

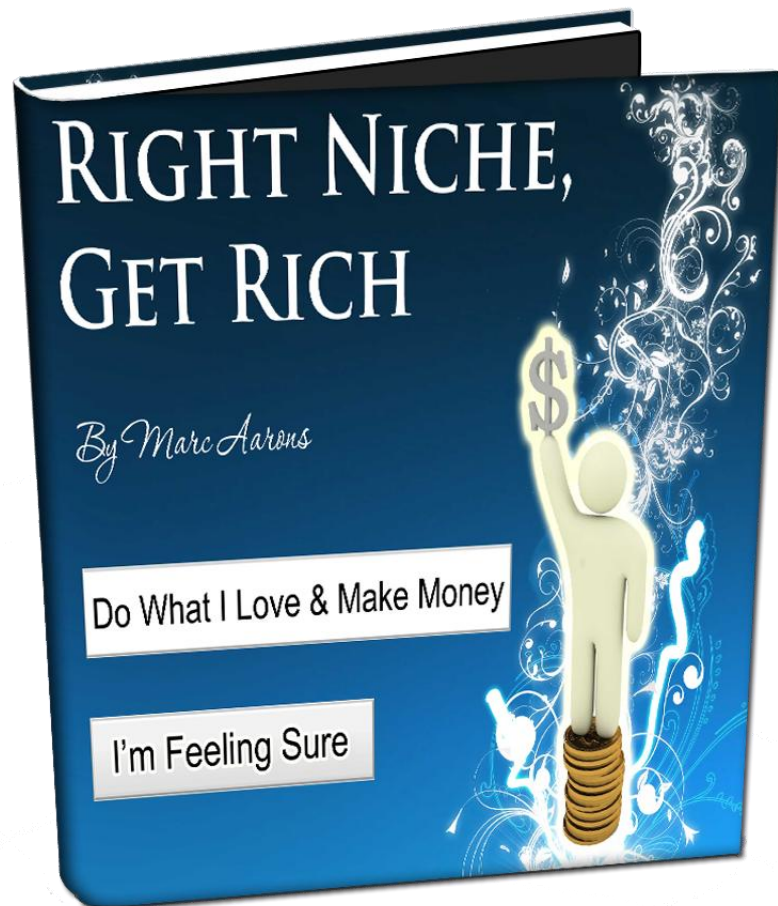
RIGHT NICHE, GET RICH

By Marc Arons

Do What I Love & Make Money

I'm Feeling Sure





Right Niche, Get Rich

How To Pick a Niche You Love, Make Sure You'll Make Money and Become an Expert in 30 Days or Less.

By Marc Aarons

<http://www.manlymoney.com/>

Version 1.01

November, 2010

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Please Share This Guide

I **was** going to sell *Right Niche, Get Rich* for \$37 but instead I chose to make it completely free.

Tell a friend that'd enjoy it, repost it on your blog, send it via carrier pigeon to family members in different countries or pass it along to anyone that'd be interested by sending them here:

<http://www.manlymoney.com/right-niche-get-rich/>

By the way...

Thanks for taking the time to listen to what I've got to say. It means a lot to me and that alone is enough for me to be grateful.

To have the chance to leave a lasting impression on the world, to leave it better than how I found it, is the greatest honor I could hope to ever achieve in life.

Note Briefly: In the following 13,000 words, I have included one affiliate link at the very end of the book **only** because it changed my life 2½ years ago. Outside of that link, this book is completely free of any sort of upsell, cross-sell, devious gotcha tactic. I sincerely want you to get the most out of this and would rather not have such things distract your focus from the important task at hand. Let's get to it shall we?

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About the Author

Marc Aarons started his first website while still in college:

- In 6 months his website paid for itself. It made more money than he did in 3 years of network marketing.
- In 12 months, it made enough money to pay his credit card balances in full. He no longer had debt.
- In 22 months, the website generated enough income to cover all his monthly bills. Employment was now optional.

He did this without any technical training in computer software, web development, programming or anything of the sort. He did, however, use Google to find stuff.

To make his tale weirder, he accomplished this while procuring a Master's of Science in Environmental Sciences. He has yet to use it in a professional setting. Instead he splits his time between:

- Internet Marketing & Online Business
- Training in Krav Maga and Capoeira fighting styles
- Learning Spanish
- Volunteering as a substitute teacher at a local elementary school
- Experimenting with healthy culinary cuisines
- DJing and making mixtapes of the Dancehall, Hip-Hop and Reggae variety



-
- Volunteering for environmental organizations
 - Spending time with his friends and family

Not a fan of the beaten path, Marc is on a mission:

“The US [underemployment rate](#) (people out of work, involuntary part-time, and unable to get a job but have the skills) is [16.7%](#) ([graph](#)) (Black = 24.8%, Hispanic 23.6%, White 13.8%) (Gallup puts it at [18.4%](#)). That means that 1 in every 6 people are out of work, aren’t working enough or can’t get a job even though they are qualified.

In short, they don’t make enough money.

While correlation is not causation, that number is peculiarly close to the [poverty rate](#) of 14.3% (43.6 million people in poverty. That’s the [combined population](#) of everyone in Florida, Illinois & Georgia).

An extra \$1000 per month is an extra \$12,000 per year. For a family of 4, [poverty is defined](#) as \$22,050. For 3, \$18,310. For 2, \$14,570. For 1, \$10,830.

Whether it be a family of 1 or 2, just an extra \$1000 per month would be enough to rise them above the poverty line.

For families of 3 and 4, an extra \$1000 would also bring them out of poverty even if there was just one breadwinner who had a part-time (4 hour/day) [minimum wage](#) job.

Up For A Challenge?

In 1 year, I want to help 100 people make an extra \$1000 per month in their online business. In 2 years, I want to help 1000.

I'll do it through creating E-Books (like this one) and E-Courses that you can take to learn the 5 fundamental steps to generating at least an extra \$1000 online in one year's time (It took me a year and 3 months).

Do you have to be in poverty to participate?

Of course not.

Poverty is only one end of the [Maslow heirarchy of needs](#) spectrum. The end goal is full on self-actualization. Through each person giving the best of their unique gifts to the world can we ever hope to effect generational change.

My wish is for you to be remarkable.

My work is to create the track for you to run on.

Your job is to [give this guy a run for his money](#).

The path is to remove the bullshit in your life that acts as an obstacle to you doing so.

Freedom is the goal and can look like any of the following or more:

1. To have your electronic funds trail like a shadow as you traverse multiple countries whose names you are still learning to pronounce...
2. To wake up each morning when your eyes are good and damn ready to instead of some beastly alarm clock that doubles your resting heart rate and risk of heart attack.
3. To have a morning commute of bedroom to living room with a kitchen pit stop for breakfast...if you feel like it.
4. To make it so you see your children more than you see your co-workers.

-
5. To be the kind of person people look up to because you've got the time and money to volunteer, contribute and inspire the growth of those around you.
 6. To do whatever the hell you feel like cause fuck it, that's how you feel and that's all the damn reason you need."

Are you up to the task?

This book is the 1st step.

You can reach Marc at ManlyMoney.com, [Facebook](#), and [Twitter](#).

How To Get The Most Out Of This Book



The happiness of your life depends upon the quality of your thoughts: therefore, guard accordingly, and take care that you entertain no notions unsuitable to virtue and reasonable nature.

- Marcus Aurelius

“The 3 kinds of service rules also apply to service you do for yourself”

Let's be honest.

There isn't much new advice in the world.

What is new, however, is the way we can apply the stuff we know to different situations.

Chances are you've seen the sign above at your mechanic or small 'mom & pop' shop. Here's what no one ever says:

The 3 Kinds of Service Rules, Good – Cheap – Fast, apply not just to service you receive but also to service you do for yourself.

Think about it.

When you woke up this morning, you went to the bathroom like you always do, did your regular routine and somewhere in there, started to brush your teeth.

If you have a regular toothbrush, **a good brushing** to your teeth will be **cheap but not fast**.

However, if you've got a fancy ultrasonic toothbrush that practically brushes your teeth for you, you'll get a **good brushing fast but it won't be cheap**.

But, if you try to get a **brush your teeth fast and cheap** with a regular toothbrush, **it won't be good**.

The old adage holds true whether we're talking about mechanical work, brushing your teeth or finding a profitable niche you're passionate about.

In other words:



You can find a GOOD niche CHEAP but it won't be FAST.



You can find a GOOD niche FAST but it won't be CHEAP.



You can find a niche FAST and CHEAP but it won't be GOOD.



Doing the last one doesn't even make any sense.

You might have already been there, done that and got the T-shirt. No worries. That's not what we're doing here.

I will teach you how to find a GOOD niche CHEAP but it won't be FAST.



But it will be fast enough.

While I'll also teach you how to find a GOOD niche FAST but not CHEAP, I will save that for the end of the book.

For now, I'll show you how to do it the good, cheap way in a detailed step-by-step guide:

In Chapter 1, you'll learn:

- Why discovering niches you're passionate about will help you stay the course to make money and be fulfilled in the short and long term.
- Why happiness will not keep you 'happy' in your niche.
- How to finally figure out what you're passionate about.
- Use an interactive game to uncover ALL of your values, interests, strengths and ambitions that will lead you to exciting niches.
- 4 Steps to find out what really excites you immediately.



“You’ll learn how a 73 years young grandma ‘rewired’ her mind to start bodybuilding at 56”

In Chapter 2, you’ll learn:

- Why having multiple niches to choose from help you avoid the “Humpty Dumpty Business Model”.
- How your mind’s circuitry works against you and how to re-wire it to work for you.
- How a 73 year old grandma ‘rewired’ her mind to start bodybuilding at age 56.
- How you can use the same principle to unlock a ton of niches you’re passionate about that remain hidden from your conscious mind.



