

101 Niche Marketing Topics



The most important element of a niche book is that its title tells those in the niche why they need to buy it, to find out what it says and to receive the benefits it states or implies. So on these pages I suggest 101 different ways to address the book's theme, and usually by asking the driving question that the book answers I suggest all or most of the words that title contains! When I published the predecessor to my current book *Niche Publishing: Publish Profitably Every Time* (www.nichepublishing.org) I failed to dwell at any length on what kind of niche topics work by either publishing or by other information dissemination means. Instead, I focused on one topic, as an example, and developed it extensively. To atone for that shortcoming (or choice) I then wrote a report called *100 Topics for a Niche Marketed Book*. That, in turn, became part of a subsequent book, *Niche Marketing for Writers, Speakers, and Entrepreneurs* (which is now, alas, out of print, though Amazon keeps finding dog-eared used copies). Because that segment of the *Niche Marketing* book was so well received, I'm reproducing (and slightly updating) it here, mostly for the many newcomers to the niching process who, for the life of them, couldn't seem to think of a niche topic or title that they thought will sell. So what follows is not only plagiarized from me, I suspect it is triply plagiarized by me! The purpose of this report is to get the reader thinking about how they can convert their area of expertise, or a field in which they want to build expertise, into a niche product that will help others, and in so doing also help themselves. The alternative is to list thousands of titles in hundreds of fields, which strikes me as useless as if I told you I was going to help you build a house, then instead of suggesting logical steps I simply listed all of the components of that house. You are singular, your expertise is broad, your audience is varied, and there are many

ways you can share your expertise with those who want or need to know more. So what follows is designed to help you see ways you can create that unique link between what you know (or quickly could) and what they want (or need, and thus would want if they only knew more). Where I suggest a topic as an example, please insert your area of expertise, modify it as needed, and see if that fits you want to share. I suspect there are 10 or 12 good fits for any reader in the 101+ suggestions that follow!

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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