

NICHE ATTACK

DATING & RELATIONSHIPS

Insider Report On The Dating Niche
And How YOU Can Profit!



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OVERVIEW

The dating and relationship market is certainly one of the largest in the world, with tens of millions of people who are looking for love, in a relationship, or going through separation...

There are a lot of people who need help in this vast market! And they're willing to pay good money for it too.

The online dating market generates over \$4 billion per year worldwide. And because there's such a large market for dating, there's also a large subsequent market for relationship tips, marriage, divorce, and getting back together again.

After all, one of those outcomes is inevitable when you start dating.

This represents a massive opportunity for you, as a marketer at any level, to **create a substantial income from the dating and relationships industry.**

The good news is, you don't have to be a dating or relationships expert to make money in this market. There are several ways you can collect a daily pay check from this niche, even if you're a single bachelor who's not looking for love personally.

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.**

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EARNING POTENTIAL

With over \$4 billion dollars generated worldwide in 2010 from the online dating niche 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 for this market.

There are multiple products that this market purchases, from **low ticket items** such as reports and courses, through to **high end offers** like seminars and personal coaching.

Your earning potential is massive with this market... especially when you build an email list and regularly send out relevant offers to them.

The key thing is to find a specific sub-category to target. We'll cover these in just a moment.

HOW TO ENTER THE MARKET

The problem with the dating and relationship market is size... it's way too big to actually treat as one market. In fact, there are **several sub-niches** involved, and they can all cross over with each other.

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Here are the main sub-niches:

- ▶ Online dating
- ▶ Approaching women
- ▶ Breakup and divorce coping strategies
- ▶ Relationship nurturing
- ▶ Getting your ex back

As you can see, these can often overlap because they're closely related. If you decided to go after the "approaching women" niche, then you could also cross sell them products in the "relationship nurturing" niche too. After all, once they've got a partner they will want to know how to keep them.

So which sub-niche do you target first? I recommend you avoid "Approaching women" and "Online dating" because they are very competitive these days.

Instead, I recommend you target the ***"Relationship nurturing" sub-niche*** to start.

With this niche, you can sell all kinds of products and services to the market, but you can also cross sell other potential products if their relationship comes to an end, such as breakup and divorce guides, getting your ex back guides and approaching men/women guides, etc.

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VALUABLE KEYWORDS IN THE "RELATIONSHIP NURTURING" NICHE

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

Each keyword has at least \$2-3 per click value or more. They also have search volumes of well over 1,000 each:

- ▶ Online marriage counseling
- ▶ Relationship therapist
- ▶ Marriage counseling online
- ▶ Relationship psychologist
- ▶ Therapy for relationships
- ▶ Marriage counselor
- ▶ Relationship therapy
- ▶ Marriage and relationship counseling
- ▶ Pre marriage counseling
- ▶ Marriage relationship
- ▶ Marriage counseling
- ▶ Relationships counseling

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- ▶ The marriage relationship
- ▶ Counseling marriage
- ▶ Relationship psychology
- ▶ Marriage and relationship
- ▶ Marriage and relationship counseling
- ▶ Relationship counseling
- ▶ Counseling relationship
- ▶ Sex therapy for couples
- ▶ Dating and relationships
- ▶ The relationship doctor
- ▶ Boyfriend help
- ▶ Counseling for relationships

As you can see, **there are plenty of great sub-niches you can explore.**

There's a large number of keywords based around marriage counseling. Clearly, some of the biggest spenders in this market are married couples who need help with their relationships. After all, there's more to lose when you're married (especially if you have kids and a shared mortgage.)

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BIG TIP: What you should also notice is that the **big money is in counseling services**. That's where most money is being spent with advertising.

Since counseling costs a lot of money, these advertisers can afford to pay good money to get that traffic. As an online marketer, this represents a great money making opportunity. You can easily team up with local relationship counselors and therapists, then **sell leads to them**.

Remember, these businesses are already paying good money just for clicks in Google, so they will happily spend more money for actual qualified leads that you can send to them. **You simply generate the leads by giving away free dating and relationship reports to your visitors.**

You can also **have the counselor do webinars for your list, or interview them** for free content!

WHAT ARE PEOPLE BUYING?

Amazon

There are many best selling books in the relationship advice section of Amazon. Here are the potential avenues for you to take:

- ▶ How to get the love and romance back

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- ▶ How to stop arguing and communicate properly
- ▶ Overcoming fear of commitment
- ▶ Self esteem for successful relationships
- ▶ [View the Love and Relationships category in Amazon](#) (over 34,500 results!)

Google PPC Ads

In Google, products and advertisers are focused more around relationship and marital counseling services.

