 2.0™ System will be launched and made available for only 200 clients on **26th February 2008**. To make that you're the first to know, go to www.nichemarketing2.com. At the same time, you'll get to access the Niche Marketing 2.0™ Explained Video and other bonuses for FREE! Go to:

<http://www.NicheMarketing2.com>