In Chapter 3, you’ll learn:

- Why not researching a niche is like throwing punches in a dark alley hoping to hit something while a mugger is equipped with night-vision goggles laughing and ready to jack you up.
- How to understand the “Matrix Code” of niche research to come to the closest guarantee of making money before building any content or selling any product or service.



-
- The 6 top niche research tools you can legally hack for free.
 - Why to research at least 3 niches to ensure profitability in the niche you're most passionate about.

In Chapter 4, you'll learn:

- Why figuring out the profitability of a niche will let you select your 'goose with the golden egg' more quickly and avoid what psychologist Barry Schwartz describes as "the paradox of choice". Here, it manifests as niche choice paralysis.
- The mechanics of the only 10 ways to make money in the world and how they apply to online business.
- How to test the profitability of your niche for selling advertisements through Google AdSense, selling affiliate products, your own products and other ways of making money online.
- How to compare the overall profitability of multiple niches to decide which is best for you.



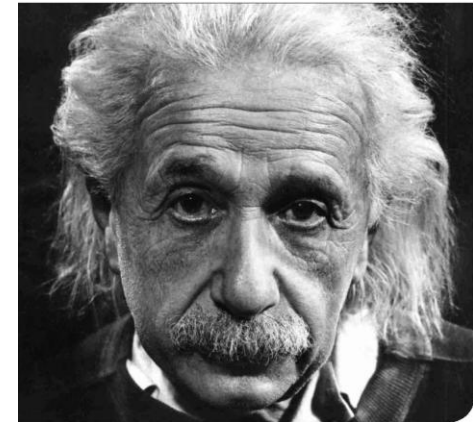
“You’ll learn the 2-step ‘Einstein Method’ to being the ‘genius’ in your niche”

In Chapter 5, you’ll learn:

Why **not** being an expert when starting a niche topic will make your readers trust, respect and give you more money.

The 2-step “Einstein Method” to being the ‘genius’ in your niche.

How to quickly become an expert in your niche along with the social proof and credibility to back it up in 30 days or less.



In Chapter 6, you’ll learn:

Why if you don’t take action now, you’ll run the risk of losing momentum and having all the research you’ve done become irrelevant.

Why if you do get started now, you’ll be able to capitalize on your personal niche blueprint, guard against “niche idea thieves” and dominate your field.

The 5 critical steps necessary for a complete **Web Business Blueprint™** to practically guarantee making money online.

How to stay up to date on cutting edge tips, tools and techniques with myself and close-knit underground society of online marketers.



If you're using the latest Adobe Reader, click on "Edit" > "Preferences" > and finally "Documents" in the left pane.

Under "Open Settings" check the box that says "Restore last view settings when reopening documents."

This way, if you need to read this E-book in more than one setting, you'll never lose your spot when you close the PDF reader.

It's like a digital ear mark in your book without creasing the page.

Every chapter presumes **AND** requires that you've done the steps outlined in previous chapters.

Skipping steps and chapters will be like putting tires on your car but forgetting to put air in them.

It might drive but you won't get very far.

However, if you do the steps in each chapter, you'll be cruising down the highway onto the beach with the top down and cool breeze massaging your face.



Step 1: Discover Your Passion Niches



“Passion is the genesis of genius”

– Tony Robbins

“Timmy my boy, you can be anything you wanna be when you grow up”.

Timmy stared back at his dad with a blank expert poker face expression that only a child can make.



*“Timmy my
boy, you can
be anything
you wanna be
when you
grow up”*

“But...I don’t know” Timmy thought to himself.

Timmy’s dad, not sure what to think, hurried to fill the awkward silence with random talk of the next upcoming game they’d go to.

See, it wasn’t that Timmy didn’t want to please his dad, be the best he could be, grab the bull by the horns and smile with the excitement of a kid who just got a 1000 piece lego set. It’s just that Timmy didn’t know exactly what he wanted to be when he grew up.

Time passed.

It was the senior year in high school. His friends were all contemplating which colleges they’d be going to and excited about what they’d study. They couldn’t wait to start studying to become lawyers, doctors, nurses, engineers, architects and artists.

While Timmy actually was interested in a number of these things, he never felt saw the clouds part and bestow a holy light upon a science or math book to give that clear sign of the path to take. At best, he was puzzled. Why didn't he feel passionate like his friends did?

If only he could find his niche.

“Well since I'm not sure about what to do, I'll just do what makes sense”

With that, Timmy decided to pick a career for the money. Something his parents could boast to their friends about, give him financial security and allow him to get by comfortably.

4 Years of College Later...



Graduation holds the promise of tomorrow

Timmy's parents are beaming.

They hoot, holler and cheer the hell out of his name at his graduation.

He's beaming too.

It's a wonderful moment, with great friends, family and they take awesome pictures.

Temporary happiness.

1 Year after Graduation...



Reality hardly ever lives up to the dream...

Timmy's living the American dream.

He's got:

- Car payments each month
- Rent to pay each month
- Ikea furniture he pays off on his credit card each month
- Drinking buddies to let loose with on the weekends and during the week if they're particularly bored and stressed...that costs more money each month
- Semi-lasting relationships to pass the time and sexual frustration away...each month

*“You’re not
happy, you’re
bored...”*

On the radio, Twisted Sisters harmonize over electronic beats:

““

Sweet dreams are made of these,

Who are you to disagree?

Travel the world and seven seas,

Everybody’s looking for something...”

While he’s ‘having fun’ on-the-go...there are those quiet moments.

Mostly when he’s home alone, and the fridge in the kitchen hums it’s lonely tune of unimaginative solitude...

It bristles the hair on his back ever so slightly.

Before he has a chance to turn on the TV, pump out a couple pushups and laugh at Jon Stewart/Stephen Colbert to drown out the gnawing truth in the back of his head, he hears the whisper...

““

You’re not happy, you’re bored...”

He doesn't want to hear it.

Not after 4 years of busting his ass in college for good grades.

Not after moving to an entirely new city and leaving all his friends behind.

Not after all the job interviews.

Not after all this work he's put in.

Not after all of this...

“Why Am I Not Happy?” Is The Wrong Question

Timmy’s story is unusually common.

The names, faces, majors and cities change but the core remains the same. Everybody’s asking the wrong question:

“The question you should be asking is: what would excite me?”

““

Most people will never know what they want. ‘What do you want?’ is too imprecise to produce the actual answer. Forget about it...

The question you should be asking is ‘what would excite me?’

Excitement is the more practical synonym for happiness, and is precisely what you should strive to chase. It is the cure-all also when people suggest that you follow your “passion” or your “bliss,” I propose that they are in fact refer to the same singular concept: excitement.

What is the opposite of happiness? Sadness?

No.

Just as love and hate are two sides of the same coin, so are happiness and sadness. Crying out of happiness is a perfect illustration of this. The opposite of love is indifference, and the opposite of happiness is - here’s the clincher – boredom.

Tim Ferriss – [The 4 Hour Work Week](#)

Instead of asking ‘what makes me happy?’ or ‘why am I not happy’, go straight to the source.

Ask yourself, what is it that I get excited about?

If you don't answer that all important question, you stand to live a life of mediocrity, debt, lack of fulfillment, impassioned and lack luster relationships all because you're just 'getting by'.

On the flip side, if you do answer that all important question, you'll be excited about your work, life, and trigger the 'domino effect' of success where your new found passion spills over into all areas of your life.

“If almost 75% of the student population want to be wealthy, why are only 17% of students pursuing work they are passionate about?”

“A research study conducted by Dr. Srully Blotnick tracked 1500 people for 20 years. Of the 1500 people he studied, 83% embarked on a career to make money, while only 17% have chosen a career based on what they love to do.

*After 20 years, 101 of the 1500 had become millionaires, and **all but one of those millionaires were from the 17% who are chosen a career based on what they love to do.***

Here's another interesting statistic: according to the annual American freshman survey conducted by UCLA, 73.8% of students want to be very well off financially.

Now riddle me this, Batman: if almost 75% of the student population want to be wealthy, why are only 17% of students pursuing work they are passionate about?”

Andrew Hewitt & Luc d'Abadie - [The Power of Focus for College Students](#)

Ready for the raw truth?

It's because...

Nobody Ever Taught You How To Find Your Passion.

Everybody always ASSUMES (making an **ass** out of **u** and **me**), that it'll just come to you eventually. One day...like true love.

Serendipity.

Yeah...welcome back to reality.

Waiting for your passion to come tap you on the shoulder is like waiting for Vanna White to stroll by and pick all the letters for you on *Wheel of Fortune*®.

Not gonna happen.

It's up to you to figure this stuff out.

While it's not your fault, it *is* your responsibility. If you don't figure this maze out, it's your life that'll suck and by extension the people you choose to include in it.

Naturally, the only remaining question is...

How?

How To Figure Out What You're Passionate About

While I could send you off on a spiritual journey through the Tibet mountains to find your inner self, there's a simple couch potato (but just about as effective) way around that:

Enter the [Passion Puzzle™](#):

Sidenote: I personally advocate the spiritual journey but perfectly understand if you've got something holding you back like...I dunno...bills that need to be paid. No worries, that's why we're figuring out your niche right? Make some moola while being fulfilled.

As the name suggests, it helps you figure out what you're passionate about by determining your **values**, **interests**, **skills** and **ambitions**. As of the publishing of this article it's free (my favorite kind of resource).

As self-described:

"The Passion Puzzle™ is founded on the belief that passion is not a single thing you put your finger on.

So you can relax knowing there isn't one passion needle in the haystack of your life.



“Without blood to pump and fuel respiration, the entire body will fail...”

