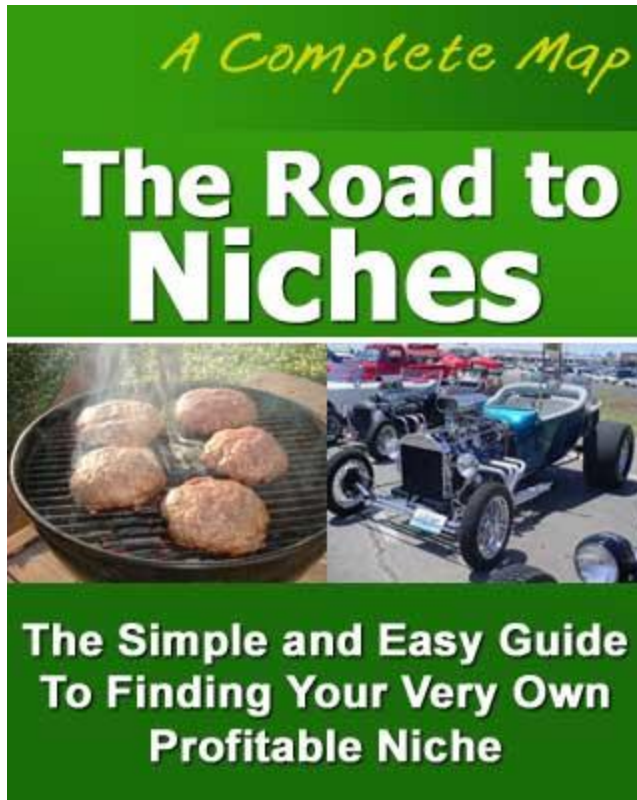




A Step-by-step Approach to Finding the Best Niches in which to Market a Product or Service

By Michael Worthington

disclaimer:

Just by owning and reading this report, I don't mean to imply at any time that you will make a ton of money... nor even that you will ever make a dime.

From past experience, I do know though, that taking action on information you receive will greatly enhance your chances of making money.

This report should not be construed as legal or financial advice. Contact your own accountant or lawyer for that.

About the Author



I started out in sales waaay back in 1965, or was it '66? Anyway, back then you could order seeds off the backs of comic books. Then you just sell the seeds, send the company their cut, and keep the profit.

It was a pretty good way for a 12 or 13 year old kid to make some extra money during the spring.

During the summer months, I would sell Grit newspaper in the neighborhood. Grit was one of the first, if not the first, to feature news from all over the country. Some people actually enjoyed reading it, but I suspect most bought it just to help out the kid selling them. I made a whopping 10 cents for every newspaper I sold, plus I could get great bonus products from Grit as my sales racked up.

Along about October, I would start selling greeting cards. That would get me through November when my income dropped drastically. There wasn't much I could do after it got too cold to roam the backroads on my worn out bike!

You see, I lived out in the country, miles from town, and any sales I made was from the seat of my old bike we got at a flea market, although they weren't called flea markets back then.

Of course, I always sold school candy and that sort of thing, but that money was for the class.

The bottom line is, I've always been fascinated with sales, and no matter what else I might work at, I've always come back to some sort of sales.

Since those days of roaming the neighborhood peddling seeds, cards, and newspapers, I've sold cars, Amway, Shaklee, truck driving school, insurance, radio advertising, car parts, groceries, plus I've sold hamburgers and hot dogs from my own snack bar...twice!

In the late 70's, I discovered mail order. I bought Ben Suarez' "7 Steps to Freedom-How to Escape the American Rat Race". The next year, in 1978, he released "Superbiz" and I bought it, too.

I made a little money placing those little classified ads you see in the backs of magazines and in the classified sections of newspapers...you know, the ones that say something like: "Improve your Credit Score! Send SSAS (self addressed stamped envelope) and \$2 for more information."

In 1999, I got my first computer and proceeded to learn everything I could about computers and the internet.

Somewhere around 2001 or so I discovered people were making big bucks online , and I lucked up on Shawn Casey. His book, ["Mining Gold on the Internet"](#) was the first book I ever bought on internet marketing.

Since then, I've bought a ton of others, but ["Mining Gold"](#) got me started, and the rest, as they say, is history!

Some of my recent work includes ["Resale Rights Answers...Answers to 10 Questions You Had About Making Money With Resale Rights Products"](#), and a "niche" report I did about improving circulation in the lower body called ["Improve Your Circulation"](#). Yeah, I know, real catchy title! ☺

The Road to Niches

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