

NICHE ATTACK

CONFIDENCE & SELF-ESTEEM

Insider Report On The Confidence and
Self-Esteem Niche And How YOU Can Profit!



Ronnie Nijmeh
<http://www.plr.me>

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OVERVIEW

The self-improvement industry, including books, seminars, audio and video products, and personal coaching, is a \$10.5 billion dollar-a-year industry.

Marketdata Enterprises conducted a thorough study of the value of U.S. self-improvement market and check out these numbers:

| | 2009 (\$ millions) | Forecast 2009 Growth Rate (%) |
|--|-----------------------|----------------------------------|
| Infomercials | \$1,041 | 6.0 |
| Top 12 Motivational Speakers | 296 | 6.8 |
| Personal Coaching | 1,290 | 6.2 |
| Holistic Institutes & Training Companies | 564 | 6.2 |
| Books | 727 | 3.4 |
| Audiotapes | 406 | 6.0 |
| Weight-Related Programs | 5,910 | 5.6 |
| Stress Management Programs | 315 | 0.0 |
| Total: | 10,534 | 5.5 |

That's \$10.5 BILLION+ spent in this massive niche!

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With more and more people feeling the competitive pressures of modern living, self-confidence and self-esteem are truly under fire. Without confidence and high self-worth, we don't make the most of our lives.

Even those who are already successful often seek ways to improve their confidence, from business owners who want to speak at live events, through to employees who want a promotion.

This represents a massive opportunity for you, as a marketer at any level, to ***create a substantial income from one of the most lucrative and growing areas of the self help industry: self confidence and self esteem.***

The good news is, you don't have to be a self confidence expert to make money in this market. There are several ways you can collect a daily pay check from this niche, even if you don't have clue what it's about.

This report will show you how, by showing you how to enter the market despite the competition, what people want to buy from you, how to push their hot buttons and ***how to put it all together and start actually making money.***

EARNING POTENTIAL

With \$10.5 billion dollars spent annually *in the US alone*, you can be sure there is enough money to make a solo entrepreneur at least six figures with the right website, products, and content.

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There are multiple products that this market purchases, from low ticket items such as reports and courses, through to high end stuff like seminars and personal coaching. Your earning potential is massive with this market... especially if you build an email list and regularly send out relevant offers to them.

THE MOST VALUABLE SEARCH TERMS

The following keywords have the highest bid prices per click in Google Adwords.

Each keyword has at least \$3 per click value or more. They also have search volumes of over 1,000 each:

- ▶ Assertiveness training
- ▶ Self improvement courses
- ▶ Dating confidence
- ▶ NLP for confidence
- ▶ Business confidence
- ▶ Confidence coaches
- ▶ Hypnotism confidence
- ▶ Hypnotherapy confidence
- ▶ Sports psychology confidence
- ▶ Confidence and assertiveness
- ▶ Confidence public speaking

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As you can see, there are lots of sub-niches you can explore based on this list. Dating confidence is interesting, and a great way to break into the dating market. Think of all the dating websites out there that talk about chat up lines, where to meet people, etc.

If you had a free dating confidence report or website people could check out, it would be a great fit for these existing websites, because it approaches the market from a different angle.

The great thing is, you can simply “repurpose” existing PLR content for any of these sub-niches. For example, if you wanted to approach business owners who are looking for public speaking advice, you could use the same report for growing their confidence as you would for a guy who’s about to go on his first date.

BIG TIP: What you should also notice is that the big money is in *personal coaching*. That’s where most money is being spent with advertising, because coaching is not cheap services to offer.

As an online marketer, you can easily team up with local personal coaches, therapists, hypnotists, psychologists, and other personal trainers and *sell leads to them*. You simply generate the leads by giving away free confidence building reports to your visitors, then turn over the lead to the coach to close the sale.

You can also have the coach do webinars and interview them for free content!

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WHAT ARE PEOPLE BUYING?

Amazon

There are many best selling books that focus specifically on self confidence building. Here are the potential avenues for you to take:

- ▶ Total confidence solutions (such as a course or complete guide)
- ▶ Confidence for children
- ▶ Confidence for women
- ▶ [View the Self-Esteem category in Amazon](#) (over 6,000 results!)

Google PPC Ads

In Google, advertisers are focused more around personal coaching and private services such as Hypnotherapy, counseling and CBT (Cognitive Behavioral Therapy.)