It’s the same for your chosen niche”

Instead, passion is a powerful emotion that is created when four things come together: your values, interests, skill and ambitions. A career [or website] that you are passionate about is therefore a career [or website] that:

- *Aligns with what you **value***
- *Is in line with your **interests***
- *Uses your **skills***
- *Supports your **ambitions***

These four ingredients act like a fuel that, when combined and applied to your career, ignites the emotion of passion.

The more fuel you throw on the fire (the more your values, interests, skills and ambitions are applied through your work), the larger the flame will be (the more passion your work will give you).

Think of the four quadrants of your Passion Puzzle™ like the different systems in your body. The respiratory system can’t operate properly without the circulatory system. Without blood to pump and fuel respiration, the entire body will fail.

It’s the same for your value, interests, skills and ambitions. In your chosen niche, all must connect to have true excitement and lasting passion. Alternatively, leaving even one quadrant out of your Passion Puzzle™ introduces the risk of selecting a boring niche in chapter 3.

4 Steps To Find Your Passion Right Now

1. Go to <http://passionpuzzle.com/>
2. Click on Start Your Puzzle.



3. Sign Up By Putting In Your Email Address



4. **Start & Finish Your Passion Puzzle.**
5. **Do not continue reading this book until you've completed the above 4 steps.**
6. **Begin Chapter 2.**

Every following chapter requires that you've completed this step.

If you continue without doing your Passion Puzzle™, you'll have lackluster results, stay stuck in limbo land of uncertainty, and not make any money with your chosen niche.

If you do complete your Passion Puzzle™, you'll lay the needed foundation for success in building an online business and began charting the course for fulfillment combined with the kind of money you'd like to make.

"Take the first step in faith. You don't have to see the whole staircase, just take the first step."

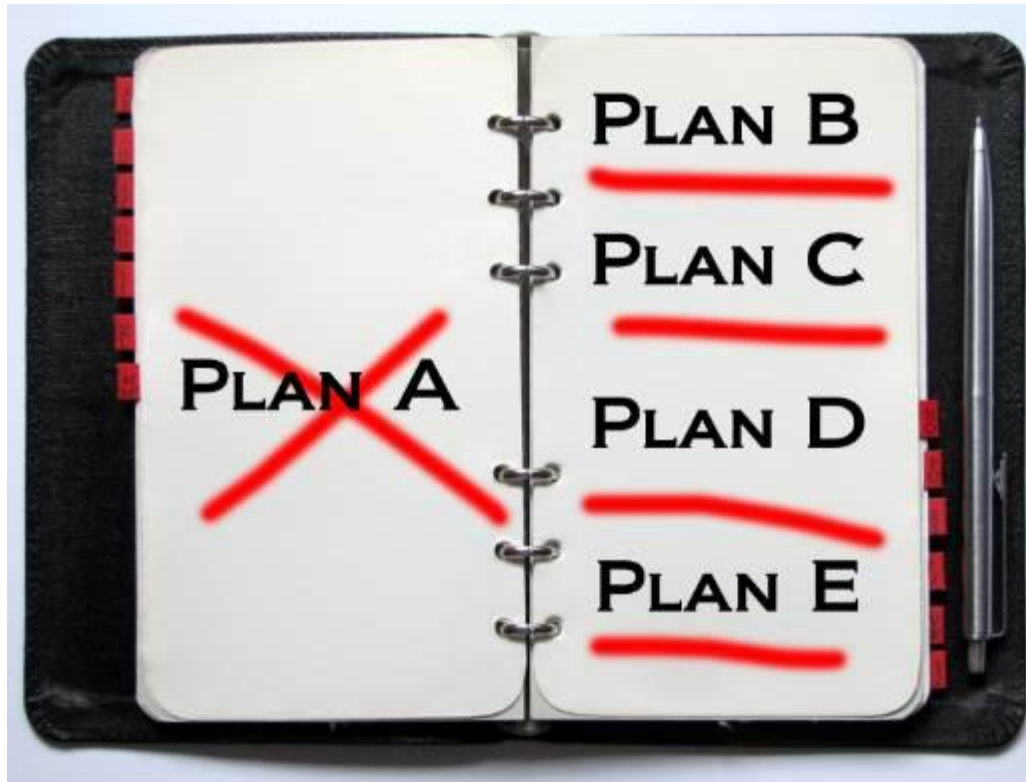
- Martin Luther King, Jr.

"Take the first step in faith. You don't have to see the whole staircase, just take the first step"

- Martin Luther King, Jr.



Step 2: How To Come Up With Multiple Backup Niches You Love



"Unhappiness is something we are never taught about; we are taught to expect happiness, but never a Plan B to use when the happiness doesn't arrive."

- Doug Coupland



*“Anything that
can go wrong,
will go wrong”*

*- Murphy's
Law*

It's 6:00am...

Like the thunderclap of a lightning bolt that struck 2 feet away from you plus ice cubes being slid into the back of your shirt by your goofy college buddy, your alarm clock strikes your heart like a paramedic's defibrillator jolting your heart rate higher than a kite in the sky.

Before you have a chance to curse the gods, you remember your flight leaves in 90 mins and you still need to check bags when you get to the airport.

You race out the house with 'uber-polished' attire that causes onlookers to wonder which one-night stand's house you left to do your 'walk of shame' to the airport from.

If only you were so lucky.

At least then you might have had something to relax your mind.

Instead, you rush through security with just enough suspicion to warrant a 'random' security search all while you hear the final boarding announcement for your 747.

By the grace of TSA, you manage to make it to your gate just as the attendant shoots you a dirty look as her hands reach to close the doors.

After fumbling through your jacket for your boarding pass and stumbling to your seat, you finally sit down and make peace with your perspiration as the following announcement becomes the icing on your cake.

“Attention passengers, this is your captain speaking. Due to inclement weather, this flight will be delayed by an hour and a half. Due to the short time span, we will not be deplaning.”

Your mind, body and stomach simultaneously groan at the lack of stress, rest and food you could have been having.

Total excitement.

“Anything that can go wrong, will go wrong”

- *Murphy's Law*

-

Why To Avoid The Humpty Dumpty Business Model



Don't put your eggs in one basket.

You run the risk of having them crack, fall out your hand, and greet the street Humpty Dumpty style.

Life happens.

By researching just one niche, you run the risk of becoming emotionally attached to one 'idea' that **must** work because it's all you've got.

As wonderful as that concept is for the little engine that could, it's a horrific business model that's begging for failure.

On the other hand, if you have multiple options, you can scientifically test without emotions getting in the way, work with the soundest idea (that you're still passionate about) and make success a simple 5 step process (more on that in Chapter 6).

How Your Mind Is Working Against You

“A man is but the product of his thoughts.

What he thinks, he becomes”

- Mahatma Gandhi



“A man is but the product of his thoughts. What he thinks, he becomes.”

- Mahatma Gandhi

You’ve probably heard the phrase ‘creatures of habit’. As it turns out, there’s a lot of real science behind that.

The brain sends information stores and retrieves information via neural pathways to experience what is known as memory:

“The connections between brain cells aren’t set in concrete – they change all the time...”

These change are reinforced with use, so that as you learn and practice new information, intricate circuits of knowledge and memory are built into the brain”



Although a memory begins with perception, it is encoded and stored using the language of electricity and chemicals. Here's how it works:

Nerve cells connect with other cells at a point called a synapse. All the action in your brain occurs at these synapses, where electrical pulses carrying messages leap across gaps between cells.

The connections between brain cells aren't set in concrete -- they change all the time...As one brain cell sends signals to another, the synapse between the two gets stronger.

These changes are reinforced with use, so that as you learn and practice new information, intricate circuits of knowledge and memory are built in the brain.



Playing music over and over again strengthen neural pathways that the mind continually uses to recall information. This makes it easier to play with time and consistent practice.

If you play a piece of music over and over, for example, the repeated firing of certain cells in a certain order in your brain makes it easier to repeat this firing later on.

The result: You get better at playing the music.

You can play it faster, with fewer mistakes. Practice it long enough and you will play it perfectly. Yet if you stop practicing for several weeks and then try to play the piece, you may notice that the result is no longer perfect.

Your brain has already begun to forget what you once knew so well.”

Dr. Richard C. Mohs - "[How Human Memory Works](#)"

“The more you do anything, is the more routine it becomes in your life.

Here’s the kicker.

The more you do anything, is the more routine it becomes in your life.

Just as you could get better at music, if you’ve got ‘bad habits’ working against you, it becomes harder to undo the longer you practice them.

This affects everything in your life. As a result, you run the risk of living a life of mediocrity by staying on auto-pilot.

That doesn’t make auto-pilot or cruise control bad, it just means you need to change the destination. You do this by forming new habits.

It’s time to hijack the plane of your mind. Take back control. Naturally, that’s easier said than done.

Take one child’s personal experience for example.

Me.

I bit my fingernails.

I would do it any time I became nervous. The end result was the starved look of *Feed The Children*®. It wasn't a conscious action.

By the time I realized what was happening the nail was already gone. My brain had literally been trained to act in a particular way **unconsciously**. It was like breathing.

It literally took me years to make a stand against myself to not bite my nails. Through sheer willpower (and wanting to look more attractive to the opposite sex), I gradually lessened how often I bit my nails until I fully **replaced** the habit with not biting them.

Thankfully, there is hope.

It's not impossible to undo old habits or reactivate neural memory pathways that you've used before.

Will it be harder?

Yes, but not impossible.

Your mind is a muscle like any other in your body. It can be trained even after years of not being used.

Case in point, 73 year old Grandma bodybuilder Ernestine Sheperd.

“I feel better than I did at 40. I am very, very happy.”

– Ernestine Sheperd, 73 year old bodybuilder

Twenty years ago, Shepherd was working as a secretary in the Baltimore school system after 30 years with AT&T.