Clickbank

The best selling relationship products include:

- ▶ <http://zzzzz.mmeebook.hop.clickbank.net/> (how to get your man to fall deeper in love with you)
- ▶ <http://zzzzz.savemarria.hop.clickbank.net/> (how to save your marriage)
- ▶ <http://zzzzz.mwebb.hop.clickbank.net/> (love making tips)
- ▶ <http://zzzzz.couples.hop.clickbank.net/> (general relationship advice)
- ▶ [View the Dating Guides category in Clickbank](#) (320+ results)
- ▶ [View the Relationships category in Clickbank](#) (350+ results)

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As you can see, there's a very hungry audience out there who buy a lot of information to help their relationships grow, and stop them from falling apart.

And as mentioned earlier, once you start building a list of these people, there will be many other cross sell opportunities such as getting your ex back, marriage advice and services, reverse phone lookup services, online dating offers, and more.

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

- ▶ Are you the only one struggling to communicate?
- ▶ Growing apart, losing the spark
- ▶ Regain the trust and intimacy
- ▶ Fun and excitement
- ▶ The biggest mistakes
- ▶ Love, but not in love
- ▶ Practical ways to make your love last
- ▶ Deeper commitment
- ▶ End self-doubt, gain confidence and positive self image
- ▶ Love yourself first
- ▶ Psychology of...
- ▶ Overcoming...

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ENTRY POINTS

There are plenty of ways to enter the dating 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 coping with divorce women.** This gives you a unique angle over the millions of general divorce guides out there. Then with the leads I generate, I would sell to local solicitors and marriage counselors (... the same ones that are already advertising on Google Adwords.)
- ▶ **Offer a free romance report aimed at the female dating market.** Far too often, men are the ones targeted when it comes to dating, but women need advice too. Create this report, then market it through dating websites and women's websites.

Once I've started building a list, I would sell them products related to their original interests (such as dating CPA offers, health offers, weight loss, fashion, nutrition, etc. I would also sell them confidence guides to help them get more from their dating experiences.

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- ▶ **Offer a free report on infidelity.** Many people who are going through a rough time in their relationships are often having trust issues. That's why people hire private investigators and pay for services like reverse cell numbers, etc.

If you can find people looking for relationship advice already, then this would be a perfect offer. I would find these people on dating websites, forums, Yahoo answers, and relationship advice blogs (mostly free traffic.)

Once I start building a list, I would offer them relationship advice products such as text romancing, overcoming conflicts, building stronger relationships, etc.

These are just a few ways to enter the huge dating and relationship industry pretty cost effectively and with much less competition than usual. There are many more ways to approach this market, but these should give you a good starting point for ideas.

BIG TIP: You don't have to write these reports yourself.

You can either hire a freelance writer to create these reports, or even better, you can source PLR content which is much more affordable than hiring a freelance writer. We have plenty of **ready-made articles** covering dating and relationships issues, which you can put together to create your first lead generating report within a few minutes.

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

- ✓ <http://www.plr.me/dating-plr-pack-1>
- ✓ <http://www.plr.me/dating-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
- 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.
- If you want ready-made, premium articles in the Dating and Relationships niche, check out this content you have full usage rights to:
<http://www.plr.me/dating-plr-pack-1>
<http://www.plr.me/dating-plr-pack-2>
- 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 (See [Aweber's video tutorial](#))

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

- 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. yourdomain.com/report/84514)

▶ **STEP 2: Send traffic**

- **Post on related forums, but try to use non-competitive ones.** For example, don't post on dating 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, because if you

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send your email to a list that is over-exposed to similar offers, you will get a poor response.

For example, send your relationship report to a list of fashion buyers, college students, or cosmetic consumers etc. Remember, a lot of these people will still be in relationships or dating, and it will be easier to catch their attention this way.

- **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 really show them you're the expert and to presell them on getting 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](#).

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▶ **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](#).

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 counselors 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 dating and relationships. 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.

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BONUS TIP: Remember that other niches fit in perfectly with the dating and relationship market, so think *multi-dimensionally* with this!

For example, people that are going on dates might want help with their confidence. Selling a bonus report on building confidence would be very easy once you've started building a list.

If you want to cheat, you can get an entire confidence PLR pack full of premium content and products on self confidence here:

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

RECOMMENDED RESOURCES

- ▶ **Dating and Relationship PLR Pack 1**
 - <http://www.plr.me/dating-plr-pack-1>
- ▶ **Dating and Relationship PLR Pack 2**
 - <http://www.plr.me/dating-plr-pack-2>
- ▶ **PLR.me Packs** (done-for-you content you can use in your emails)
 - <http://www.plr.me/store>
- ▶ **Aweber Email Marketing Guide** (visual technical setup guide for Aweber)
 - <http://www.plr.me/aweber-email-marketing>

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- ▶ **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>
- ▶ **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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