

How to Find a Niche

This is the how to find a niche for your business live online training webinar. This is one of the core tenets of Alpha 2.0 business models. Even if you don't have an Alpha 2.0 business this is something that you should do. I personally lost, lost as in I could have made but didn't literally millions of dollars in my twenties and thirties had I learned this technique. Because I didn't do this technique I left a lot of money on the table. I could have made so much more money in my twenties and thirties had I niched since day one. When you get this nailed, when you figure this out and it's a hard thing to do that is why we're going to talk about it. It's a hard thing to figure out a niche but once you get it down it makes everything easier.

Definition of Niche

Here are all the advantages to when you niche your business. Niching means instead of you selling to the whole world or to an entire industry because an industry is not a niche. We'll cover that in a second. You sell to an extremely narrow, narrow, narrow niche and you don't sell to anyone else by design, on purpose. When you have this narrow niche which is what all entrepreneurs are scared to do, when you niche I'll give you all the benefits.

1. You will make more money.
2. You will work less hours.
3. You can charge higher prices for the same thing you normally would be charging because you are niched.
4. You will get more word of mouth more easily. This is certainly true.
5. You are more easily perceived as an expert if you niche. If you are a heart surgeon, you're an expert but if you're a heart surgeon who specializes in women over the age of 65 you're even more of an expert.

It is easier to target your target audience when you buy advertising or when you use sales people or things like that. It's much easier to target and it takes a lot less time because it's easier to target a niche than everybody or an entire city or an entire industry. It's really important.

Examples of niching

Here is the common one I give but I'll give you a specific one in a minute. A common one I give is who do you think makes more money? A business attorney or a business attorney that focuses on mergers and

acquisitions. That's all he does. I promise you the second guy makes more money, can work less hours if he wants, charges way more per hour, gets business far easier and is able to target new clients much more easily. They're both attorneys. They both maybe even do the same level of work but the other guy because he is niched is making more money and having an easier life.

Let's take it to the next example because that is not a good enough niche. Who do you think makes more money? The attorney who focuses on mergers and acquisitions or the attorney who focuses on mergers and acquisitions but only for the grocery store industry. The second guy makes more money, charges more for his services, is more perceived as an expert, is more sought out in his field, doesn't need to work long hours unless he wants to. He does far better. The more niched you are the better.

I can give you so many examples. Here is my favorite one. I think I mentioned this before a long time ago in one of my old SMIC newsletters. Someone is saying attorney who did litigation got \$650 an hour. There are specialist attorneys who get \$1200 an hour, \$1400 an hour because they're so specialized. It's awesome. When I say regularly it's about once in three or four years. I go to a convention called the National Speakers Association. It is an association of professional speakers, people who speak for a living. It's a really fun place. I used to go all the time but I know a lot of this stuff now so I go every three or four years. One time when I was there several years ago they had this thing called round tables where you sit at a round table. It's five or six guys and there's one theoretically successful speaker who kind of tells you what he does. Sometimes you get losers who are making \$40,000 a year. Sometimes you get guys who are making less money than me but this one particular time there was this guy. His name was Joe. He was this short, fat, dumpy looking dude. As he started talking about his business he had the whole table and I was one of them, just in rapture. This guy had a speech. He had one speech he sold. It was \$5000 for this speech. That is what he would charge for this 45 minute speech. It was the same speech he gave every time. He literally had one speech, \$5000. Losers would make \$40,000 a year.

Most people in that room are making hundreds of thousands a year or millions a year. That is what I meant by losers. I don't mean to imply that you are a loser if you make \$40,000 a year. Talk about context. These are theoretically high income people who go to these fancy conventions. This guy started talking about his speech, \$5000 a speech. He was completely booked for the year and into the following year. He was always 18 months in advance booked. He was giving this speech. He was on the road. I forgot what he said. I want to say he was on the road 110 days a year, something like that. This guy was making a massive amount of money plus he was doing stuff like selling. I'm jumping ahead of the story.

The topic of his speech, we're all like, is the topic of your speech, are you a sales trainer? Are you talking about customer service? Are you talking about computers, all these general topics? His topic was

workplace safety. Really exciting right? It was more than that though. It was workplace safety for power companies. That's it. Not only was he niched. He was micro niched. This guy was making hundreds and hundreds of thousands of dollars a year. He may have been making seven figures. I'm not sure, probably but hundreds and hundreds of thousands of dollars a year, totally location independent. All he did was fly out and give a speech. He would also sell little stickers and little checklists. He would sell a bunch of merch at the back of the room whenever he did these speeches.

He was even talking about he was so niched there are only 120 companies in the world who could have hired him. That is how narrow his niche was. It wasn't workplace safety. It wasn't like he just went into any warehouse or any big industrial company and said, here's how to make sure to prevent accidents. He would only do workplace safety for a power company and that's it. He was making more money than anyone else in that entire room. That room was full of 300 other people. Certainly more than me at that time with my speaking income because he was niched. He wasn't talking about any of the sexy topics that people were talking about like cybersecurity. He wasn't talking about any of that stuff. Really boring, really stupid but micro niched. This guy was kicking ass. He was just this normal, everyday guy. I could tell you story after story after story about this.

When I was a computer consultant years ago, my first business in my twenties, I pushed hard to charge \$125 an hour. It was hard to charge that because I was a generalist. I wasn't a specialist. I charged that if I did network consulting, if you have a computer network I'll work on your computer network. I took pretty much anybody because I was stupid. I didn't understand these concepts. There are other consultants who were dumber than me. These guys were morons but they were niched. They worked on property management software. They were computer consultants. They didn't work on software. They worked on software that specifically did property management. These guys would charge a minimum of \$250 an hour upwards of \$500 an hour. These guys were dumber than me. They were idiots and they were rolling in cash because they were niched. I want you to have the same experience in your business.

Since learning this years ago, every business I have started has been niched, niched as hell. In this webinar I'm going to show you exactly how to determine the niche because it's a difficult thing to do and make sure that the niche you choose is one that works. If you have purchased my other courses or read some of my books, some of these will be in those things but not all of it. Some of this material I have not given out anywhere else. Some of this material I have given out but in a very summarized format. I'm going to go through all this. Give me all your questions at the end and I will stay for as long as I can until I fall asleep because it would probably be 3 AM.

One thing I would qualify though, an industry is not a niche. Caleb, my niche is healthcare. That is not a niche. Caleb, my industry is automotive. That is not a niche. A niche would be you sell race car tires for certain brands. That is a niche not automotive. You don't mix up an industry with a niche. A lot of guys think that they're niched because they're niched in an industry. My niche is real estate. That is not a niche. That is an industry.