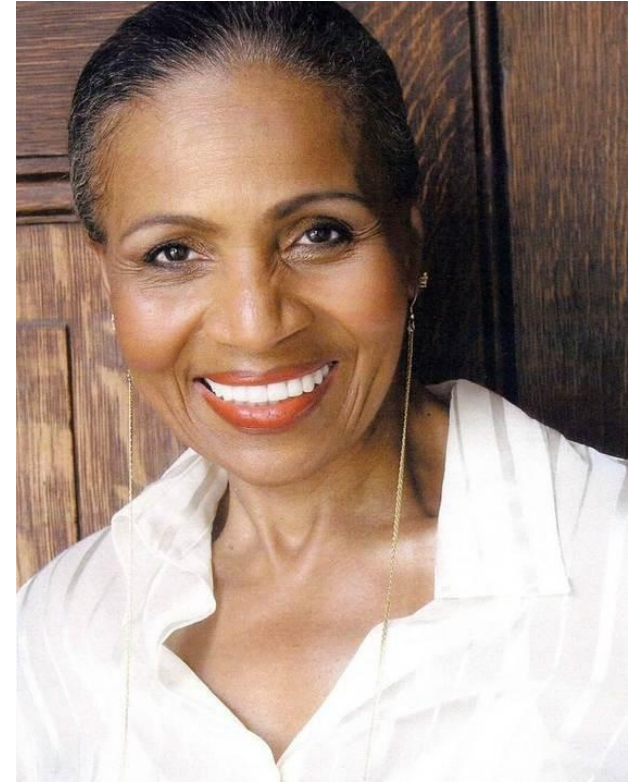
Exercising was not part of the picture.

"I was too prissy to exercise," she said. "I just didn't want to have my hair messed up. Didn't want my fingernails broken."

Then, at 56, Shepherd found herself in a dressing room with her sister trying on swimsuits for a pool party.

"When we looked at each other we both laughed because we didn't look too good in those suits," Shepherd said. "She said 'Tina, we're going to have to do something about this.'"

[Watch Her Story](#) (YouTube)



- [ABC News / Health](#)

“She didn’t start exercising until she was 56”

Ernestine has a physique that people $\frac{1}{4}$ of her age strive to get.

- She didn’t start exercising until she was 56.
- She runs 80 miles per week and does 5Ks in about 28 minutes.
- She’s finished EIGHT marathons.
- She bench presses 150 pounds . . . about 30 pounds more than her body weight.
- She’s been married for 53 years and has a 13-year-old granddaughter.
- She doesn’t take any supplements because she doesn’t know what they’d do to her “old body.”



What’s your excuse?



People like Ernestine Sheperd teach us this:

It's never too late to dust off your past and become something new.

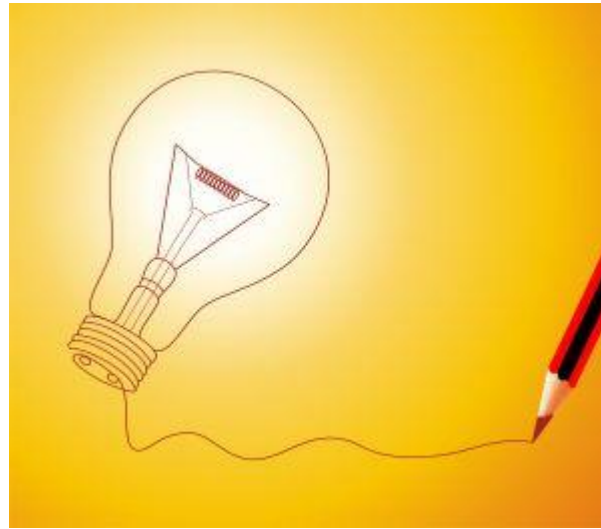
If she can look and be in the best shape of her life at 73 by shaking off old habits and ways of thinking, then surely we can remember a couple things we already know.

Next we'll go through a series of exercises designed to do just that. Jog your memory.

On the surface it seems simple, however, if you don't do it, you run the risk of living in 'niche limbo'.

Give it your best and you'll lay the foundation for finding a niche you're passionate about that'll be profitable enough to set all your monthly bills on auto-pay.

9 Steps To Unlock Your Top 10 Passions



Niche Memory Jogging Exercise

Muy Importante:

Either grab a piece of paper, open up a Microsoft Word document, Google Doc, or even print these pages to complete these exercises. You will need to refer back to them). Expect to spend at least 30 minutes on this.

1. What do you currently enjoy? What excites you? Write down at least 10 things.

Helpful questions to ask: *What makes you smile? What makes you laugh? What's fun for you? How do you spend your free time? What would you do if you didn't have to go to work?*

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

2. What did you enjoy doing in elementary school? What were your favorite subjects and activities? Write down at least five.

Helpful questions to ask: *What were the most fun experiences for you? What made you laugh the hardest?*

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

3. What did you enjoy doing in high school? What were your favorite subjects and activities? Write down at least five.

Helpful questions to ask: *What kind of friends did you have? What were they interested in? What were your favorite TV shows? What did you do after school? Where would you hang out? Why?*

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

4. If you went to college, what classes did you enjoy the most? Did you join any clubs or groups? Write down at least five.



What excites you?

Helpful questions to ask: *What have you always wanted to do but never found the time to do? What have you been scared to do but always curious about? What have you wanted to do but never had the money or resources to?*

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

5. Call 5 close family members and/or 5 close friends. Ask them what they consider to be your greatest strength. Write down at least 1 per conversation. The more the merrier.

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

6. Who do you look up to? What's the one character trait they possess that you find more admirable? What do they do that you respect the most? List at least 5 people and their character trait/activity that you admire/respect.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____



What does success look like to you?

7. Who do you wish to be in 3 years?

- What new skills will you have learned/mastered?

1. _____

2. _____

3. _____

- Where will you have traveled?

1. _____

2. _____

3. _____

- What material things will you possess (be frivolous if you like. If you want a Ferrari, put that down. If you want to trophy for saving baby kittens, put that down).

1. _____

2. _____

3. _____

-
- How do people describe you (1 family member, 1 friend and 1 colleague)

1. _____

2. _____

3. _____

8. From *all* the previous lists, pick the top 20 items you are most passionate, excited and/or interested in. Order them from most exciting to least exciting.

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

-
- 11) _____
 - 12) _____
 - 13) _____
 - 14) _____
 - 15) _____
 - 16) _____
 - 17) _____
 - 18) _____
 - 19) _____
 - 20) _____

After completing that, you should be feeling something like this:



You're closer to your dreams than you think...

9. Next, you'll need your [Passion Puzzle™](#) (printed or online). For the items in your 'Top 10 Passions' above, put a star next to the items that uses at least one item from each quadrant of your Passion Puzzle™ (at least one value, interest, strength and ambition). Aim for no less than 5. List them in order of passion/excitement/interest below to create your "VISA Passion Niche List":

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Let's recap briefly what's happened so far:

- You figured out what you're most passionate about based on your **values, interests, strengths and ambitions** (Chapter 1).
- You reached into past, present (your own self-image plus the image those closest have of you), and future versions of yourself to unlock and remember your best qualities (passion, excitement and interest to name a few) (Chapter 2)
- Used your **VISA** to examine your **Top 10 Passions** so you'll know the best niches to research first in Chapter 3 as you prepare for niche domination.

Now that you've successfully completed chapter 2, it's time to research your top 3 niches and come to the closest guarantee of success you can get before you even start to work.

Step 3: Research Your Niche. Will It Make You Money?



“Research is formalized curiosity. It is poking and prying with a purpose.”

- Zora Neale Hurston

“When you don’t research, it’s like walking into a dark alley with a mugger (your competition) who has night vision goggles.

The scientific term for this is stupid.”

No Research or Lack of Research is Stupid

The Goal: Research 3-5 niches you’re passionate about. Learn if there is a large and hungry enough audience that’ll you can help and in return make money.

If you don't research your niche properly it would be like throwing punches in a dark alley opened the hit something, while a mugger is equipped with night vision goggles off and ready to jack you up.

That mugger is your competition.

However, if you’ve researched the tables are turned.

You've got the goggles. You can see everything that's going on.

You turn into Neo and can read the *Matrix* code. At first it was a bunch of alien gibberish, but now you can dodge bullets.

Proper research is the closest you can come to a guarantee of making money before you even build any content or try to sell any product or service.

It is the fundamental step to ensure you don't waste days, months, and even years working on a niche that you were passionate about, but could not make money from.

This leads to burn-out, frustration, disappointment and ‘give-up-itis’.

To avoid that mess, here’s how the blueprint of niche research works.

Understanding The “Matrix Code” of Niche Research



Understanding your audience without a roadmap is like looking at the Matrix for the 1st time. A bunch of unknown green text on a black screen. However, with the right blueprint, it starts to make sense and the impossible becomes possible.

Your customer, target audience, target market, website visitors, clients or whatever you would like to call them are feeling four overwhelming emotions:

“Since a ‘niche’ is really a need that people have, your ‘niche research’ is really ‘need research’ ”

- Fear and Frustration.
- Want and Aspiration.

They don't like the first two.

Not one bit.

Those first two feelings are so powerful, that it motivates them to search for solutions from just about anywhere they can get it.

While they'd like to get solutions for free, they are most definitely willing to pay to have their problem go away.

Here's the secret to untold riches. Are you ready?

If you can provide a solution to the specific problem your customer is having, you will rake in massive cash.

Since a 'niche' is really a need that people have, your 'niche research' is really 'need research'.

The real kicker here is that something like 90% of this information is available for free online varying from general (large quantities of info) to specific and detailed (but still highly valuable amount of info).

The 6 Top Niche Research Tools You Can Legally Hack For Free

1. Google



Around 300 million people do a total of 2 billion Google searches a day. Every time someone types in a search term, they're looking for a solution to some kind of problem or **need** they have. Google gives this information away for free through the Google Keyword Tool.

