

Niche Success Blueprint

“Start to Profit” Training Course

Module One: Starting A Successful Online Business

Step-by-Step Process For Starting A *Successful* Online Business

The goal of this course is help you set up the ideal online business, and get into profit as fast as possible. You'll receive weekly modules, which will allow you to implement as you learn, making consistent progress toward your goal.

In this first module we'll cover niche/topic selection for your business in detail, to help you make a smart choice from the start. This will prove useful even if you already know the business you want to start, or have a business already, helping you clarify your objectives and clearly define your target market.

I encourage you to read through each weekly training module *start to finish*, and complete the brainstorming exercises and assignments. By staying on track each week, you'll see profits much quicker!



“By failing to prepare, you are preparing to fail.” -Benjamin Franklin

“*"I'm still not convinced that Internet Marketing isn't just a bunch of Internet Marketers selling Internet Marketing products to other Internet Marketers..."*”



Skeptical about Internet Marketing? You should be!

Most “make money online” training and courses are totally outdated. Many are also taught by people who have zero experience with a real online business, outside of teaching others how to start one - which makes no sense at all. I’ve been working online for 18 years now, and actually DO what I teach, so you’re in good hands!

I encourage you to forget everything you’ve learned (or assumed) about “Internet Marketing” up to this point, and follow this entire course with an open mind...

Starting a real business with long-term profit potential means *servicing a real market*, and selling real products to real people.

There is so much more to Online Business than ebooks and ClickBank and the “make money online” topic. Unfortunately this is where most people start, and also get stuck. I’m going to teach you a better way!

Passive Income: Pipe Dream or Real Possibility?

I refer to Passive Income a lot in my teachings, because I consider it one of the most important things you should focus on in your online business. Many people (still) ask me if it’s really possible. The answer: **YES!** To give you a real example, in early 2013 I had unexpected surgery with an unusually long recovery. I was unable to actively work for close to six months. Fortunately my passive revenue sources covered my base expenses, and I was able to recover - *totally free from financial stress*. In this course you won’t just learn how to “make money online.” You’ll learn how to start a profitable online business you *enjoy*, with multiple sources of (long term) active & passive revenue.

About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 18 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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RESOURCE: [What IS Internet Marketing? Wake Up Call...](#)

Niche Marketing Defined

I'm well known as a successful Affiliate Marketer, and for teaching Affiliate Marketing. That said, starting a niche business online is not limited to affiliate marketing. In fact, I have been branching out *a lot* in my own niches with a variety of income sources.

Niche Marketing basically means that you choose a defined niche, and build a solid business around that topic. Each niche has a specific market and each market has specific needs. Your objective will be to serve that market and *meet* their needs.

Choosing Your Niche & Business Model Wisely

This is the absolute most critical decision when setting up a successful online business. Before we dive into this week's Brainstorming Exercise and assignment, let's take a look at the importance of this step...

This exercise is valuable **even if you've already selected a niche** and/or set up an online business. You may discover you chose the wrong niche originally, or that you should refine your targeting to improve your response rates and revenue potential.

To be clear, there is rarely a cut and dried "right or wrong" when it comes to niche selection. There is no "too broad" or "too narrow" either. Unfortunately most people select their niche based on topic popularity, assumed profit potential and/or market research strategies and competitive analysis training - that are now outdated.

If you can build an audience, a loyal readership, you can monetize it. Period.

With that in mind, the most important part of this process is to choose a topic you enjoy. It should be something you like to talk about, and can talk about day in and day out for years. You don't have to be an expert or an authority either. You simply need to have a deep interest and passion for the topic.

How do you know if you chose the right niche? You're having FUN. Plain and simple! In most cases you likely are your target market, personally invested in the niche yourself.

How do you know if you chose the *wrong* niche? You dread working on your site, you find social media interaction a chore, and you struggle to create content on your topic.

Another *obvious* indicator: you don't enjoy the topic, you're only doing it for the money.

Three Ways To Choose Your Ideal Niche / Business Topic

1. A Hobby, Personal Interest or Passion.

The most popular advice is to “do what you love” or choose a niche you are passionate about. This most likely includes a hobby, lifestyle, or personal interests. It may be something you’re already involved in, or would love to start and learn more about.

2. Professional Expertise or Experience.

Using your experience and/or credentials is another great option, assuming you aren’t already burned out from that topic at your day job, or from years in that career.

3. Your Ideal Lifestyle or Biggest Dream

If time, money, location, obligations and responsibilities were not an issue... what would you most love to do in your life? This is a great starting point for a FUN niche topic.

Niche Brainstorming Exercise

For this exercise, I recommend you jot down anything that comes to mind, even if it seems silly or you aren’t sure how you would turn it into a “money-making business”.

Simply brainstorm freely. You can research your ideas and narrow them down later...

- How would you spend your life, every day, if time and money were not an issue?
- Name something you wish you could do, but never seem to have enough time to do it, or feel like you could never afford to do it.
- If you could pick anything under the sun and get a free lifetime supply of it, what would you choose? Key: It has to be something you *want*, not something you need.
- If you were given 10 hours a week and a bottomless bank account to start a new hobby, which hobby would you pick? The condition: A television crew would follow you for those 10 hours every week and document your experience every step of the way.

The Importance of Niche Selection (Getting It Right!)

The affiliate niche you choose has the potential to take your life in the direction you most want. As an example, let's say you have a fascination with RC Helicopters. It's an expensive hobby, but if you had the time and money you'd tinker with them all day long. You'd hang out with other RCH enthusiasts, attend RCH events all over the world, and basically spend most of your time building and flying and talking about them.

