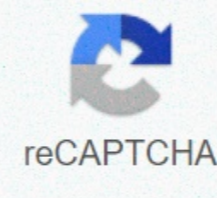




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Niches and community interactions

Do librarians lead patients to clinical trials? AnswerMain Street Lending ProgramI agree with Ami and will expand his comment on the risk of not being approved. Take the call to your MSLP lender and suggest the offer to pay down the debt before loan approval. Your desire to minimize their ... (More) Ad Ad Ad March 23, 2016 6 min read Opinions expressed by Entrepreneur contributors are their own. You want to start a business, but what keeps you back is the market niche you know you have to choose. And honestly, this can be difficult: You can list all your interests and passions and still get away feeling as if you haven't hit on the singular thing you were meant to do. Related: Find your niche in 60 minutes or less with these 4 questionsYet puts that kind of pressure on yourself to choose exactly the right niche can cause paralysis. Surely, you want to do your due diligence in choosing a viable niche business, but it's better to get started than to wait around. That way you can test out ideas, enter the market earlier and learn from your successes and mistakes. That way too, if your first business doesn't take off, you can always take what you've learned from previous attempts and move forward with new ideas. If you're struggling to decide, or you need more data to work with, you can use the following five steps to find your niche.1. Identify your interests and passions. This may be something you've already done. However, if you do not have it, make a list of 10 current interests and passion areas, immediately. Business is not easy, and at some point it will test you. If you work in an area that you don't care about, your chances of quitting will increase sharply - especially as a first-time business owner. This doesn't mean you need to find a perfect fit. If you are passionate about some aspects of running your business, you will stick to it. If you don't care about the subject, you may not be able to find the drive inside to persevere. Here are a few questions to help you figure out what your interests and passions are: How do you like to spend your free time? What are you looking forward to doing when you don't? Which magazines do you subscribe to? Which topics do you like to learn most about? Which clubs or organizations do you belong to?2. Identify problems you can resolve. With the list of 10 topics in hand, you're ready to start limiting your options. To create a profitable business, you first need to find problems goals your customers are experiencing, then find out if you can actually solve them. Here are several things you can do to identify issues in specific niches: Have one-to-one conversations or idea recovery sessions with the target market. Be sure to find or create a framework to ask questions that help you uncover pain Forum. Search Quora, or find forums related to your niche, so take a look at the discussions taking place. What questions do people ask? What problems do they have? Search terms for research. Explore different keyword combinations in Google Search Trends and Keyword Planner in Google AdWords. This can help you uncover popular keywords related to pain points. Related: 7 steps to defining your niche Market3. Research your competition. The presence of competition is not necessarily a bad thing. It may actually show you that you have found a profitable niche. But you need to do a thorough analysis of competing websites. Create a new spreadsheet and start logging all the competing sites you can find. So find out if there is still an opportunity to stand out in the crowd. Can you still rank for your keywords? Is there a way to differentiate yourself and create a unique offer? Here are several signs that you can enter a niche and succeed, although there are already other sites serving it: Low-quality content. It's easy to rank your competition in a niche where other business owners don't create high-quality detailed content that serves your audience. Lack of transparency. Many online entrepreneurs have disrupted entire industries by creating an authentic and transparent presence in a niche where other websites are faceless and overly business. Lack of paid competition. If you've found a keyword that has relatively high search volume but little competition and paid advertising, there's definitely an opportunity for you to disrupt the market.4. Determine the profitability of your niche. You should now have a pretty good idea of which niche you're going to come in. Maybe you haven't narrowed the list down to a single subject area, but you've probably found some ideas you feel pretty good about. At this point it is important to get an idea of how much money you have the potential to earn in your niche. ClickBank is a great place to go to start your search. So browse the best products in your category. If you can't find any offers, that's not a good sign. It may mean that no one has been able to make money on the niche. If your search shows up a decent number of products - but not an abundance of products - you're lucky. Note price points so you can price your own products in a competitive way. Also remember that you do not need to start the business with a product offering of your own. You can work with product creators, advertisers, and website owners in your niche to start generating commissions while working on the unique solution.5. Test your idea. You are now armed with all the information you need to choose a niche, and the only thing left to do is test your idea. An easy way to do this is to set up a landing page to pre-sell a product you're developing. You then drive traffic to this this with paid advertising. Just because you don't get pre-sales doesn't necessarily mean you're not in a viable niche. Your messages may not be quite right, or you haven't found the right offer yet. By using A/B split testing, you can optimize conversions and find out if there is anything stopping your target audience from taking action. Last thoughton you have confirmed the viability of a niche, start developing a full-fledged website. You should learn how to create a blog and generate more traffic to your website to increase your revenue and scale up. But remember that it is not necessarily a perfect process to find a niche. You'll want to do your homework, but if you're stuck in the planning phase, you'll never get around to starting. As an entrepreneur, you have to become a good starter. Related: 5 steps to determining your ideal niche business even in an unfamiliar marketIf you think you've found a business idea you can invest yourself in, take the plunge. The learning and growth that comes from doing will be far greater than the rewards of just planning. In the past two years Twitter has grown from an online community of big techies to a community that is inclusive of many niche audiences, including moms and political junkies. Twitter has also allowed people around the world to use their API, as well as launch similar microblog sites such as Frazr, the French and German versions of Twitter and Jisko in Spain. Just this past month two new community niche sites Gospelr.com and Twittermoms.com launched and rely heavily on Twitter's technology. Gospelr, a microblogging society for Christians was started by John Saddington in the hope of challenging people to take their faith and broadcast it to the world wide web. The site grows at about 100 users a day, and people use the site to meet other Christians. Some of the users have expressed that they have been encouraged by the service and have been able to meet others they would never have had the chance to meet, Saddington said. Some use it as a digital prayer wall. Others use it to communicate news and updates about their offline ministries and organizations. Gospels were built using Twitter's API, as well as open source technology, MySQL and PHP. Twittermoms.com, built on Ning, was launched in early September to only connect with other mothers. As a stay-at-home mom, sometimes you don't get enough adult interaction during the day, says founder Megan Calhoun. Twitter was great for connecting with people, and I noticed a lot of mothers on it - but no easy way to learn more about them. In just three weeks, the site has grown from 4 members to over 1,500 mothers and over 20,000 unique visitors mostly through word of mouth and a small amount of online advertising. 78% of users twittermoms.com their own blog, and almost all are connected to followers on Twitter. Currently, Calhoun is working on creating a Twittermoms Holiday Catalog for women to show their blogs, goods, products and services in an online catalog (with descriptions of 140 characters or less - like a tweet). The catalog will go live November 1, and will be distributed on the site. What does Calhoun think of Twitter's success? When mothers unite, it is powerful. Powerful.

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