2. Blogs



Blogs are the newspapers of the 21st century. There are virtually infinite blogs catering to the most obscure niches in the world.

The untold beauty of blogs is the wealth of information they provide not in the content but in their comments.

“The untold beauty of blogs is the wealth of information they provide not in the content but in their comments.”

Just like with Google, commenters often pour their heart and soul (read: fear and frustrations) into the comments section of blog posts with the sincere hope that someone will come and wash their problems away.

Since most people visit blogs are also looking for solutions or simply wish to consume information, a HUGE amount of commenters feel their heart get trampled as 100+ more comments roll in and no one answers their question or tries to help them...

...that is until you come along.

3. Yahoo Answers



Unlike Blogs, Yahoo Answers! was designed to give people...wait for it...answers!

“But wait” you say, “if they’ve got an answer, then their need has already been met right?”

Yes. But that’s not why we’re here.

In much the same way Gallop Poll takes a sample that’s indicative of a larger population, we are seeking to do the same.

We’re looking for trends.

We want to see if enough people are asking variants of the same type of question to get both a **bigger and smaller** picture.

4. Forum Questions



Like Yahoo Answers! people ask specialized question on whatever topic a forum happens to be about.

This makes it an invaluable resource for getting into the hearts and minds of our intended audience. Again, we're looking for trends.

What's the common theme?

5. ClickBank



One way to see what people's fears and frustrations are is to ask them or see what they're already looking for. Another way is to see what they're buying to solve their problem.

If someone's spending money on a solution, you better believe they've got a serious itch of a problem.

That's where ClickBank comes in.

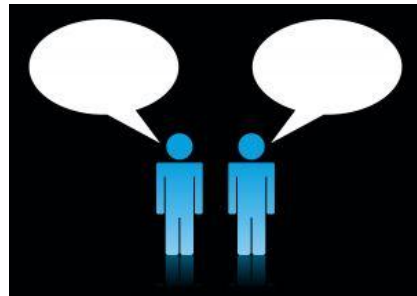
Founded in 1998, ClickBank is a secure online retail outlet for more than 70,000 digital product vendors and 110,000 active affiliate marketers.

A ClickBank sale is made every 3 seconds. With that kind of volume, you rest assured that they've got some crazy statistics on how much of what's being sold to whom. The beauty of ClickBank is that, like Google, they share that information for free.

Since people who put products on ClickBank want others to sell it for them, they share how many people buy their product and for how much to let potential resellers know how much money they stand to gain.

You can use that same information to figure out what kind of solution people in your niche are willing to pay for and reverse engineer what their needs are (and potentially provide a better solution).

6. 1-on-1 Interviews



As far as niche research goes, the info you get from 1-on-1 interviews will be opposite in flavor from what Google gives you.

“The 1-on-1 interview is the final piece of the puzzle that tells you the specific details your content, product or service will need to satisfy your audience.”

While Google gives you keywords or phrases that massive amounts of people type into that little search bar. 1-on-1 interviews give you conversational detailed information that would never be able to fit in one line (other listed methods fall between the two ends of the spectrum).

The beauty of this approach is the detailed answers you’ll receive will often come closest to the heart of your target audience’s fears, frustrations, wants and aspirations. This is profoundly important for the following reason:

When you create content, a product or a service to meet the need (niche) of your audience, it must be custom tailored to fit that need.

Like a tailor, the more ‘measurements’ you take in quantity and quality will allow you to create a custom fit that your customer will gladly pay top dollar for.

While Google’s info allows you to figure out if there’s a large enough audience for you to talk to, the 1-on-1 interview is the final piece of the puzzle that tells you the specific details your content, product or service will need to satisfy that same audience.

The natural follow-up question to this platinum mine of information is:

How exactly do you get this multi-million dollar info?

How To Hack Each Of The Top 6 Niche Research Tools in 6 Steps

“To the untrained eye, success is a game of chance.

To the trained eye, it’s like having loaded dice that create that magic number every time.”



To the untrained eye, success is a game of chance. To the trained eye, it’s like having loaded dice that create that magic number every time.

Before you begin, you’ll need your “VISA Passion List” from Chapter 2. You’ll research the top 3 passion niches from this list.

If you follow these steps correctly, you’ll be crystal clear the quantity and quality of demand for a solution within your chosen niche(s).

Start with your 1st niche, complete all the steps and repeat for the next 2 niches in your list. If you find information for one niche severely lacking, then move on to the next niche in your list of at least 5 VISA Passions.

To keep track of your research, you’ll need a copy of my Niche Research Template for each niche you research.

Download a copy for free here:

<http://www.manlymoney.com/nicheresearch>

Instead of deadening you brain cells with a gazillion screenshots for how to use each of the 6 Niche Research Tools, I've recorded a short video on how to get the most out of each along with how to keep it all together.

Niche Research Action Steps (Videos)

Access the entire 7 steps in one playlist below or access the videos individually. Use the steps below to research at least 3 of your VISA Passion Niches

1. Research Your Niche In 7 Steps | Using The Top 6 Tools

<http://www.manlymoney.com/7stepnicheresearch>

1. Hack The Google Keyword Tool | <http://www.manlymoney.com/googlekeywordtool>
2. Dumpster Dive Through Blog Comments | <http://www.manlymoney.com/blogcomments>
3. Pick Brains Using Yahoo Answers! | <http://www.manlymoney.com/yahooanswers>
4. How To Niche Research Using Forums | <http://www.manlymoney.com/forumresearch>
5. Read Minds Using ClickBank | <http://www.manlymoney.com/clickbankresearch>

6. Using 1-on-1 Interviews To Read Minds |

<http://www.manlymoney.com/interviewresearch>

7. Spot Trends, Solve Problems, Make Money |

<http://www.manlymoney.com/spotnichrends>

Like I mentioned before, you'll repeat the 7 steps until you've researched 3 niches.

Once you've got 3 niches you're passionate about researched, your mind will probably be working on overtime thinking of how you'd jumpstart each of them.

Perfect.

That's exactly where you want to be. However, there's a way to get even more focused. If you haven't decided already, you'll need to select one niche to focus and build on.

If you don't, you run the risk of never gaining enough momentum to launch your website, product or service within your niche strongly enough to land with a splash and keep swimming against the opposing current of competition. It'll be like trying to swim in 3 different directions at once.

If you do focus, you'll be able to systematize your success using the 5 Step *Web Business Blueprint*[™] that I'll share with you at the end of this book.

So how do decide which of the 3 niches to focus on and hit the ground running with?

That brings us to Chapter 4: How To Figure Out How Much Money You Can Make From a Profitable Niche.

Step 4: How To Figure Out How Much Money You Can Make From a Profitable Niche



“You can only become truly accomplished at something you love. Don't make money your goal. Instead, pursue the things you love doing, and then do them so well that people can't take their eyes off you.”

- Maya Angelou

It's no accident that we tackled the issue of finding your passion first. Only afterwards does money come into the equation.

There's a certain [truthiness](#) to Maya Angelou's words.

While she provides the philosophy, you'll need a blueprint and tools to build the dynasty you keep dreaming about at night.

Why Figure Out How Much Money You Can Make?

I'll go ahead and guess it's not to live out your Ebenezer Scrooge fantasy.

You've already got at least 3 researched niches that you're passionate about.

Knowing how much money you stand to make in each may end up being the deciding factor in which you choose to go focus on.

If you don't figure out how much money you can make, then you'll be forever second-guessing your niche decision. When the going gets rough, and it will, you'll be tempted to give up and try something new.

Although success may have been right around the corner, you'd have stopped because of what psychologist Barry Schwartz calls the [paradox of choice](#).

“All of this choice has two effects, two negative effects on people.

One effect, paradoxically, is that it produces paralysis, rather than liberation.”

““

I want to start with what I call the ‘official dogma of all western industrial societies.’ [It] runs like this: if we are interested in maximizing the welfare of our citizens, the way to do that is to maximize individual freedom.

The more choice people have, the more freedom they have, and the more freedom they have, the more welfare they have.

There was a time, when I was a boy, when you could get any kind of telephone service you wanted, as long as it came from Ma Bell. You rented your phone. You didn't buy it. One consequence of that, by the way, is that the phone never broke. And those days are gone.

We now have an almost unlimited variety of phones, especially in the world of cell phones.

These are cell phones of the future.

My favorite is the middle one -- the MP3 player, nose hair trimmer, and creme brulee torch. And if by some chance you haven't seen that in your store yet, you can rest assured that one day soon you will.

And what this does is it leads people to walk into their stores asking this question. And do you know what the answer to this question now is? The answer is "No." It is not possible to buy a cell phone that doesn't do too much.

All of this choice has two effects, two negative effects on people. One effect, paradoxically, is that it produces paralysis, rather than liberation.

With so many options to choose from, people find it very difficult to choose at all.

Here's this couple on the Hamptons.

Very expensive real estate. Gorgeous beach. Beautiful day. They have it all to themselves.

What could be better?



"Well, damn it," this guy is thinking, "It's August. Everybody in my Manhattan neighborhood is away. I could be parking right in front of my building."

And he spends two weeks nagged by the idea that he is missing the opportunity, day after day, to have a great parking space.

Opportunity costs subtract from the satisfaction we get out of what we choose, even when what we choose is terrific. And the more options there are to consider, the more attractive features of these options are going to be reflected by us as opportunity costs."

Barry Schwartz On [The Paradox of Choice](#) – TEDTalks 2005

In short, know what your options are, decide on the best, and follow through. Otherwise, you'll be dooming yourself to unhappiness ala the paradox of choice.

Knowing what ways you can make money along with figuring out how profitable each avenue will help you make that decision with confidence.

“Wealth, like happiness, is never attained when sought after directly.

It comes as a by-product of providing a useful service.”

