How to Create a Solution and Monetize It

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At first, you might just feel your way around the niche and network, not doing much in the way of sales. But, you're not just playing at this—it's a business. That means you have to treat it that way.

You've chosen a particular niche because you can help people and because people are willing to pay for that help. It's time to get serious about creating your solution and monetizing it.

Again, I'm not going to go too deeply into business models. But, I will cover the basics so you get something in mind before you move on.

What is the most pressing need of the people you've interacted with, in your niche? Can you create an info-product that will help them?

Sure you can! Simply gather the top questions people have in your niche. Take a look at what other products and books on the market cover. Figure out what's missing and how you can fill in the blanks for the people of your niche.

Creating this solution can be as simple as writing a short report or ebook. Or, you can offer something like consulting or coaching.

When you're first starting out, you might want to stick with simple little products like the one you're reading right now. It addresses a problem people have (how to choose a profitable niche) and guides them through from start to finish. It's not the longest book in the world, but it clearly, concisely and easily solves the problem many people have.

That's along the same lines of what you should be doing for your audience. You can create a series of info products, or release books, or courses. You can create informative and helpful blogs and websites that help you earn in other ways. You can become an affiliate, promoting products of others in your niche. You can gather affiliates of your own, giving them a commission for promoting your products.

Early on, I had you figure out what your business model would be in combination with what your niche would be. This is where you execute that decision.

At its basic core, Internet marketing is all about providing solutions for people who need them. Create a solution and monetize it in a hungry niche and you can earn a fantastic income.

A Reminder Run Down Of Choosing Your Niche

Here's a reminder run down of what you should be doing to find a profitable niche.

First, brainstorm possible niches. You can brainstorm based on desperate needs you have or have had. You can brainstorm based on things you've heard in the news or problems and solutions you know are currently possible.

You can get ideas by looking at how the popular "how to" books and products are doing, on Amazon and off. You can scour through Amazon categories and subcategories to get ideas. You can visit the magazines section at Amazon or use Magazines.com to get ideas.

When you choose a niche, you're going to make sure it's very active—there has to be a lot of activity surrounding it on the web.

You have to ensure you'll enjoy being in the niche. It really helps if you're passionate about the topic or if you can become passionate about helping the people in the niche.

You're going to ensure there's a lot of sales activity in the niche as well. There should be a lot of products and books for sale already.

You're going to find your specific niche within this niche. You're going to differentiate yourself and your products and the way you help the people of the niche.

Once you find a good potential niche, vet it. Look at the potential for profitably, the activity on the web (websites, blogs, news, social media, forums, and more), and how you might provide solutions to this hungry market.

If it all looks good, you're going to enter the niche. You're going to execute your business model, whether that's creating info products, writing books, creating blogs or websites, or whatever you prefer.