Techniques in finding a niche

Brainstorming

I'm going to go through all the techniques here. I should have put this at the end because you can use all the other stuff as fodder for this technique. This is the core technique. I do this a lot for a lot of other things. This is brainstorming. I learned this from Brian Tracy. You ask yourself a question at the top of the page like a Word document or a piece of paper. You number it from one to 20. You can use a spreadsheet for this as well. You ask yourself a question and then you force yourself to give you 20 answers to that question. The first three or four would be easy. The next six or six would be really hard. The final 10, the final five would be really hard but you do it and sometimes the best answers you'll get are answer 17 or something like that.

Here are the questions you want to ask yourself and often this is all you need to do. Often this is all guys need to do but here it is. The older you are the easier it is. The longer that you've been working the easier this is but young guys can do this too. It still works. What are some of the niches that I have worked out in the past? Pull out your own resume. If you have a small resume pull it out anyway. Pull out your own resume and look. Not what did I do for a living in the past because that may not be a niche.

- What have I done in the past, what are the niches that I have worked with in the past?

This is my example. One of my very first jobs when I was a young man was I did data entry for a big hospital. I was tied into a bunch of niches. I was tied into the scanning niche, document management, healthcare document management, that was a niche I was involved in when I was doing that stuff. I would take these pieces of paper, this was back when they used to have credit cards. You go chunk, chunk. They have a Xerox copy of the piece of paper. They don't really have scanners back then so I just sit there and enter it all in. It sucked. Data entry for DOS. It wasn't even DOS. It was a mainframe system. It sucked but right there is a niche. There are two or three niches, four or five niches attached to that. You can pick any job from your past and you can go through and think of three or four niches just from that job not that you personally did but you personally touched.

- What are some niches that you heard of or know about? Write those out. Write as many as you can.
- What are some niches that interests you even if you know nothing about them? What are the interests that you kind of thought about? Things that you are interested in or at least curious about.
- What are some niches that you heard people complain about? Those are the best business areas in which to start. You generally don't want to start a business in an area where everyone is happy. You can but I like to start businesses where everyone is furious.

My Alpha Male 2.0 company, this company you're a part of right now, this got started 11 or 12 years ago selling online dating eBooks because back in 2009, when I started talking about this very few guys were talking about online dating but a lot of guys were interested and a lot of guys were doing it wrong. That was a niche. Back then online dating was a niche. Is online dating a niche today? No, it's an industry today. Sugar daddy game is a niche. That is a subset of online dating. I found a niche where I saw a lot of dissatisfaction and I leaned into that niche.

I have a marketing company that does marketing for onsite computer consultants. Computer consultants, I know because I used to be one are terrible at marketing. They're terrible at getting clients. I used to network with all these computer consultants who would say god, damn it. It's hard to get clients. A-ha, a niche that people are complaining about. I sell marketing services to computer nerds. Works out very well. Pre-Covid, it worked really well. Now I'm revamping it to something else. I try to start a business in a niche where I see a lot of bitching and moaning and complaining. That is where the opportunity is.

Areas to find niches

Here are some various places where you can find niches, where you can scroll through and just kind of look and get some ideas. On the next few I'm going to list you should have a spreadsheet or a document up on another screen or a piece of paper or your phone but as you look through these niches make a note. Write a niche down. If you see something else write another niche down. Here's where you could find some.

Online business directories. Places like Craigslist, yellowpages.com, Yelp, Thumbtack. Those are four right there. Any big online business directory, you just pick an industry. You just start perusing these businesses. You read the little blurbs of what they say these businesses do. You can sit there for 10, 15 minutes and you could come up with 10 niches right there. It's really easy to do. It's nice because you can start with an industry. There is an even better way to do this in my opinion that I'm going to cover in a little bit but this

is one way to do it. I'm going to give you all the techniques here. These are all the techniques that I have ever used or ever heard of, ever read about or I've seen other guys do mashed into one training. This is everything I've got.

Old school yellow pages. If you have access to this and most of you don't but some of you do, that big book even if it's an old copy because you're not looking at companies to call. You're looking for niches. You can just sit there and peruse that thing. I've done it. You can sit there for 10 minutes, 20 minutes, half an hour and just randomly peruse that stuff. You will see all kinds of really crazy, really interesting and in many cases really profitable niches. Just make notes if you have access to that big book. Go to your grandma's house and say grandma, can I borrow your yellow pages? She'll say sure. Pick up the yellow pages and take it away and just go through it. It's awesome if you have access to it. If you don't then I understand.

Websites. This is an online option. It's a list of websites. This is not all inclusive but this is a way to get started is that you can go to the basic ones. Amazon, you can sit there and start searching for random shit on Amazon or browsing through Amazon. You will come up with niches. Caleb, I don't want to sell hard products. It doesn't matter. Here's an example. You're on Amazon. You're in the fitness section. You go to the Fitbit area. You read the comments on the Fitbit. You see a bunch of old ladies trying to get back into shape after a divorce or after their husband died. I'm just making this up as we go. Widows looking to lose weight after their husbands died because I know old ladies like this. That is a niche. You could make a million dollars on that niche right there just using Amazon.

There's more than just Amazon. There's Clickbank. Those who don't know Clickbank, that is one of the big affiliate sites. Clickbank is where a lot of people sell their online eBooks and courses and things like that and they use affiliate services. You can browse through Clickbank and you'll get all kinds of really good niches. As a matter fact it would be easier than Amazon because Clickbank is just a conglomeration of crazy niches. You can sign up for Clickbank for free.

eBay is great for all kinds of weird ass, crazy niches. I'll give a story about eBbay. eBay is the thing where I worked with a woman. I may have mentioned her before a long time ago. She sold point of sale systems, POS. She would sell point of sale systems for small retail operations for \$15,000 and it sets up your cash register, the equivalent in a computerized of that stuff, your inventory management, things like that. She got tired of it. She just got tired of the business. She was on eBay one day looking for quilts for her daughter. She realized there's this entire industry of people who do quilting, these little old ladies who do quilting. This is a true story. She found two big, giant trade shows. One was in Nashville and one was somewhere in the east coast where they appealed to people who did quilting. These are quilting trade

shows. She set up a booth at each of these trade shows selling her point of sale systems and various other things to quilters, these little old ladies who did quilting. Her first year of doing this she made more money than she ever made in her entire life. I believe she made \$450,000 from two trade shows because she was niched. How did she find that niche? eBay. That is how easy this can be.

StumbleUpon. That is a really good one especially if your niche is younger dudes. Yahoo Trending. Magazines.com. Believe me there is one. Magazines are great. In your places where Covid allows this just go to the bookstore and peruse your magazines. You could literally go over to your magazine section, randomly select a magazine. Pick it up and thumb through it. You'll see the craziest shit. I have seen the craziest niches in magazines. Guys making real money. I have mentioned this before. Guys who sell designs for guitar pedals. I used to play guitar. When you play electric guitar you've got these pedals with different reverbs and sound effects.