- Henry Ford

The 10 Ways You'll Ever Make Money (Online or Offline)



Wealth, like happiness, is never attained when sought after directly. It comes as a by-product of providing a useful service.

- Henry Ford

Josh Kaufman of the PersonalMBA.com made a short post describing the “10 Time Tested Ways To Make Money” that most businesses use.



In [Patterns That Work](#), I compiled a short list of patterns that describe how the vast majority of businesses make money:

1. **Product:** make a physical product, then sell and deliver it for more than it cost.
2. **Service:** provide a useful service, then charge a fee.
3. **Shared Resource:** create a shared resource that can be used by many people (like a gym), then charge for access.
4. **Subscription:** offer an ongoing subscription, then charge a recurring fee.
5. **Insurance:** write an insurance policy against some specific bad thing happening, collect premium payments up-front, then pay out claims only when the bad thing happens.

After thinking about this subject a bit more, I thought of five more common patterns...

- **Resale:** acquire an asset, then sell the asset to another buyer at a higher price.
- **Lease:** acquire an asset, then allow another person to use that asset for a certain amount of time in exchange for a fee.
- **Audience Aggregation:** create and distribute information that appeals to a specific set of people, then sell access to that audience (advertising, direct mail, etc.) to an interested third-party.
- **Commission:** sell an asset you don't own on behalf of a third-party, then collect a percentage of the sale price as a fee.

-
- **Dividend:** purchase an ownership stake in a business, then collect a corresponding portion of that business' profit over time as a dividend.

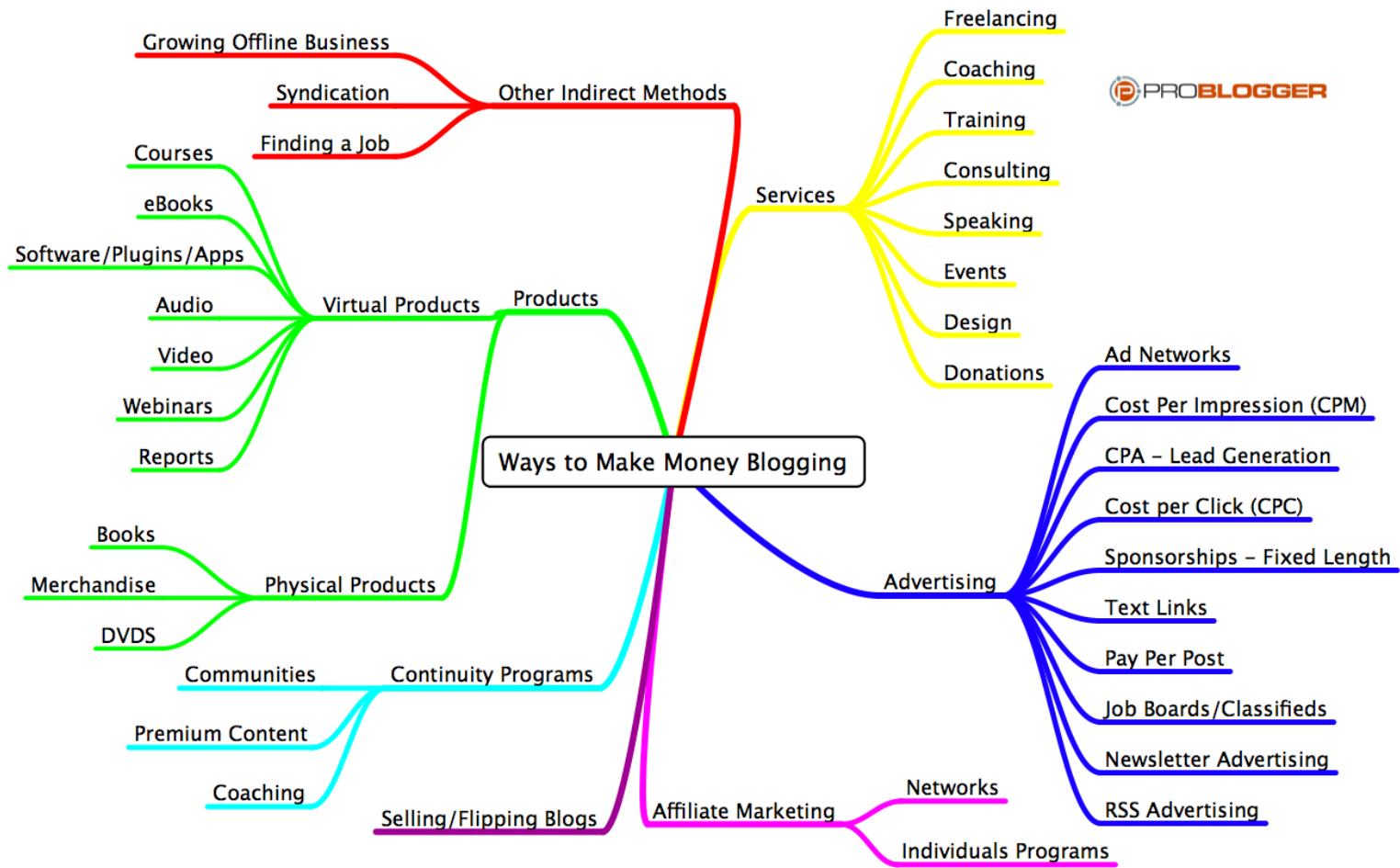
You can describe 99% of all businesses – past and present – using one (or more) of these core patterns.

If you want to create a successful new venture, start looking for ways to do one (or more) of these things.

Josh Kaufman – PersonalMBA.com

His model is an excellent segway into Darren Rowse's map of "How Bloggers Make Money Blogging".

While you might not consider yourself a blogger, his outline covers just about all the ways most people can make online.



Darren Rowse of Pro Blogger.com uses this graphic to explain *“How Bloggers Make Money”*. It illustrates how Josh Kaufman’s *10 Time Tested Ways To Make Money* would exist in an online business environment.

If you're new to this, one of two things are happening right about now:

1. I'm gonna be RICH!!! I'll do EVERYTHING. It's ON!
2. Omg...there's so much...where do I start? Information overload...paradox of choice...paralysis...stumped.

If you're #1, I won't tell you to curb your enthusiasm. Here's what to do.

There's a lot of money to be made but there's also a finely tuned process to making each work.

For now, jot down ideas that are bubbling to the surface.

Don't try to work through them just yet. Just capture them. That way, you'll be able to work through them with a serious action plan to see them through to fruition later.

Since your synapses are firing, have at it right now:

Top Ten Money-Making Ideas Popping Into My Head Right Now:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

-
- 6) _____
 - 7) _____
 - 8) _____
 - 9) _____
 - 10) _____

If you're #2, don't worry. Start as an Infopreneur.



If you have a passion and knowledge about a subject, your main drive may be to publish information about it.

Up to now, it's been difficult to monetize that targeted traffic unless it was also part of a "primary business" such as selling your e-book or other products, or offering a service...

Affiliate programs do bring revenue, but often not enough as the *sole* income model. Ad networks are hard to deal with. And chasing advertisers for your own site is nearly impossible (until *they* chase you, of course, which happens to SBI! owners a lot).

However, Google AdSense has made commercial life for info-publishers a whole lot easier. You *can* build an entire business by creating and publishing great content about a subject... just because you love it. Or you can add thousands of dollars per month to your primary business income, also generated by SBI!. Here's how...

1. **Sprinkle in some well-chosen, high-quality affiliate programs.**

[Click here for an intro to the affiliate monetization model.](#)

2. **Build "finder relationships"** with local businesses and services.

[Click here for an intro to the finder/referrer revenue-generating model.](#)

Ken Evoy – Founder of Sitesell Inc.

Whether you're going the Infopreneur route or you're brainstorming on a plethora of ways to make money online from the "Ways To Make Money Blogging" chart, there's still that all important question that needs answering so you can focus on one chosen niche.

How Much Money Can I Make?

Good question. There are two main ways to determine your niche's profitability.

1. Find out how much advertisers are willing to pay you.
2. Find out what customers are already paying for products and services within your niche.

Once you go through the steps outlined below, you'll know how to research both ways and have realistic expectations of the kind of money making potential each of your niches has.

How To Figure Out Your Niche's Profitability

If you've already decided on a niche, then you'll just research that niche's profitability. However, if you're still undecided, use the tutorials to research all top 3 of your VISA Passion Niches.

1. Download The Niche Profitability Comparison Spreadsheet to keep track of your research.

<http://www.manlymoney.com/nicheprofitdoc>

2. Use SpyFu & Google to spy on what advertisers are already paying and will pay you. (Video Tutorial).

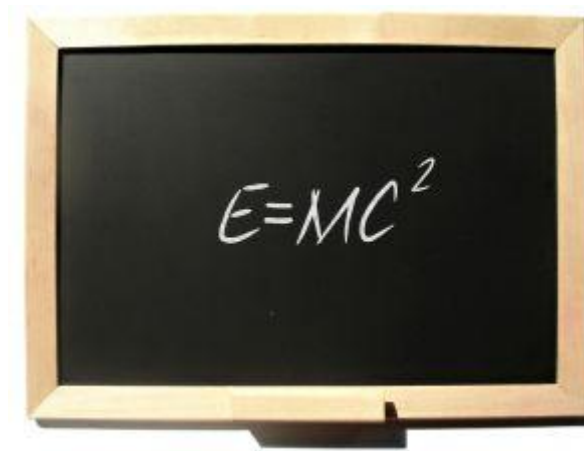
<http://www.manlymoney.com/nicheprofit>

3. Complete for at least 3 niches.

4. Select a niche based on your VISA passion list and profitability you just researched.



Step 5: Go From Newbie To Niche Expert in 30 Days or Less



“I have no particular talent. I am merely inquisitive.”

