

5 Niche Business Ideas For Solopreneurs

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**-An Ever Expanding Library of Business Ideas,
Strategies, case studies and guides to profit
from online Niche Markets**

Some years ago, a 12-year-old kid named Michael wanted to earn some extra pocket money for his summer holidays. He decided to become a paperboy.

He went down to the paper dealer where he was given a bundle of papers and a list of names selected randomly that didn't have a subscription to the paper yet. The people were scattered all over the city.

Michael's job was to get the people on this list to become subscribers. He did manage to get a few subscribers here and there, but nothing to boast about.

But soon, he saw a pattern emerging:

There were two categories of people who were buying subscription to a newspaper than any one else.

1. People who had just moved to a new house
2. Couple who had just married

This got him thinking....what's the reason behind this?

Soon Michael realized these people's life had just gone through a major overhaul and thus they were most keen on buying goods and services including newspaper subscriptions.

Once Michael discovered the pattern, he started thinking of ways through which he could contact **these people only**. He asked around. And he did receive an answer: the local courthouse!

And then Michael had another brainwave.

He hired a small army of other 12-year-old kids to go to the local courthouse everyday to find out the contact information about everyone who had just purchased a new house and who had applied for a marriage license.

Michael then spent all his time and energy in selling the subscription to these people only- people who were more prone to buying.

His list of potential buyers had gotten smaller. But his number of sales had increased. He was making more sales than people who were thrice his age!

By the time summer was over, Michael was earning more in commission than his school teachers!

Today Michael is a billionaire – known for his fortune 500 company.

He became rich because he learnt the lesson early in his life: **to sell to a targeted niche market.**

Curious to know who this young lad is today? Does 'Dell Computers' ring a bell?

His full name is Michael Dell

Take away from the real life story?

Don't try to be all things to everybody. Focus on a target audience that is most likely to buy your products.

5 Niche Business You can Start Online

If you are looking for ideas to start your business, Or if you have already burnt your fingers and are looking for a fresh start, don't just read this report.

Use these ideas as a **base** to start your research about what you need to do to implement them or use these for brainstorming the possible variations and get started.

Idea #1

Start a newsletter - Food Allergy News

Target Market: People suffering from allergy (On further research you will find several sub niches within this group)

Content idea: Write or Report about personal experiences/interviews, tips, latest medical information, product news.

Hint: Start your research with US govt. online resources.

Revenue Generation: Post your newsletter online ...sprinkled with Google AdSense™ and related affiliate programs.

When you have about 12-20 issues, select themed articles from your back issues and sale them as a separate package.

Idea #2

Create Newsletter + Paid Resource directory - Food Writer's Resource Guide

Target Market :Food Writer's/Cookbook writers

Content idea: Online Resources and marketing tips for freelance writers, cookbook authors and publishers.

Revenue Generation: Accompany your newsletter with a paid resource directory for cook book Writers. The directory should be designed such that they can easily find information for researching about food, related marketing and articles submitting sites, listing of newsletters dealing with food and recipes where they can syndicate articles or advertise.

Your aim should be to save time for the Food writers and help them to find what they want to stay ahead in their market

Use your newsletter as a marketing vehicle for the resource directory. Depending on the content and design of your directory, you can charge \$47-\$67 per year

You can use this idea for any other niche where the people involved in the industry need to do a lot of research.

Idea #3

Create an Online Distance Education Directory

Target Market : Students (Adults) those who cannot afford to travel across the countries and are looking for long distance education

Research shows that the demand for online distance education is increasing every year

Content Idea: Searchable database of distance education courses with the details of programmes offered by the various universities (ex- Canadian universities, Australian universities etc.).

An useful additional bonus or an upsell will be a 'how to guide' detailing the step by step process about how to apply and enroll....” **an insiders viewpoint for overseas students.**”

Revenue Generation: Depending on the number of programmes you cover for each university and the details , you can charge \$37 -\$47 to access the directory

Idea #4

Create Family Vacation Guide (for a specific country)

Target Market: Affluent families looking for information on planning short and long vacations

This is a fun project and if you love to travel it should be an easy service to start for foreign travelers visiting your country

Content Idea: Places to see , what to do, tourist special attractions, culture and Tradition , heritage tours of your country, culinary tours, historical tours .

Revenue Generation : Paid newsletter /Membership site . Additional revenue form 'Insiders Travel Guide' CDs

Idea #5

Discount Travel Deals for Senior Citizen

Target Market: Senior citizen (possible subniche -Single Women, Old couples)

Content Idea : Practical & timely info on vacations preferred by travelers in this age group. Information about the discounts and often things they can get free ,with details about what age the discount is available for; possible value added service, physical addresses and contact numbers to easily get more information.

Revenue Generation: monthly/Yearly subscription based newsletter OR newsletters supported by advertisement and travel related Affiliate program

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