Reddit. Reddit is fantastic. Reddit is very broad but you can narrow it down very quickly. There is a guy I know who sells either these pedals or plans on how to make your own pedals. He makes a six figure income, completely location independent. That is all he sells. Pedals for guys who play electric guitar. How niched is that shit?

Overstock.com as an alternative to Amazon. Findaforum.net which is a conglomeration of forums. Quora might be a good idea. I don't know if Quora would work. Etsy. I should add that to my notes. Etsy is fantastic. We have a guy on the focus program who is supposed to have a six figure income on Etsy selling Peanuts cutouts like Snoopy and Charlie Brown where people stick them in their yards. He is making six figure income doing this. It's almost like a part time business for him. Totally location independent on Etsy. It's great because he's niched. Pinterest is another one.

NAICS or SIC codes. This one is probably my favorite. This appeals to the nerd in me, the mathematics nerd in me. This is a really fun way if you're more of a nerd or you're more into structure on how to find very narrow niches. They used to be SIC codes but in 1997 they replaced them with NAICS codes. They're the same thing. Every type of niche that you can think of is represented by a number. If it's a SIC code it's a four digit number. If it's a NAICS it's a six digit number. They use these things for selling direct mail, advertising services, magazines and things like that. You can go to SICcode.com but a better one is the NAICS.com. Clicking and browsing down and you can burrow in to any niche and any industry you want. It will come up with numbers to these things.

I used to do a lot of direct mail from my consulting company. I sold to computer consultants. I can tell you for a fact that I know what this number is. The SIC code for computer consultants is 7373. I know that because I've done so much marketing to those people. You can sit there and in half an hour come out with all kinds of stuff. It would be awesome. NAICS.com which is probably better than SICcodes.com because the NAICS codes are replacing SIC. You should probably focus on that. You could just do that. I'm not kidding. You could ignore all my advice and take an hour and just go through NAICS.com and you will find every niche that you could think of. That is awesome. You'll know the exact number for it so if you go to InfoUSA.com which is a place you could purchase names and lists and prospect lists. You could use that.

Industry burrowing. Let me explain how this works. This is an exercise that you can do all by yourself. You don't even need a laptop. You don't even need an internet connection. What you do is you pick an industry. You pick a sub industry in that industry. You burrow down into that industry and you find various niches just through logic alone. Someone is saying NAICS is a gold mine. It is a gold mine. It will blow your mind. It will solve all your problems. You just burrow down in a niche. I'll do an example right off the top of my head.

Let us start with a broad industry. Let us start with sports. Put in the comments give me a type of sport, give four or five random sports. I'll do this right now for you guys. I'll demonstrate how this works because I've done this and made money doing this. Just type the name of a sport and press enter. As soon as I'll see a few I'll pick one. It could be anything soccer, baseball, whatever you want. NBA, water polo, ping-pong, lacrosse, volleyball, karate, bicycling. I'm going to do water polo. UFC, basketball.

I'm going to do water polo because that is the weirdest one. Water polo, I don't know enough about water polo. Lacrosse, I know what that is. Within lacrosse what niches do you have? Those weird net things. It's a long pole and there is a net on the end. That is a niche. You could be a lacrosse trainer. You could sell things to lacrosse trainers. You could sell things to guys who do lacrosse. Lacrosse is a very upper class, huffy, puffy thing where I'm sure you could make a lot of money. I just gave you four niches right there when I just said sports. You could do this with any industry and just keep burrowing down and burrowing down.

That is all you've got to do. You can sit with a piece of paper and a pencil or a Word document and just pick a random industry yourself and just start burrowing in. Ice skating, you can sell the oil that they rub on the ice skates so that the ice skates don't get the ice on it. That is a niche. Every given sport has probably have 200 niches on it. Anyone of those you could make a million dollars and I'm not joking.

When I talk about niching guys will say what if there's not enough people on the niche to sell to. How many widgets do you have to sell to meet your financial goals? If your goal is to sell a trillion widgets then you're right. Do you need to sell a trillion widgets to make whatever money you want to make \$75,000 a year, \$100,000 a year, \$500,000 a year, whatever that number is for you? Probably not. I never encountered a niche that was too small to make a six figure income. Not once. Never. Don't worry about this. If you don't believe me try to come up with a niche in the question and answer. Try to stump and come up with a niche being realistic and not making a joke where you could not sell enough to make \$200,000 a year. Try it in the Q and A. Not now.

Competition Research. Here is the process on that. You pick a niche. You Google companies in that niche which is kind of fun. I've done this several times. I've done this for a lot of different reasons. Google different companies in that niche, sell into that niche. Then you have to ask yourself a few questions. What are they selling to the niche? More importantly what are they not selling? If you find a website or guy online who is selling to a niche. It seems like he is doing a pretty good job. What is he not selling to that niche? That's one of the reasons I came up with online dating. All the pickup artist guys back in 2007 to 2009 were selling mostly night game and some day game. No one is talking about online dating. I was one of the first ones. It was me, Blackdragon and there was a guy named Dave M who is now long gone. We were the only two guys talking about online dating back then.

What are they not selling? What are they doing wrong? What could you possibly do better? Maybe they're doing a bunch of stuff right but what are they doing wrong? You can sell the same niche that they're selling to except you sell something they're not selling or selling something they are selling but do it better. If you're going to sell something that they're not selling that opens up the possibility for joint ventures. You can actually contact these guys and say hey, I'm selling a thing to your niche that you're not selling. Let's do a deal.

Back when I was Blackdragon doing a lot of online dating stuff. I went to a guy, some of you may remember if you were in the PUA world back then, a guy named Brad P. Brad P. was a guy doing hardcore night game stuff. He was not talking about online dating. I said dude, we're selling to the same exact niche. You're selling night game. I'm selling online dating. Why don't you sell my online dating stuff to your audience? I'll pay you 40%, 50% and he did it. We both made money. It was good. That is an example.

What are they doing right in terms of selling to that niche that you could duplicate in terms of a different niche? My marketing company where I sell to computer consultants, what I do is I go to these guys and I say give me your old customers, your old clients that you haven't talked to in more than two years. Give me that list and I'm going to market to that list and direct mail and things like that. Offline methods

because this is an offline company. Any resurrected clients you get you're going to pay me half of everything you get from those clients for two years. After that they're yours. It costs you nothing and you risk nothing. I do all the work. I spend all the money. It's like a no brainer.