“It's not that I'm so smart, it's just that I stay with problems longer.”

- Albert Einstein

Can you do these two things?

1. Be inquisitive.
2. Stay with problems longer.

I ask sincerely.

This is genius level advice.

No kidding. This is what's required to become an expert.

Everything else from this point will be an elaboration of why, the theory behind it, and specific systemized steps on how to do this.

Think I'm joking?

Keep reading.

Why You Need To Go From Newbie To Niche Expert in 30 Days or Less

“You don’t have to be an expert in your niche to be successful”



The true sign of intelligence is not knowledge but imagination.

- *Albert Einstein*

Here’s a dirty little secret your established competition doesn’t want you to know:

You don’t have to be an expert in your niche to be successful

Yup. That's right. As a matter of fact, sounding like an expert can actually make your readers trust you less.

Thought exercise:

When you fall sick, who are you most likely to call first?

- a) Your mom, spouse or friend who's been taking care of you for months, years or decades (and doing a good job of it).
- b) The doctor, who you see maybe twice a year for 'check-ups' who you might have to spend money on.

A!

Duh.

Free **and** loving support, care and advice versus impersonalized 'expert' advice you have to pay for? Most people go to the doctor as a last resort. People go to those they know like and trust first.

What's that got to do with you not knowing jack about your niche?

Everything.

See, when you get started in your niche, it's like building a new friendship/relationship with your readers.

If you've been chatting it up with them consistently for 30 days or more, who do you think they'll go to first for advice on whatever topic you've been talking about for that period of time?

That's right.

You.

This is especially true if you've been providing quality free content and they've got a chance to sample the goods. They already know you're reliable. This becomes invaluable when it's actually time to sell something but that's a topic for another day.

So if being a newbie is good? Why become an expert in 30 days or less?

It's simple.

You'll want to know more about your topic than your readers. Otherwise, delivering valuable content that they don't already know will be uber-challenging. The quicker you do this, the better.

Does this mean you need to be the Wikipedia of your topic?

No.

But you do need to know more than your average reader.

The easiest way is to make it automatic. Not only will you be on expert status in 30 days or less, you'll stay there so long as you keep up the following.

How To Go From Newbie To Expert in 30 Days or Less



*“To be an expert,
you just need to
know more than
the person
you’re
communicating
with”*

Curiosity is the wick in the candle of learning.

- William Arthur Ward

First, a definition.

‘ex-pert: having, involving, or displaying special skill or knowledge derived from training or experience.

Not so daunting anymore is it?

In layman’s terms, ‘know more than the person you’re communicating with’.

Yes. It really is that simple.

Don’t complicate it with stereotypes you’ve been fed from birth or self-limiting beliefs. If you’re still having issues with this, let me pull my magic wand out for a second.

Ta-Da!

I know bestow upon you the title of expert.

All that leaves is the following question: how to know more than the person you communicate with and continue to do so?

Here's the practicality that makes the magic work.

Step 1: Be in the 'know'.



Knowledge is potential power. Applied knowledge is power.

Thanks to the power of the internets, it's not that hard to get in the know.

What you need to do is begin reading the top information sources for your topic on a regular basis. The easiest way to do that comes in the form of RSS readers.

Dunno what RSS is? Here's [a nice explanation](#).


Think of it as an online newspaper. A single website becomes your home for reading all the stuff coming from websites you choose to hear about.

I use Google Reader.

It doesn't look fancy but it's efficient and it gets the job done.

1. Sign up for [Google Reader](#) here.
2. Go to Technorati (they track the most popular blogs) and [browse their blog directory](#). Find the category most related to your niche and check out the top 10 sites.

If they resonate with you, subscribe to their RSS feed.

If you're using Firefox, Google Chrome or Internet Explorer 8 or 9, a small orange icon that looks like this  may pop up in the left or right hand corner of the address bar for you to click on.

Even if that doesn't happen, most reputable sites prominently display an RSS button for you to subscribe.

3. A good ole' Google search wouldn't hurt either. You don't have to limit yourself to 10. If you find quality blogs, forums or websites, subscribe and see what they have to say.
4. If your topic is a dense one to you, check out [HowStuffWorks.com](#) for some super in-depth explanations that'll get you up to speed and be discussion level ready fast.
5. Start reading daily for 30 days.
6. Marvel at your knowledge and continue reading after 30 days.

Step 2: Participate in the 'know'.

“You won’t be on the path to expert status unless you participate in the discussion”



It's not enough to stand in the crowd and be lectured to. You've got to participate.

Even if it's a good lecture, you won't be on the path to expert-status unless you participate in the discussion.

It does a couple things to you.

First, it forces you to formulate coherent thoughts on the topic. Things tend to sound much smoother in our head. Then we open our mouth and it comes out sounding like [Charlie Brown's teacher](#).

Practice voicing your opinion. If you don't have one just yet, that's okay. Ask questions until you start to see trends/patterns.

Secondly, it ups your skill level much quicker. By moving from listening, to asking to eventually answering others' questions, you start to get a grip on the niche you're in. When you can

consistently provide valuable answers to people within your niche (whether it be on blogs, forums or social networks), you're on the right track.

Do this for 30 days, and you will not only be perceived as an expert, you'll be recognized as such.

So, in short form:

1. Participate in not just the top 10 blogs researched above. Do the same for the best forums on your topic.
2. Participate daily for 30 days to really get your foot in the door. Follow up on questions you've answered. Interact.
3. Don't let it consume your life. Limit yourself to a reasonable amount of time per day and be strict with it. Don't linger around all day. Pick 30-60 minutes if you have to and work in focused chunks of uninterrupted time for just participating.

Step 3: Get Geeky With It



Knowledge is the food of the soul

- Plato

While most know of the first two steps, this 3rd step will let you kick it into hyperdrive.

1. After you've been in the mix for about 10-15 days, **read a scientific or white paper on your topic.**

Google Scholar is an excellent resource for finding scientific papers.

For white papers on the topic, look at large companies that are involved in the niche and search their corporate websites for them. This is most easily done in technology niches.

2. If you can't find scientific papers or white papers, **go to Hulu.com or YouTube and watch full length documentaries.**

Follow up on the claims the director makes and verify for yourself.

Doing this alone will set you atmospheres apart from your competition and put you on the Mt. Olympus of expertise from your audiences' perspective.

3. To step it up even further, **watch excellent university level content for free on the little known secret of [YouTube EDU](#)** (the educational wing of YouTube).
4. Again, repeat for 30 days.

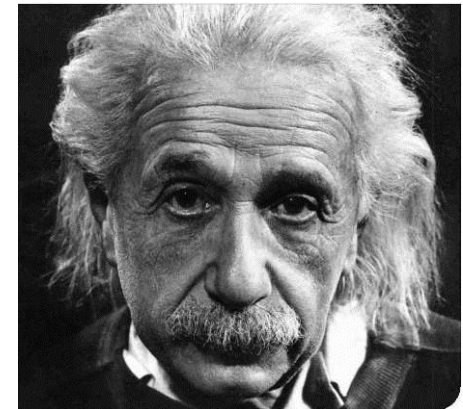
“Whoa! That’s alotta steps!” you say. Yeah...if you tried to do it all at once. Set a pace tailored to the amount of time you’ve got and stick to it till it’s done.

Remember the words of the genius...

“I have no particular talent. I am merely inquisitive.”

“It's not that I'm so smart, it's just that I stay with problems longer.”

- Albert Einstein



Step 6: So I Found My Niche, Started Becoming an Expert, What's Next?



You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win.

- Zig Ziglar

Like a rally driver who studies his course before the race, you've got all the information you need to hit the ground at top speed.

Let's recap:

- In Chapter 1, **you used the Passion Puzzle™** to find out what your values, interests, strengths and ambitions (VISA) were.

That way, whatever niche you picked from here would be one that you either knew about or would enjoy learning more about.

- In Chapter 2, **you found what you're the niches you're most passionate about** based on your values, interests, strengths and ambitions.

You did this by figuring out *Top 10 Passions*, evaluated them against your VISA from chapter 1 to create your *VISA Passion Niche List*.

- In Chapter 3, **you researched your top 3 Visa Passion Niches** to avoid getting stuck with the wrong niche and get trapped doing something that no one cares about.

Instead, you found out which niches had the largest audience that had real and interesting problems you could solve so you could finally decide on a niche to focus on.

-
- In Chapter 4, **you researched your top niche to get a realistic picture of how profitable it'd be** whether you were selling products, services, affiliate marketing, subscription services or selling ad space.
 - In Chapter 5, **you setup a system to become an expert in your niche** in 30 days or less.

You are eons ahead of the competition and now it's time to drive.

“But what destination do I punch into my *Tom Tom*?”

Great question.

It's time to look at the entire roadmap.

The 5 Steps of Building a Profitable Website or Blog

“The primary purpose of a staircase isn’t to look pretty.

It’s to get you to where you need to be”



Everyone wishes the staircase to success was really the escalator to success. Nope. There’s alotta work to do.

While it doesn’t look glamorous on the way to the top, the primary purpose of a staircase isn’t to look pretty.

It’s to get you to where you need to be. It takes energy to climb but as you do so, you learn life lessons along the way.

Your rewards are the lessons. Success (reaching the top) is merely icing on the cake. Don’t ever get it twisted.

There are at least 5 steps to success in the *Web Business Blueprint*[™].

If I drilled nothing else into you throughout this entire book, at the very least get these 5 steps:

- ~~1. Thoroughly Research & Develop Your Site Concept (plant the seed of your riches)~~
2. Create quality content (that's in-demand)
3. Attract traffic (that's interested in your site topic for free)
4. Establish rapport and build relationships (with trust)
5. Monetize your message (get paid ethically)

Completing all the exercises in this book took care of step 1.

