

Stephen Pierce's **Target Marketing Blue Print**

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How to discover **exactly** what the market wants
...then giving it to them to unleash ***massive profits!***

The **Foundational Facts** You Must Understand

The #1 selling product in the world is a *solution*.

- If you want to become a traffic magnet... solve problems for people.
- If you want to become a money magnet... solve problems for people.

You must understand that people pursue those that can solve their most immediately pressing problem.

So, here's *Stephen Pierce's Target Marketing Blue Print*, a hard hitting report with the facts on uncovering real niche markets and how you can profit from them.

The **2 Words** That Uncover Target Markets

Use this simple strategy to discover new markets.

Go to the **Overture.com Keyword Suggestion Tool** and type in these 2 single words and you will be introduced to a whole world of target markets.

Go to: <http://inventory.overture.com/d/searchinventory/suggestion/>

Type in these single phrases:

learn

training

...see next page...

BINGO!!!!!!!!!!!!

Searches done in May 2003	
Count	Search Term
97673	learn spanish
24883	learn italian
13876	learn to type
11789	learn english
11674	learn
11283	learn german
10949	learn french
9957	learn to play guitar
9079	learn japanese
8734	learn math
8434	learn html
6106	learn to speak spanish
6041	learn to drive
5795	learn guitar
5575	learn portuguese
5253	learn to read
4925	learn how to draw
4390	learn sign language
4248	learn to fly
3869	learn unix
3575	learn to dance
3521	learn computer
3484	learn to sail

Each search delivers you a boatload of results that will let you know **specifically** what people are wanting to **learn** and or get **training** in.

By simply developing products and/or services for these markets you will be instantly on the path to internet marketing success.

You can also click on each keyword phrase to go deeper into each subject to uncover the specific keywords you should use for your marketing.

The **1 Word** That Tells You What People Are Looking To Buy

Want to know specifically what people are looking to buy?

No problem. Go back to the **Overture Keyword Suggestion** tool and type in this single keyword:

buy

Searches done in May 2003	
Count	Search Term
1015320	best buy
169863	buy domain
68194	buy book online
63188	buy movie
55621	buy and sell
54807	buy car online
51478	buy
45827	buy a car
27934	buy owner
27060	buy overstock
24291	buy a house
23239	best buy store
21403	buy used car
20923	buy home
18195	buy star
18000	buy buy baby
12564	best buy com
12478	buy music
11915	buy viagra
11185	buy computer
10848	buy business
10609	buy cds

...now you have an entire list of what people are looking **specifically** to buy.

Simply develop niche mini-sites targeting these "*announced*" needs and you will be well on your way to experiencing financial satisfaction from your internet marketing.

The **1 Word** That Reveals What Your Ezine Should Be About

Want to start an ezine that will really attract subscribers?

Okay, no problem. Let's target exactly what the market is looking for.

Go back over to the **Overture keyword Suggestion** tool and type in this single keyword:

tip

Searches done in May 2003	
Count	Search Term
42843	gardening tip
36278	golf tip
27780	sex tip
27295	make up and tip
25972	tip
19465	beauty tip
18862	dating tip
12341	interview tip
11841	tip and trick
11807	weight loss tip
10893	masturbation tip
10662	skateboarding trick tip
9985	basketball tip
9089	resume tip
8612	q tip
7889	fishing tip
7737	kissing tip
7382	skateboard trick tip
6744	runescape tip
6533	travel tip
6513	cleaning tip
6430	decorating tip

...now you have a gigantic list of **specific** items people are searching for tips on.

By simply developing your ezine around these topics combined with some proven marketing strategies you can sit back and watch your subscriber list swell up as you are rewarded handsomely for giving the market what they are looking for.

Putting It All Together For **Massive Profits**

So, how do you make this simple strategy work?

Once again, it's easy. Here's a quick example.

According to our search, people want to:

learn to play guitar

...they also want **guitar tip**

...and would like to **buy guitar**

So, it makes sense if you love guitars to set up an income stream in this niche market that:

- Provides a free ezine of **guitar tips**.
- Sells an instructional product so others can **learn to play the guitar**.
- While providing affiliate links to sources where they can **buy guitars**.

That's it!

This is a very simple, very focused, very effective - quick - and easy way to locate niche markets and set yourself up to experience the world of internet marketing success, profits and satisfaction.

So, here's the simple **Target Marketing Blue Print**...

- ✓ Uncover what people want to "**learn**" or want "**training**" in.
- ✓ Match that with what people are actively looking to "**buy**".
- ✓ Provide a solid "**tip**" daily/weekly via a hard hitting ezine.

Combined, you will hit a home run with your market and experience a windfall of profits!

*"If you want to get rich, **target a niche**, if you want to be broke, market to all the folk" - Stephen Pierce*