Where did I get that idea? Did I come up with that on my own? I would love to say I came up with that on my own but I didn't. I copied that from a guy in the dentistry industry. A guy did this with dentists. I read about this guy or heard about this guy. That is an ingenious idea. I'm going to copy that to a completely different niche. This is Jay Abraham 101. Finding a niche or a guy selling to a niche doing a good job and copying exactly what he is doing but to a completely different niche, completely different industry. That way it's legal. He can't sue you. He won't even care and he won't even know.

Keyword Research. I am not very good at this. I am okay at this. I could be better at this especially considering I'm an online personality I should be really good at this but I'm mediocre at this. Some of you guys are much better at this than I am. You go to Google Trends or Google Keyword Planner or keywordplanner.net and there's a bunch more that I am not listing. You type in a keyword phrase that someone would search on Google. In my case I would put alpha male. Am I going to sell things based on alpha male? No. What I came up in my searches years ago, a better search term was alpha male traits instead of just alpha male or what is an alpha male, alpha male traits. Alpha male is a trait. What are the traits of an alpha male? You can write a whole book on this. You can do a whole business on what an alpha male is. The book I'm reading right now is Way of Man by Jack Donovan where he is kind of talking about this.

Using these keyword search tools you can use them to identify niches because as you put in phrases they're going to give you other phrases that are very similar to that phrase that are getting a lot of traffic. You get really narrow with these phrases and you can get really narrow with these crazy niches. It will give you all kinds of good ideas. Every time I have done keyword searches and keyword research, I don't do a lot these days but every time I do this I come up with all kinds of ideas, business ideas that I wish I could start if I had more time because the keyword phrase, I go oh, people are searching on that. That's a good business. I keep thinking that over and over. I'm trying to think of some examples. It's been a few years since I've done some keyword stuff. I will see a phrase and I go people are searching on that? That would be easy to make money doing that. You can too. Do that.

Niche Scan. I have done this. I have had guys do this and I've had guys start business from doing just this. This means that you designate a time in your life, ideally a three day period. You could do this next week where you're going to keep track of every niche that you see. When you go to the store, when you go to the grocery store, when you go to the mall, when you go hook up with one of your FBs at her house, when

you visit your dad. It doesn't matter. You're going to look around and you're going to put in your phone, in your phone notes, voice notes or type it in however you want to do it the niches you see.

I'll do this right now. I'm looking at my camera up here for my YouTube stuff. I'm looking at my O ring light. Lighting that is a niche. I'm looking at a book on China on white ex pats doing business in China. That is a niche. I could sit here right now with my phone and just look around this B and B. I could see plastic flowers. That is a niche right there. I could list probably 10, 15 niches just doing this. As you walk around you identify these niches and you write them down. You'll come up with a billion of these god damn things especially if you leave your house and go walk around and just look at places. That is a niche. That is a niche.

One of my favorite lines was in a movie, it's an old Tom Cruise movie called Cocktail. In that movie he's a bartender but he's this young guy who wants to make it in the world and make a million dollars. He reads a bunch of success books. That was how I was when I was in my twenties and still now. He was sitting there and he was talking to a woman. I think he was at a bar. He looked around and goes, we are surrounded by multimillionaires. This shot glass. This company is owned by a multimillionaire. This pen. This bar stool. This bar. Those toilets over there these are all millionaires who started these companies and made them a niche.

News scan. This one you've got to be careful because you're going to be pissed off if you're not careful enough. Instead of walking around and making notes of niches you just watch the news or go to a website like Google News and start drilling down. Pick an area of the news that you know nothing about like international business. You find Myanmar. What is going on in Myanmar? You read a bunch of shit that is happening in Myanmar and just start writing down the niches that they talk about. You'll get 10 to 40 niches just perusing a news website or watching news videos. The danger is you'll get all pissed off because of the politics. Be aware of this.

When I moved to Dubai, I've actually been here two weeks now. Coincidentally I pulled out my phone. I watched a lot of YouTube on my phone and I deselected all the politics channels that come up on my feed because I just don't give a fuck anymore. I said don't show me this channel because I was subscribed to a whole bunch of news channels, political channels, YouTube channels both on the left and the right. I don't have any of them come up on my YouTube feed anymore. It's wonderful. I love it but if I wanted to do a news scan I could watch political videos and just make notes of niches that I hear about.

Associations. This one is a little more complicated. It may not work for all of you but it may work for some of you especially if you have business experience. There is a big book called, I don't have it here. It's in the United States. It's a big, giant listing of all the associations in the United States. If you live outside of the United States they'll have something similar. There's something like 500,000 associations. These are industry associations. Just Google them. You got industry associations and it could be of anything. It could be an association of chiropractors, an association of toy manufacturers. It doesn't matter. You go into the website and you go through the listings. I think it's Gail. It's two big books. I haven't used it in a long time. Go into the website of any associations that you can think of, any niches that you're curious in and look through the companies or individuals who are members of that niche. Not just the companies in that niche but companies selling into that niche.

A really smart idea is you can use an association and you could sell to businesses in the association without you actually doing that thing. If you are a productivity consultant like myself you could go into the toy manufacturing associations and you could sell your consulting services to toy manufacturers or toy manufacturers' reps. A lot of people know this. You can go into the association listings and look at all the weird companies that are trying to sell stuff to the companies in the associations. Every one of those companies is a niche that you can clone and copy or duplicate in a different niche. It would take you a little more time but if you have any industry experience, if you have any healthcare experience and things like that there is a bazillion healthcare associations.

Number one growth industry for the next 25 years in most of the world is healthcare. Tech is number two, cybersecurity, AI but healthcare is fantastic. Healthcare is not a niche. Healthcare is an industry but there are a million niches in healthcare and probably more.

Interview. If you don't want to do any of this, if you're of an emotional Myers Briggs type and all these techniques sound very researchy and scientific. I'm not like that. I don't want to do that. That is a lot of work. Here's what you can do. It is actually kind of fun. You interview someone. Find an old person, old man probably easier but an old woman will work too even if this person is your dad. Your dad will work or your grandpa if your dad is too young. Sit down with a piece of paper and pencil or your phone to take notes. Go through his work history starting when he was 18 years old. What was your college education if you had any? What was your first job, your second job, your third job? Don't just say what was your job? My job was working as an auto mechanic. Okay, what was your second job? No, go into it.

What specifically did you do? Who were the other people in the company you worked with? Who were the other vendors who you worked with or your company at that time worked with? Get a list of all those things. Then go to his next job and ask all those same questions again. Then go to his next job and ask all

those same questions again. This is something that I told you to do at the very beginning of this but you can do this same process with other people. The older people you do this with the better because they've had more experience. You can come up with all kinds of niches just talking to a guy in his sixties. If you don't want to meet any strangers use your dad. Your dad will work just fine and he is still alive and you get along or your grandpa. It doesn't really matter. Or any co-workers that you have or older. Sit down and just go through the work history. Tell him why you're asking these questions.