Clickbank

Self confidence and self esteem products include:

- ▶ <http://www.the11forgottenlaws.com/affiliates> - Law of Attraction
- ▶ <http://zzzzz.alexander2.hop.clickbank.net> - Become the Alpha Male
- ▶ <http://www.subliminalmp3s.com/affiliate-program> - Subliminal MP3 downloads

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- ▶ <http://www.theseesteemsystem.com/affiliates.html> - Ultimate Self-Esteem Formula
- ▶ [View the Self-Esteem category in Clickbank](#) (50+ results)

But also, products relating to dating, getting your ex back, text romance, and natural hypnosis are all highly popular info products.

These all tie into the self confidence market, which I'll explain in the "entry points" section coming up.

Here are some of the "hooks" or "buzzwords" that appeal to the market:

- ▶ 7 pillars to confidence
- ▶ Building a better life
- ▶ 12 steps to self esteem
- ▶ 10 days to supreme confidence
- ▶ Discover your true worth and purpose
- ▶ Total self confidence
- ▶ Workbooks and journals
- ▶ The courage to be yourself
- ▶ End self-doubt, gain confidence and positive self image
- ▶ Challenge your inner critic
- ▶ Breaking the chain
- ▶ Love yourself
- ▶ Psychology of...
- ▶ Overcoming...

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ENTRY POINTS

There are plenty of ways to enter the self confidence market based on the research I've just provided. You don't need to compete directly with the big players... you just need to be a little more creative and come from a different angle.

Once you have the right path (or entry point) you will be able to actually start building the right website and bringing in the right traffic, which I'll show you in the next section.

To keep things simple, here's a list of ways I would personally enter this market today:

- ▶ **Offer a free report on building confidence for women.** This gives you a unique angle over the millions of general confidence building guides out there. Then with the leads I generate, I would sell it to local trainers (the same ones that are already advertising on Google Adwords) or popular coaches who conduct their sessions via phone.
- ▶ **Offer a free confidence building report aimed at the dating market.** Then market the report through non-competing websites such as dating websites, men's health, and bodybuilding sites. Once I've started building a list, I would sell them products related to their original interests (such as dating CPA offers, health offers, gadgets, nutrition, etc. I would also sell them advanced confidence training courses as an affiliate.)
- ▶ **Offer a free report on public speaking for women.** There are a lot of books aimed at women and public speaking, so why not combine the two for a laser focused niche audience? Then market the report through non-competing

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websites such as women's health, vogue websites, home improvement, style and fashion, weight loss, etc. Once I've started building a list, I would sell them affiliate products that women would be interested in, such as skin care, beauty products, hair care, fashion outlet coupons, recipes etc.

- ▶ **Repurpose a PLR report on confidence so it's aimed at children.** Then market the report to parents and teachers through non-competing websites where parents and teachers hang out. Once I've started building a list, I would sell them other products related to parenting and child care such as days out, child safety solutions, kids clothing, etc.
- ▶ **Repurpose a PLR report on confidence so it appeals to athletes.** Then market the report through non-competing websites such as sports equipment stockists, sports forums, etc. Once I've started building a list, I would sell them sporting items and offers as an affiliate.

BIG TIP: If you want to save time when creating products and writing blog posts, you can use PLR products.

To get access to all the **Self Confidence products** and content you need, grab the complete **done for you package** here:

- ✓ <http://www.plr.me/confidence-self-esteem-plr-pack-1>
- ✓ <http://www.plr.me/confidence-self-esteem-plr-pack-2>

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STEP BY STEP CHECKLIST

Once you've chosen a route to market (remember you can use the examples above if you're stuck) you need to put things into action.

Here's a proven path you should take to get your business off the ground:

- ▶ **STEP 1: Create a simple content website with squeeze page**
 - Register a domain related to your free report (such as WomensConfidenceTricks.com)
 - Install Wordpress on your domain (See [YouTube for video tutorials](#))
 - Pick 10 article topics – write it yourself, outsource it, or invest in PLR – then publish to your blog
 - Create a new list in [Aweber](#), to collect leads
 - Create a simple squeeze page with an Aweber form. Use a separate directory on your domain (eg. WomensConfidenceTricks.com/freereport) (See [Aweber's video tutorial](#))

BIG TIP: If you want a step by step visual guide to setup Aweber accounts, creating landing pages, inserting your email opt-in form and creating follow up messages, then check out the: [Aweber Email Marketing Strategy Guide](#).