Fun, right? 😊

So you create an affiliate blog online all about holiday ornaments so you can earn enough money to live your "RC Helicopter dream life" right? **Wrong!**

You create a niche site / blog about RC Helicopters, of course. Even if it's just an interest and you don't have any personal experience yet, you can start a blog as an "enthusiast". You don't have to be an expert. You'll share everything you learn as you go.

Other people who are interested in getting started will *really appreciate* what you learn and share, and have already researched (for them). Potential buyers love to hear from real people, not just merchants, and they're interested in your personal experience - because it helps THEM avoid wasting money, and make smart buying decisions.

Now that you've started your blog, **you get to spend all of your free time doing exactly what you want to be doing.** Even if you can't afford RC Helicopters in the beginning you can share cool videos, talk about upcoming events, let people know the best deals you find online, etc. As you get set up in the hobby yourself you can share all the details with your readers along the way.

Building up a strong readership will put you in a position to attract sponsors and advertisers, potentially get free products to review, or a "press pass" to RCH events even. **Now your blog is funding your hobby.** How great is that?!

Not to mention your "work" is FUN.

And of course, done right, most of your "hobby expenses" become tax deductible. :)

How would you monetize this niche? There are a variety of ways. This is obviously a very commercial niche, targeting buyers that spend money on their hobby. Sponsors and advertisers are just one source. In the beginning you may use ad networks such as Google AdSense, as well as affiliate marketing: recommending relevant products or services and earning commission on referrals and sales.

That's just one quick example to give you an idea what it would look like for you to find the right niche for you. This example gives you some insight into how beneficial it can be to choose a topic that has the potential to improve your life - not just financially, but your actual lifestyle "as a whole" as well!

Food For Thought...

One of my favorite niche sites is [my TravelingLowCarb.com blog](#). It's a fun, creative angle combining two very competitive markets: travel and diet.

I should tell you upfront that **I am not afraid of competition**. In fact, I think it's a great thing - and a *huge asset*. Once you learn how to leverage competition (in this course), you won't worry about things like market saturation or competitors either.

Like I said earlier, forget everything you may have learned about doing business online up to this point. I'm going to teach you how to turn negatives into positives, and get on the **fast track** to having a successful and profitable online business.

Back to my niche, *I love to eat* and I love to travel. This is a topic I really enjoy. It gives me an opportunity to talk about places I go, new foods I try, restaurants I love, the science behind the low carb diet and "food combining" (which I totally dig, as a science geek), etc. Merchants have also sent me free foods to review and blog about. Did I mention that I LOVE food?! :)

In addition to *enjoying* my topic, and meeting all sorts of fun people with the same interests, I have also inspired and motivated other people to lose weight and get more active, which is an amazing feeling. Of course I also earn good money doing it...

How Would Your Friends Describe You?

As you continue brainstorming the ideal niche and online business for you, consider how the people who know you best would describe you. **How do they introduce you?** What topics do they ask you about most? Often, those around us can define our interests and strengths better than we can ourselves.

Your Task For The Week:

Spend some serious time with the thought-provoking exercise on Page 4. Brainstorm freely for now - without bias, without reservations, and *without research*.

In the next training module you will learn how to research market depth, how to identify buyers in your niche, how to examine the "intent" of your market, and ways you can potentially serve them by starting an online business on that topic. All of this will help you narrow down your ideas and select the perfect niche for *your* online business.

I'll also teach you how to select the *perfect* domain name, and set your site up correctly from the start, so don't jump ahead! Choosing the right niche is the most critical part of the process, so you want to spend the time to consider ALL of your options.

Bonus: Defining Your Business Objectives

One of the most popular downloads in my in-depth [Social Marketing Results](#) course is the Objectives Worksheet. As a special bonus, I want to give you a complimentary copy of this popular *thought-provoking* two-page worksheet to complete this week:

[Download the Objectives Worksheet](#) *(please do not share this link. thank you!)

This will prove especially helpful as you consider your ideal niche. If you already have blog or site, you can use it to refine your targeting and your position in your market.

Did You Choose The *Wrong* Niche?

You already know in your gut if you're working in a business you *love* - or if you're bored, burned out, or selling yourself short.

Are you being true to yourself and your values? Are you an *asset* to your market? Do you wake up every day excited about your business, and how you can serve your market?

Don't worry if you are currently working in a niche that wasn't the best choice. It's not the end of the world.

I've made "mistakes" along the way over the course of my 18 years in business. I don't consider them mistakes or failures though. I simply consider them learning experiences. Take what you've learned, and what you know now, and let this be your opportunity to start fresh.

Consider this your free ticket out of "niche misery". :-)
Jump ship, sell your site on Flippa.com, and start working on something you *look forward to* every day!

Or you may just want to put your current project to the side (on the back burner) while you make a decision.

To be clear, I don't recommend hopping niches, or starting multiple projects and never following through on any of them. To the contrary, in this course you'll be setting up a single business that will be both enjoyable AND profitable long term...

It's time to get started! Do the recommended brainstorming exercise, and complete the Objectives Worksheet. I'll see you in the next module! *cheers*

* Once you complete the worksheet & brainstorming exercise, if you still feel lost and need help, contact me at asklynnterry@gmail.com to set up a Strategy Session!

Have Questions?

If you have questions, join us on the [ClickNewz Forum](#):

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You can also post questions for Lynn Terry on one of the following social networks:

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If you would like hands-on help choosing your niche or setting up your online business, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.