I'm looking for niches. What do you mean? A niche is like a narrow industry niche, a narrow niche in an industry. I'm trying to get an idea of any niches that you've had any experience in. I'm trying to get ideas of niches I could sell to. Just tell them that. He can say, I can give a few. He can rattle a few off. Sometimes you'll get lucky and these guys will say hey, I'll give you a niche where I know made a lot of money. So and so made a shitload of money.

I'll give you a niche that makes a lot of money if you guys have any accounting background or anything like that. There is a law in the United States called Sarbanes-Oxley. They passed this from the Enron collapse a long time ago. It's called SOX. There are SOX auditors. These are not normal auditors. These are auditors who do SOX auditing for small businesses that are publicly traded. I know a guy named Murray and that is all he does. He goes in small, publicly traded companies. They pay him a flat rate. Murray makes \$800,000 a year. He works maybe 10 days a month because he's niched as fuck. He's skilled. He's an accountant type person but how many accountants do you know that make that kind of money? That is my point because he's niched. I can give you a million niches off the top of my head.

Questions and Answers

- Niche picking up women overseas for a western man in his forties.

Yes, that is correct. That is a good niche.

- What are your thoughts on the music and magic industry?

Here's my stand on answering a lot of questions about this. Anything having to do with artistic ability musicians, artists, comic book artists, fiction writers, it is very difficult to make a lot of money doing these things. A lot of it is based on luck even if you're really good. My recommendation for things if you want to be a musician or be in the music industry start a business in the music industry where you can actually make money like be a music promoter or a music producer. Work in the music industry but don't actually try to make money as a musician. I'm not saying don't follow your dreams and all that crap. You can. I'm just saying your odds are much better doing that niche than just saying I want to be a rock star. I play

guitar so I want to make a million dollars playing my guitar. If you're an actor same thing, if you're an artist same thing.

I've got guys say I'm a really good comic book artist. Sell things to artists. Sell things to comic book companies. Be in the comic book industry but don't actually do the art itself other than do it for your own enjoyment and I say that as a guy who likes writing fiction. That is one of my favorite things to do. As you notice I don't write fiction and sell my fiction. I'd make a few thousand dollars. I wouldn't make anywhere near what I make now. That is my opinion.

- Just off the top of your head how would you niche an industry in workers compensation?

What type of workers comp? What are the needs of workers comp in your state? Can you duplicate the type of services in workers comp in other states or even in other countries? You start there. You just do a drill down. I know very little about workers comp. You do a drill down of what services you can offer to people in that industry or people in other states or comparable industries.

- How do you weed out niches?

That involves a little research. I am starting a new company literally right now in the healthcare industry. All the niches were good. Here is an example of what you could do. This is what I had to do. I had to look up the most profitable ones. I had narrowed it down to about five different niches in healthcare. I said okay, I need to figure out which is the most profitable one of these five because I'm not a healthcare guy. I did a bunch of Google research and I figured it out oh, these guys. You look around in your niche. You have a small number of niches, five or less. You do your research on them in terms of how profitable you can sell to whatever you're selling in these niches. Can you sell high margin products, services or information to that niche?

Example of a bad idea I've heard. I was talking to a guy a while back. I forget what he wanted to sell but his target audience was college students. Do college students have a lot of money? Can you sell a thousand dollar, multi thousand dollar stuff to poor college students? Probably not. What you could do is you could niche. Rich college students from rich families who go to Harvard and Oxford. That would be okay. That might work, high end training.

That is my point. Try to do as much research as you can in terms of the profitability of the niche and ask yourself can I sell high margin or high ticket, those are two different things, products, services or

information to this niche or not. If I can sell all of them which one is the most profitable niche if I can find that information? I had to do that myself lately.

- Is there a way to figure out how much revenue a certain niche is generating?

It depends. If it's a micro niche probably not. If it's a standardized niche then possibly. You've just got to do research on it. It depends. Usually you can. Sometimes you can.

- If niching is so great why do so many people not niche and tend to target general industry or large segments?

Because it's easy. What I'm describing to you is a little difficult isn't it? What I'm describing to you takes some work. Most business owners and I would know this because I am a business consultant. I work with literally hundreds of companies over the past 23, 24 years of my life, small companies, medium sized companies, Fortune 500. Entrepreneurs don't want to do this. They have this cool thing. They're all excited about their thing and they don't think about niching. I need to sell this to as many people as I can so I better sell this to the whole world.

The worst example of this, this is an egregious example. This happens all the time are guys who want to sell weight loss advice. If you have any idea the competition you're going to run into selling weight loss advice. I'm going to sell how men can lose weight. How men can gain muscle mass and they think they're niching. No, you're fucked. You're going to be destroyed. You're going to go up some of the smartest, well-funded companies on the internet and you're not going to make shit unless you niche. In that case if you do anything fitness you've got to micro niche.

People don't want to do it. The main reason for that is entrepreneurs, new business owners are excited about their widget. They're not excited about marketing. They hate marketing. They don't really think about it. They're excited about their widget not how to sell it. That is why 82% of all business go out of business within the first two years. That tells you the level of idiocy you're dealing with when you're talking about new business owners.

- Does selling to government agencies catering to children with attention deficit disorder count as a niche?

Yes, that is a niche. I know a few guys who make a lot of money selling to the government. I hate it mainly because I'm a libertarian but the paperwork is just egregious but if you can get over the paperwork

involved in dealing with government agencies you can make a lot of money selling to government. That is a niche.

- How can I choose between two or three really good niches and not be paralyzed from analysis?

Eventually you've got to pull the trigger. Here's my rule. If you have thought about it for two weeks you're ready. Pick one. You should watch my video on YouTube where I talk about how guys who are scared to make a mistake will never make any money. You will make mistakes. You might choose the wrong niche. It happens. I've done it. If you choose the wrong niche you pivot very quickly and find the right niche. It's okay. You might do this wrong and that is okay. If you're terrified of never doing anything wrong you'll never make any money.

The reason I make a lot of money is because I've done a lot of shit wrong because I have the courage to act. I have the courage to decide. I have the courage to execute. You've just got to do this shit. Once you have two good candidates, think about it and stress about it for two weeks and on day 15 make a decision and roll.

- You mentioned info something to buy list. What was that?

