

## PRODUCING AND SELLING NICHE-MARKETED REPORTS AND BOOKLETS (2)

reliable source. Other products might be cassettes, CD-ROMs or DVDs, learning programs, a newsletter, consulting, a boot camp, a keynote or speech to their association, an article in the niche publication. Or it might be a product like a new-fangled bowling ball.

### **Some Defining Tools**

When I wrote *Publishing to Niche Markets* I created a set of guides that will help you define the kind of niche market that will be most likely to buy your niche products.

One, members of that niche must share a vital need or needs in common. Professional bowlers, plumbers, Denver Bronco fans, architects, and earwig trainers all qualify.

Two, there must be enough of them to buy a sufficient number of your items to make it worthwhile to you. Cross out earwig trainers. Professional bowlers may be marginal.

Three, they must have enough moola to afford your product, plus the desire to spend it that way.

Four, you must be able to easily and inexpensively identify and contact them to let them know that your product exists. That usually means that they are found on an accessible, affordable, current, clean mailing list.

Those criteria are vital for the anchor product of your empire. If you are a niche celebrity, it will be faster and eas-

ier to establish your uniqueness, but celebrity or not there must be enough people, they have to have money to buy your item(s), and they must know that you have something to sell them.

Reports and booklets will almost never be the anchor product. They are ancillary products that will extend the knowledge you are sharing. They usually enhance your perceived expertise and fatten your coffers after the niche market knows who you are and why you are worth knowing.

So by the time you create these spin-off items you will have identified the niche group, contacted them, and have a mailing list of those who already bought your products or services.

### **No Exceptions?**

I'm glad you asked. There are always exceptions, and it is possible that you could lead with a good booklet that will lure the nichefolk into buying your book or program. More on that later.

It's less likely that you would lead with a report, but again, nothing is impossible.

Booklets can be summary tools that draw notice to your expertise and wisdom. Reports are more likely specific case studies or how-to examples of key but lesser actions or processes. The niche member buys into you and your book or seminar first, then wants a report about some important facet of your grander message.

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## HOW TO USE THIS PAGE

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The page setup is 1" top, 1" bottom, 1" right, 1" left, 0 gutter, and .5" left and right from gutter.

The text is two columns wide (see Format), 3" each with a .5" space.

The sub-titles are in New Times Roman 14-point boldface, with a 13-point spacing above and below.

The text is 13-point New Times Roman. The white space in the text between paragraphs is 10 points.

The text is hyphenated.

The header is in 14-point Arial Black, centered, followed by 20 points of space.

The footer begins with a 10-point space, and an underline at 10 points, with all text in 10-point New Times Roman. The last line is centered.

All text is right-left justified.