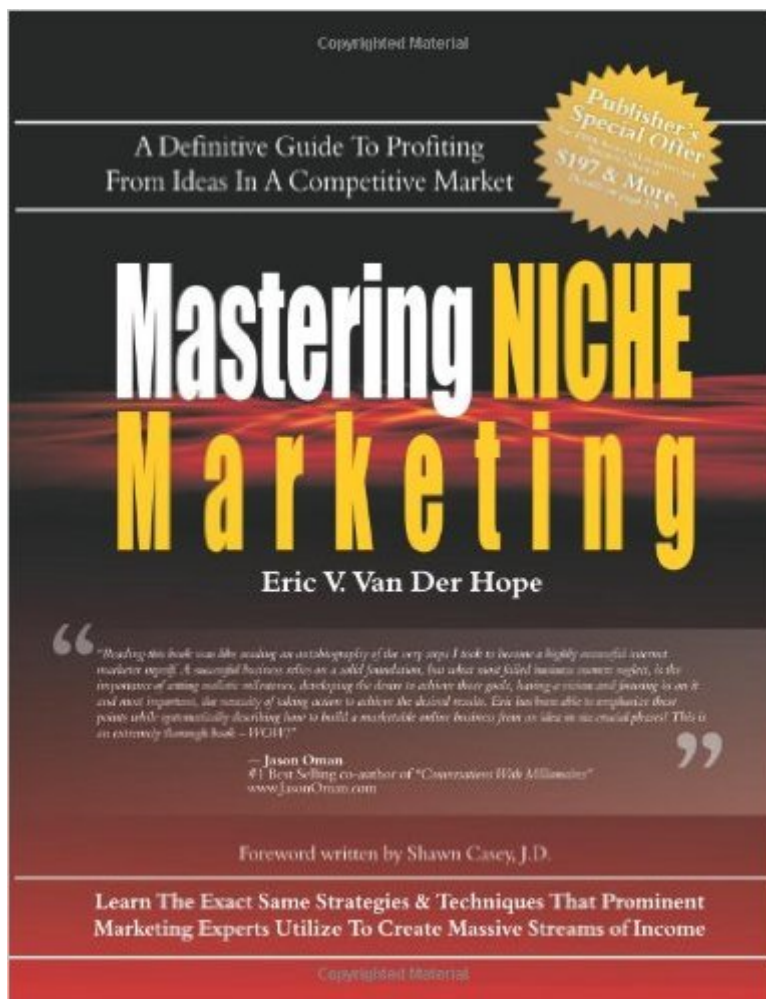


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# Mastering Niche Marketing: A Definitive Guide To Profiting From Ideas In A Competitive Market



## Synopsis

As an entrepreneur and small business owner, you have the ability to find a perfect niche market that the large businesses have overlooked, don't have time for or wouldn't be profitable enough for them. And whether it's a service or product, you can capitalize on areas where people are eager to buy and willing to spend whatever money is necessary to get what they want. "Mastering Niche Marketing" is the most complete single-volume guide to developing a unique business. It includes step-by-step, easy to follow strategies and techniques that will assist in identifying an idea in demand, creating a product, and how to promote it - making money in the process!

## Book Information

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## Customer Reviews

It's the BIBLE for Online Marketers! This is available in both eBook and Hard Copy versions - I read the (6-Phase / 12-Chapter / 245-page) eBook. ECONOMIC CRISIS - with our (global) economy in grave condition as I write this - and with JOB losses soaring - more and more people are searching for alternative ways to generate more reliable income sources. Add to this, the power of the INTERNET, and a potential solution emerges. HOME BUSINESS - As a Financial Advisor, Business Consultant and Home Biz Coach - I see employees, professionals and small business owners everywhere liking the idea of running an Online business from home - IF they can get the 'right' education plus the necessary marketing skills. And thus, the world of Internet Marketing tied to running a profitable Online Home Biz -- enter this new book - - MASTERING NICHE MARKETING - this gives enormous value to the reader - both beginner and experienced. It's release is also perfect

timing, given the economy. This book truly under-promises and over-delivers. It takes you step-by-step through the whole process of developing a marketing niche. It's the most detailed, comprehensive and exceptional guide to creating and marketing a product Online that I've ever seen or read - bar none. The author removes all the guesswork. In my opinion, this book gives the reader (the potential Online business entrepreneur) a wonderful "foundation" for pursuing a successful Online business from home. There are far too many "failures" in this industry - because of not being able to 'find' the right niche - or because of the lack of (or poor) training -- this book can change all that as I see it. ERIC VAN DER HOPE - its author, has high credentials behind him.

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