InfoUSA.com, fantastic service. You can get really targeted. You can say give me the list of carpet cleaning companies who have been in business at least four years who have at least three employees in this geographic region and you can actually draw around a map and it will give you all the names. It's amazing. It is 8 cents to 10 cents a name or less. They'll give you spreadsheets. They can send you labels. You can do whatever you want. I use them a lot. They're fantastic. There's also I believe an InfoCanada. There are two companies who are the equivalent in Europe but I don't remember the names off the top of my head.

- Do I need to develop expertise for a particular niche?

No, you don't. I am going into a very narrow healthcare niche. I can't tell you what that is yet. Maybe in about six months I can tell you guys. I know nothing about it. I'm going to be working with industry experts who are going to help me but I know nothing about it. Obviously if you're going to sell an information product, if you're going to write an eBook then you should probably know what you're doing but even that you can outsource. You can make an outline and hire a guy to write it for you. Guys do that but if you're selling basic stuff, products, basic services, services you can outsource no, you don't have to know anything.

I had a friend of mine named Greg years ago. I knew him for years. I haven't talked to him in a long time. He was a serial entrepreneur. He would start a business and make money and sell it or give it to one of his partners and start a new business. He likes starting new businesses but he would actually make money in these things. His favorite thing was to start businesses he didn't know anything about. If you read *The E-Myth Revisited* by Michael Gerber, one of the things he recommends is it is actually better to start a business in an industry you know nothing about because then you won't be tempted to do the bullshit make work work in the business. You'll be forced to think strategically in terms of how to manage the company and how to do the marketing. You'll be forced to do that because you won't know how to actually do the work which is great.

If you're going to start a hair salon it's better if you know nothing about hair and you don't know how to cut hair, you don't know how to do it yourself because it forces you to start your structure as a businessman instead of a worker trying to be an entrepreneur.

- Caleb, can you speak to the evolution of niching? For example you know I follow Andrew Henderson for years. I've watched him way more niched. He used to charge \$10K to \$15K entry level to guys who probably wouldn't even make the cut these days.

He keeps jacking that up every year. I don't think he is taking anyone that makes less than seven figures at this point. He is not really niching. He is just raising his prices which is a little different. Once you get successful and I have done this many times. As a matter of fact I don't offer one on one coaching anymore payable by the 30 minute increments. I don't do that anymore because I can't afford to do it. I make too much money. What he is doing is he is just raising his prices because he can. He is not really niching. He is pricing the lower end of the market out of the market.

That is an opportunity for maybe some of you. If you want to talk about doing five flags stuff you can pick up that market. I would be doing a five flags course later this year. I would definitely pick up a bunch of guys who wanted to work with Andrew and can't. Thank you Andrew. I know Andrew. He is a friend of mine. It's perhaps an opportunity for you. That is another niche. Find guys who are pricing themselves out of the market and people are all pissed off and go after the people who are pissed off.

- What are your thoughts on acquiring a business instead of starting one with a loan?

I'm not against it. It would be perfectly fine. If you're going to borrow money to buy a business you need to be really careful. You better see those financials. You better know how profitable those financials are. You better know how profitable that business is based on the industry that it's in. If you don't know the industry well enough you need to hire an industry consultant to look at those financials. You need to make

sure those financials are audited by third party auditors. There's a lot of if's, if's, if's but if you're able to do all that shit then nothing wrong with buying a business.

- I'm a design engineer, mechanical. I design products in manufactured tooling. I was wondering if there's a way to find a simple product I could invent or sell or license.

For example the little piece used in delivery pizza boxes used to keep the lid from drooping on the pizza. Do it. Yes, there is a way to do it. I dated a woman briefly who is going to patent, I don't know if she ever did it. Her idea was when you have women's lipstick. In the end when you throw it away there's lipstick left in there. She was going to invent a thing where you could shove it in your lipstick and press a button. It would push out the remaining lipstick so you wouldn't waste your lipstick. The answer is yes. Do it.

One of my favorite niching examples is two guys who were profiled by Tim Ferriss a few years ago. They won one of Tim Ferriss' contests. They did a product based business. They sold fake bamboo iPad covers. They were making hardcore six figures selling this stupid shit. They made it up themselves. They came up with the idea. They came up with the design. They just cut it and they started selling it to all these wannabee hippies in San Francisco who wanted to be environmentally friendly and they made a gazillion dollars. Product based business that they came up on their own. They had to not patent it, not trademark it. I forgot the word. The answer is yes.

- Caleb, I have a question about music. Is teaching piano online, romantic songs to needy guys who can't get a girlfriend a good niche?

If the reason that you're teaching them music is to get girls and you're only teaching romantic music, yes. You're not going to take any other clients, yes. You're going to be tempted to get a random client, a girl or an old man who is married or an old married guy. I don't want to get a girlfriend but I'll pay you to learn piano. Will you take me on? You're going to go yes. As long as you say yes to that you're not niching. As long as you're adamant about the niche which I am. In any of my companies I do not take on customers who do not follow the niche even if they ask me. There are guys who have asked me to coach me on day game. I say no. There is a guy who offered to pay me \$10,000 not live, just do this online over Zoom or some shit to teach him day game. I would say no. I do not teach day game. That is not the niche I operate at. Sorry. You have to be adamant about this.

- If I'm stuck and just can't find a niche, is there a good starter niche for anyone to use just to get some momentum?

With all the shit I just gave you, you can find a niche no excuses. There is no such thing as a starter niche. I don't recommend you do this but if you're super lazy and just can't control yourself, instead of niching to a niche, niche to an industry and then later after a few months of starting a business then figure out a niche to burrow into. I would not do that. You're wasting money and you're setting the wrong precedent for your business but you technically could do that.

- Do you need to have a bunch of business ideas or know what business you want to try out before you even think about niching or does starting with niching, research help you figure out what you're going to be good at and what you should do?

The latter. It helps to have your business idea ready to go before you find a niche but you don't need to. When you go through all these things I talked about you will get business ideas. If you add to your brain I'm looking for niches and I'm looking for business ideas you'll find them. With all the stuff I just gave you, you will find business ideas even if like I said several times that's a guy or a company you find on the internet you can copy. Copy and sell something to the same niche he is selling to, that he is not selling or copy him and give it to another niche.

You may uncover six or seven niches that are all completely different and find a guy or one company selling into one niche. Go holy shit, I'll just do that in this niche over here that has nothing to do with this niche. You can absolutely do that. I could rename this seminar how to find business ideas. I could. I do not want to but I could.

- Could you go to more detail about how you can repurpose someone else's information and sell it legally?

I didn't say that. I didn't say repurpose someone else's information. I said copy what they're doing in terms of the business. I just gave you my example. There was a guy in dentistry who was selling a marketing service to dentists and I copy literally exactly what he did with dentists with computer consultants. I copied exactly what he did in a completely different industry. It's totally legal. That is an example right there.