You're already off to a running start. However, as your intuition probably already told you, there's more than just planning that's required. You need to actually put your stuff out there.

As I mention on ManlyMoney.com:

It's best to understand where you're going and how you're going to get there.

Just as how rally car drivers along with their navigators, mentally go through each turn of a championship race before ever putting the keys in the ignition, we'll do the same for your site (or blog).

If you do it right, you'll be in for the ride of your life.

Step 1: Research & Develop



“How can I provide so much value to my audience that they will voluntarily want to give me money?”

Your primary thought process needs to be this:

How can I provide so much value to my audience that they will voluntarily want to give me money?

When you have this sort of customer focus, you immediately begin to brainstorm on providing value.

What's value?

Anything that helps your visitors get what they came for. While it can include great graphics, navigation, usability, first and foremost it refers to great content that solves your guests' problem(s).

Naturally, if you're going to provide great value on something you're passionate about it's practically a requirement that you research and develop how you will do that, what kind of demand exists for your site concept, what existing competition offers and if it's even profitable to do so.

It's not unusual to spend anywhere from 1 to 7 days on this. It will affect all future success you have with your site.

Step 2: Creating Quality Content (That's In-Demand)



Researching and developing a robust site concept is the first step of rigging the system for your success. The next step is to generate quality content that solves your guests' problems.

If you're worrying about search engine optimization, don't worry. While it is important (which is why I cover it as well), it falls second to creating content that people trust, respect and recommend.

It's important to remember that Google simply tries to move closer and closer to understanding human behavior and how we react to information we come across online.

It's why how long people stay on a particular page can weigh into Google's analysis of how well you should rank. While you could figure out little tips and tricks that make people stay longer, a more ethical and effective way is to simply create quality content that people find useful.

Besides just producing text, audio or video that people find helpful, you throw gasoline on the fire when you stir powerful emotions that deepen the relationship between you and your guest.

When we're done, you'll end up with emails and letters from guests who can't stop thanking you (and paying you) for cutting through the blubber online and giving it to them straight.

Expect to add quality content over the length of your site's 'lifetime'.

As your site becomes more 'robust' and rounded, the amount of content you create may decrease (depending on your niche chosen in R&D).

Step 3: Attract Targeted Traffic (For Free)

“Build it but tell no one about it and they will walk right past it.”



“Build it and they will come”.

You wish!

It's more like:

Build it but tell no one about it and they will walk right past it.

The Mona Lisa didn't get famous by having no one look at it.

Without targeted traffic, your site might as well not exist.

All the Einstein level brainstorming in the world, Shakespearean literary masterpieces you've written and the 1500 affiliate programs you setup to collect buckets of cash will mean nothing if there's no one to experience your work of art.

Among other things, useful things to learn include how to:

- **Get the coveted Top 10 Google Rankings (and the fabled double/indented listings)**
- Leverage forums for repeat traffic for months to come
- **Use social media (YouTube, Facebook, Twitter) and how not to use them**
- Using Yahoo Answers! To build credibility and get better rankings in addition to more traffic
- **Guest posting on A-list blogs to provide value to their visitors**

Like creating quality content, website traffic generation is something you continue to do over the length of your site's life.

As the physicists say, it takes more energy to put an object in motion than it takes to keep it in motion.

Yup. We're talking about momentum.

Once the ball is rolling from specific strategies, traffic can build from a snowball to avalanche.

“If traffic is the gas that runs your site, then the rapport and relationships you form will be like the oil that keeps your engine running smoothly.”

Step 4: Build Rapport and Relationships (With Your Guests)

People buy from people they know, like and trust.

It doesn't matter if it's online or offline. Take away any of those 3 components and prepare for long-term brokenness.

If people trust you but don't like you, they'll rather spend their money with someone else. If they like you but don't trust you, they won't feel comfortable sharing their credit card info. The last thing you need to be is the fast-talking shady New York street salesman.

If traffic is the gas that runs your site, then the rapport and relationships you form will be like the oil that keeps your engine running smoothly.

Just like when you let your oil run too low in your car, before long, you can have permanent damage to your engine. Keep slacking off and your entire engine will simply seize up.

If you let that happen, you might as well pack up shop and go home. You'll need a new car anyway.

You'll need to learn the do's and don'ts of keeping your site's 'engine' relationships running smooth for a 0-60 in a couple clicks flat for getting you paid.

Step 5: Monetize Your Message™ (And Get Paid Ethically)



“You scratch my back only if I first did a good job of scratching yours.”

It’s very deliberate that I cover how to make money online last.

It’s the final step in the process as well as the last thing you think about when providing value. As an element of any ethical bribe, practice the following:

“You scratch my back only if I first did a good job of scratching yours.”

Not only will I cover with you how to craft an ethical bribe that people will voluntarily participate in, but other crucial aspects of monetizing your message:

1. Creating a profile/avatar of your perfect visitor
2. Move thousands to action by speaking to an audience of one person
3. Develop, visualize, fine-tune and track your sales funnel/process to increase conversions



The goal here, in a word, is freedom.

When you incorporate these 5 steps into the development of a site, blog, product or service, you're ahead of the game and get paid before them too.

Are you up for the challenge?

This is going to be some serious work. We are not talking about throwing mud against the wall to see if it sticks. Over 50 pages we're dedicated just now to making sure you **didn't** do that.

Sure you can get rich kinda quick here but only if you come correct.

Expect it to be hard. If things turn out to be easier, great. If it turns out to be harder, just remember one of my favorite quotes:

“Don’t wish it were easier, wish you were better” – Jim Rohn
And then make it so.

Don’t worry, you’re not alone.

Like yourself, there are many others out there with the passion to succeed, eliminate debt, build wealth and claim freedom as their own.

It’s never too early to start and it’s never too late to climb the mountain.

To get started now, go immediately to the **Resources** section. I’ve put together some seriously powerful weapons of niche domination that I’ve personally used to turn dreams into reality.

Let’s talk soon.

To Your Success,

Marc

“You don’t have to see the whole staircase, just take the first step.”

– Martin Luther King, Jr.



If you enjoyed this E-book, please [leave a comment on the blog](#) and share with me 4 things so I can keep fighting the good fight and make it better in the future:

1. Why did you read this book and what did you hope to get out of it?
2. Did it meet or exceed your expectations?
3. What was the most memorable or helpful thing in the book?
4. Is there anything you’d like to see that you didn’t?

I look forward to hearing from you and I do my best to read everything you send.

- Marc

My Short List of Niche Domination Resources



“First they ignore you, then they laugh at you, then they fight you, then you win.”

Mahatma Gandhi

1. The [ManlyMoney Secret Email List](#)

Do not join this list unless you've read and executed this book. If you're on this list, I'm working under the presumption you've already covered this material.

I go submersion level deep on each step of the *Web Business Blueprint*[™]. I share the most effective and advanced strategies to make sure each step is executed.

I'm on a mission to change the world (see "About The Author").

The people who join this list will be equipped to do the same. The revolution will be emailed.

Sound like your cup of unorthodox tea?

[Click here](#) at your own risk of massive success.



2. SBI - The Bachelor's Degree of Profitable Online Business

Remember the “About The Author” section? Specifically the part that said:

Marc Aarons started his first website while still in college.

- In 6 months his website paid for itself. It made more money than he did in 3 years of network marketing.
- In 12 months, it made enough money to pay his credit card balances in full. He no longer had debt.
- In 22 months, the website generated enough income to cover all his monthly bills. Employment was now optional.

He did this without any technical training in computer software, web development, programming or anything of the sort. He did, however, use Google to find stuff.

Yeah.

I did that using SBI.

That's my story.

I could write this whole blurb to try to convince you to check it out, buy it, blah blah, fanfare but at the end of the day, I can't do jack to make you do anything.

You're responsible for your own success **and** failure in life.

If anything in this book made sense to you and worked for you, then you know I don't blow smoke up your ass.

Thanks to SBI, I haven't held a job since I graduated with my Master's degree.

That's right. I do not know what it is to work a 9-5 job. I do not know a morning commute. My gas tank lasts me a pretty damn long time since my grocery store is less than a block away. I should really start walking now that I think about it but then people will really look at me crazy...

I did have a full-time job once when I was 16. First and last one.

I sold t-shirts and CDs in store for the summer. I got extremely pissed when my 1st paycheck came back and they took something out called income tax. I didn't like people taking my money without my permission.

Nonetheless, it took less than 2 years to get here. Half the time it takes to complete a bachelor's degree and a **whole lot cheaper**...wait...profitable.

Yeah. That's the word.

So umm...yeah...you might wanna [check SBI out](#) (yes it's the only affiliate link in this book. [More on that here](#)).



For now, I'm gonna contemplate whether or not I want to put on more than just my boxers so I can go check the mailbox.

Time: 12:14pm – Monday morning...er...afternoon?

Free Surprise Bonus



Remember the 5 steps to build a profitable website?

1. Thoroughly Research & Develop Your Site Concept (plant the seed of your riches)
2. Create quality content (that's in-demand)
3. Attract traffic (that's interested in your site topic for free)
4. Establish rapport and build relationships (with trust)
5. Monetize your message (get paid ethically)

As my gift to you for, here's a **completely free no strings attached** 139 page E-book on how to do Step #2: Create Quality In-Demand Content.

While I share advanced techniques within the ManlyMoney Inner Circle Email List, this will teach you the absolute fundamentals of *Message Mastery*[™] I used to never hold a job.

Download [*Make Your Content PREsell*](#) for free.



In case you missed it the first time, thanks for taking the time to listen to everything I have to say. It means a lot to me and that alone is enough for me to be grateful.

To have the chance to leave a lasting impression on the world, to leave it better than how I found it, is the greatest honor I could hope to ever achieve in life.

To Your Success,

Marc

<http://www.manlymoney.com>