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- At the end of each blog post, create a simple text ad for your free report
- Create a simple download page with a link to your free report. Use a separate directory on your domain:
(eg. WomensConfidenceTricks.com/secretdownload2011)

▶ STEP 2: Send traffic

- **Post on related, non-competitive forums.** For example, don't post on confidence forums, post on women's weight loss forums.

BIG TIP: You can find a listing of relevant forums by going to: [Big-Boards](#).

- **Look for low cost advertising space on high ranked blogs in Google.** Try to find websites where they are already running AdSense ads. This shows they're willing to make money from their site, but they're likely not making much. If you offer to replace their AdSense ads for a week with a \$20 ad, they just might accept it. They might try to haggle with you, so be open to offers that you can afford.
- **Search for solo ads in your market and send out a simple email with your free report offer.** Solo ads are perfect for reaching active buyers in a market. Try to aim for non-competitive lists to send your email to. If you send your email to a list that is over-exposed to similar offers, you're more likely to get a poor response. For example, send your women's confidence report to a list of new mothers, fashion buyers, cosmetic consumers, and so on.

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- **Post videos on YouTube.** It's easier than ever to get traffic from YouTube when you put out great content. The great part is, you can take PLR articles and repurpose them as your own YouTube video script. Just leave an enticing link in the description including the http:// so it's clickable. The idea is to show that you're the expert, as well as preselling your report.
- If you want a step by step guide to getting tons of free traffic from video sites like YouTube, then check out: [Video Marketing Secrets](#).
- **Do some guest blogging.** Guest blogging is a killer way to get traffic and massive credibility in your niche. By writing guest blog posts for other bloggers, you can tap into their massive audience of blog readers overnight.
- If you want a step by step guide to guest blogging, check out: [Guest Blogging Profits](#).

▶ STEP 3: Collect leads and follow up

- Once traffic starts coming in, your prospects should see your free report and start signing up to get access. You need to make sure you follow up with at least 2-3 initial emails to thank them for their interest and to begin talking about the product or service you want to promote.
- If you want to develop greater insight into your market, which will help you write higher converting emails, blog posts, and articles that persuade and sell, then check out the: [Secret Sauce Persuasion Worksheets](#).

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BIG TIP: If you want some proven templates for emails, including cheat sheets and plugin swipe files, then check out the: [Content Creators Master Swipe Toolkit](#).

- If you're selling leads to local trainers or experts, you need to pass your daily new leads to them as quickly as possible. The "fresher" your leads are, the better. Remember to invoice your client based on the number of leads you send each week. You can take payments and send invoices via PayPal.

▶ **STEP 4: Develop your own products**

- Survey your list using services like Survey Monkey, to find out what they want to know about getting self confidence. Find out what they're missing, or what they will find useful next from you, and if possible, have that product created which solves this problem for them. This is the most risk-free, surefire way of creating products that will sell right out of the gate.

RECOMMENDED RESOURCES

- ▶ **Confidence and Self-Esteem PLR Pack 1**
 - <http://www.plr.me/confidence-self-esteem-plr-pack-1>
- ▶ **Confidence and Self-Esteem PLR Pack 2**
 - <http://www.plr.me/confidence-self-esteem-plr-pack-2>

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- ▶ **Aweber Email Marketing Guide** (visual technical setup guide for Aweber)
 - <http://www.plr.me/aweber-email-marketing>
- ▶ **Autoresponder Blueprint** (email marketing course with Perry Marshall's top copywriter)
 - <http://www.plr.me/ar-blueprint>
- ▶ **Old School Sales Funnels** (turning prospects into customers, into raving fans)
 - <http://www.plr.me/funnel>
- ▶ **PLR.me Packs** (done-for-you content you can use in your emails)
 - <http://www.plr.me/store>
- ▶ **Secret Sauce Formula** (for building trust with your list)
 - <http://www.plr.me/persuasion-worksheets>
- ▶ **Master Swipe Toolkit** (persuasion & headline swipe file)
 - <http://www.plr.me/master-swipe-toolkit>
- ▶ **Video Marketing Secrets** (stealth tips to get bigger results from your videos)
 - <http://www.plr.me/video-marketing-secrets>
- ▶ **Guest Blogging Profits** (ethically steal your competitor's traffic through easy guest blog posts)
 - <http://www.plr.me/guest-blogging-profits>

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