I didn't say if you find the guy selling eBooks take his eBooks and change a few words in it. That is borderline illegal. Don't do that. I'm talking about what he is selling and the type of business that he is offering, how he's marketing it, how he's executing the product, service or information. Pick that up and duplicate that in a different niche.

Another minor example. I made a lot of money, made millions of dollars in my twenties and thirties selling consulting services using direct mail, using letters in the mail. No other consultant in my entire region, my entire metropolitan region as far as I know was doing that. Seattle and Portland, no other consultant. I was the only one. I made a lot of money. I got that idea from Dan Kennedy talking about and people like Gary Halbert selling gold coins and gold testers and crap like that using direct mail. I said shit, I can do that with consulting. That is another example. I did really well with direct mail. Not anymore. I don't really do a lot of consulting anymore but I did really well with that. That is another way of copying another niche. Don't start a restaurant. It's a terrible business but if you own a restaurant you can use direct mail to market your restaurant. It's ingenious. It's great.

- If I want to do market research with the senior decision makers what are the best way to get appointments with them?

LinkedIn. Be very nice and be very persistent and you'll get them. LinkedIn is a dream come true for that kind of stuff.

- Are niches for travel and tourism industry still good long term?

No. I would not do anything to travel. Travel, ah. Tourism, no. I would not do it. Can you find local exceptions to the rule? Yes. Here in Dubai the travel is doing pretty well but how many other places in the world are doing well with tourism. How is Europe doing with tourism right now? I would not focus on that as my main income source. I would not do it. Too risky. I know a guy. I hate even thinking about this. He's a good guy, a guy I know just pains me to talk about this. He runs a successful travel agency. 32 employees and when Covid hit last year in March, I was sitting next to him at a conference. He has this look on his face. We're talking. He's like Caleb, all we're doing right now, my entire staff, I am paying 35 people to process refunds. That's all we're doing. Horrible.

- Facebook start off as only for college students.

Correct. It was niched. It went the other way. It started niched and went mainstream. That's the wrong way to do this. That is a rare exception. I saw someone make half a million selling 5G blocker lotion. What does that mean? 5G for cellphones. That is insane. Some guy is selling 5G blocker lotion to all these paranoid Trump supporters and he made half a million dollars.

- Would you say financial education information products is not niched enough?

Correct. That is not niched enough. Financial education is not a niche. If you're saying you go into schools and you teach financial literacy to first graders. That is more niched. That is not a niche.

- How do you determine if a niche has too much competition already?

If it's very narrowly niched you shouldn't worry about it. If you even have to wonder if there's too much competition in a niche it's probably not a niche. The beauty of having a niche is you have no competition in most cases. Who competes with Alpha Male 2.0 really? I mean there are guys who sell lifestyle advice. There are guys who sell business advice. They sell dating advice. Who is my competitor for Alpha Male 2.0 lifestyle? There isn't any. That is my point. You can design your own niche which is what I did.

- Here is a niche. Entrepreneurs who hate marketing.

That is not a niche. That is most entrepreneurs.

- Selling customized branded merchandise to bartenders shirts, t-shirts, bar blades etc. How would I niche this?

That is a niche. What kind of imagery appeals to bartenders and why? Those are the questions you have to answer. That's it and you start selling to bartenders. That is a niche. That is a good idea. Do bartenders make a lot of money? They kind of do. I mean a certain category of bartenders make a lot of money. That is a good idea. You're on to something there.

- Do you recommend niching in industries you have worked in?

No, I do not recommend that at all. You can but I just gave you a mountain of ideas to find niches that you have never worked in.

- What if you have not worked in it but you have lots of interest in a certain niche?

That is great. If you have a lot of interest go for it. If you have a lot of interest in a niche that you have never worked in that niche go for it. That is fine. In some ways it's better like I said earlier to not know how to do the thing that you're selling. It's fine in some respects. Sometimes that won't work.

- The company I was thinking about starting provided IT support services on subscription based model for people who would like to have IT support and don't have much technical knowledge and offering upsells for technical issues.

Not a niche. That is a really cool idea for a service. You need to niche what kind of company you would narrow that too. I am an IT consultant by trade. Cool, so am I historically. I also like to keep my users engaged. I offer them blog posts on common issues that the users report on to help build community. That is a fantastic business idea. It is not a niche. Take that business idea and find a very narrow niche within a very narrow industry and only do IT consulting for them. I speak from experience. I could have made so much more money when I was a kid niching. I didn't niche. Eventually I started kind of niching not really niching but kind of for lumber companies, a lot of those in the Oregon area but I should have done it from day one. From day one I should have been the lumber company IT consultant of Portland. I would have made triple what I made. I made good money back then. I could have made so much more money.

- When doing market research what questions do you ask to dig deeper and reveal true pain points?

You don't have to ask deep questions. Where does it hurt? What pisses you off? What pisses you off about your business? What pisses you off about your industry? If they go oh, I don't know. Nothing much. Get out of there. That is not a good niche. They should immediately go oh my god. Let me tell you. Write down what they say. You don't have to dig deep into this stuff. If you find yourself digging deep you're in the wrong niche. You want something where people immediately say oh my god. The problem is duh, duh, duh.

- Is LinkedIn the best way to prospect and connect for potential clients for consultants or is there a better method you suggest?

If you're talking about consulting it's not the best way. It's one of the best ways. Yes, if you're a consultant selling a professional service. You need a very good website, very good LinkedIn page and start contacting people on LinkedIn or live on the phone. I did that myself and or start really hitting hard with your branding. A really good, free newsletter that actually has really content and or really good professional article based blog with real content, videos if you're brave enough because videos get more traffic and more clicks than text these days. All that stuff while contacting people on LinkedIn and over the phone primarily using LinkedIn groups and or Facebook groups instead of just random stuff on LinkedIn. LinkedIn groups are better.

- Kylie Jenner made a billion off one lip kit.

That is not a good example because she is a celebrity. That is not a good example because none of us are celebrities.

- I should have asked how do I find a niche for a physical product to invent.

Go into technical niches. The easy way to do that that I know of and I'm not a product guy, the easy way to do that is going to technical niches. Guys who are computer nerds, engineers, technicians, designers, hobbyist. Go into that niche and watch what they do. Ask them questions. The problem is whenever I build my table I have this problem or whatever. You go oh shit, I can make a product like this. That is the best way that I know of to design a product.

- I've identified my niche. Setting up power plant controllers for large scale solar farms. How do I determine the profit margin ahead of time since I will have to hire subs? The info is hard to come by so it's taking longer than I want. Can I just dive in? I could just dive in but I would rather a situation where I do a couple of jobs only to realize the profit margin isn't high enough.

You should know. You should have a reasonable expectation for your cost to goods, your sub costs and your margin. You should have a reasonable idea on this. You choose what you charge. Here is how I would do it. I have done things like this. Get a spreadsheet up. We'll figure this out. I get my cost of goods on a typical sized project. I have to make up the size. Cost of goods. Cost of subs. Estimate high. Then I would say in order to make my margin, my profit I'm going to charge this. Then I would go to my prospects and give them that price but then explain to them how they're going to save money on that price.

Let's say your price to make money on that is \$50,000 but Mr. Prospect you pay me \$50,000 you're going to make that back in four months or two years or a year and a half or a year because of X, Y and Z. This is free for you. You decide your own price. No price is too high if you can show the payoff to the customer. I have done consulting contracts for six figures for one contract. They sign one contract. They pay me six figures. Why would anyone want to pay me six figures for three or four months of work? Because at the end of my three or four months they're going to make my money back by the end of the year on the work that I do. The same thing. You decide your own price.

- Would it be possible for you to provide a list of niches as examples in different areas as part of the notes? It could be a good reference.

Not really. There's millions upon millions of niches. I just gave you a few random examples off the top of my head. They wouldn't make any sense too. I could just give you random niches off the top of my head. I don't know if that would be helpful.

- Initially what are good questions to ask yourself once you have identified niches to vet them to see if they are worthwhile?

What I said earlier. What is the profitability of the stuff that I can sell? You have a niche. The next step is to identify the biggest problem that niche has. If you don't know guess or ask a few of them or the biggest need that niche has. You can do this with several niches. Let's say you have five niches. Go to each and what is the biggest problem this niche has, the biggest complaint they have or one of the biggest complaints. You write that down. Now you know what to sell them. Is it a product? Is it information? It is a service? Is it a combination? If you solve this is that enough where they can solve their problem where the solving of the problem would cost much more than this. You just go through that analysis and guess. As I'm going to say over and over again you can't be a 100% sure on all the stuff. You have to test it. You might be wrong. If you're wrong you're wrong and you do another niche or you pivot. Once you're in there doing the work it's a lot easier to pivot but if you niche, the odds are very good you won't be wrong.

- I have a website that list 200 insurance companies and law firms in building commercial forensics and investigations. I don't know much about this industry. How would you suggest I find a product to sell to the niche? Help please.

Insurance companies and law firms are two different things. Pick one. That is not a niche. Insurance companies or law firms, pick one. I would go on LinkedIn. I would contact 20 attorneys and law firms in this niche. I would say hey, I am a consultant. I'm trying to get a feel for the kinds of problems you guys experience in the building commercial forensics investigations arena. What is your biggest complaint about that arena or what you do if any? Most of them will ignore you. You get three or four answers back. Now you look at can I help solve that problem? If I know nothing about that problem could I hire someone? Could I subcontract out someone that could help solve that problem? Could someone do a book for me that I can sell? Could someone do a consulting service or some kind of little service or whatever? Start there. That is what I would do. You've got good fodder for that.

- How do you get someone to buy from you the first time when you have no experience case studies, testimonials in that business?

You're honest. You say I'll be honest with you Mr. Prospect I've never done this before. I tell you what. Normally I charge this. I'm going to charge you this. Or if you've got a lot of balls, I've had guys do this. I've seen young guys do this and it works. I'll do this for you for free but my payment is when I'm done you're going to write me a testimonial letter on your letterhead signed by the president of the company telling people how awesome I was and how much improvement you got from my service. You can do that one, two, three times max. Now, you got three letters from three presidents of companies in your niche saying Joe was awesome. You need to hire Joe. Sometimes it's worth it. If you don't want to do it for free do it for 50% off, 25% off, 20% off. You're honest with them. You only do it for the first three clients. If you're selling professional service or consulting, after your third client you never drop your price ever again. That is terrible. Never do that. Your first one to three you can do that.

- How niched is sugar free, alcohol free baked goods?

Not a niche but it's close. One more level down and you've got one.

- How niched is sugar free, alcohol free baked goods that taste like homemade normal baked goods?

It tastes like normal homemade baked goods is a benefit. It is a feature or a benefit. It is not part of a niche. You're close but you're not quite there yet.

- I do sales calls and product demonstrations for coaches that sell high ticket services and products. I want to niche out and start a second business.

Good idea. You should all own two to four companies long term.

- I have the skills to niche but how to you convince the owners of a company that you could deliver in a niche you don't have testimonials for?

What I said earlier. Be honest with them that this is your first time. This is something that I do. Two weeks with somebody, you say I don't have experience in this niche if you're new but let me show you the experience that I do have. I know my shit. Clearly you know your shit. Show them the resume so to speak from your other stuff. Say I'm a skilled businessman. I know these skillsets. I know I can help you irrelevant to the fact that I haven't done this before. I know I could help you. Be honest that I have never done this before. That is how you do it.

- Low sodium gift baskets with a couple of bottles of wine. A good niche?

No. Close but you're not there.

- Highest quality dog food for dog lovers for half the cost store bought.

No. If it was for a particular breed of dogs like dogs three pounds and under that is a niche. Highest quality dog food that is cheaper. No, that is not a niche.

- Borrow chemistry equipment making for the hobbyist chemist.

I don't know what that is to know if that is a niche or not. Maybe.

- World coming to an end survival skills for local leaders, average Joe, homesteaders worldwide.

Close. World coming to an end skills for local leaders, yes. Average Joes, no. Homesteaders, yes.

- Would info products in Spanish be a niche?

Only if it was like for people who spoke Spanish but live in an English speaking country. That would be a niche. For Spanish speakers, no. What kind of Spanish speaker, that is a niche.

- Baked goods is a niche for people who cannot consume sugar, alcohol.

It's not quite niched though. It's not niched enough in my opinion.

- On the power plant controllers for solar question. Even if I don't have any experience in this, do I completely ignore what other existing companies that do this charge? My differentiating factor is I provide better service.

No, you don't ignore them. You take it into account. You look at it and take it as a factor. Never say I provide better service. That is completely meaningless. Never say that. Never use the word service, quality or cost. You can never say I offer better service. Everybody says that. You need to offer something much more clear and different. As Brian Tracy used to say pick a boring business and solar isn't boring. Solar is awesome. Pick a standard business and do it 10%. We have better is not 10% or 20% better. Do something different.

Here is how we're different. You quantify the very clear difference. Not we're cheaper. Not we have better quality. Not we have better service. That is meaningless shit. No one pays attention to that. It goes one in one ear and out the other and people just roll their eyes as they should.

- I am building a consulting business. Is it a DHV to have clients from across the world instead of just North America?

Yes, that is a DHV. When I talk about my international business skills, my international consulting skills when I talked to new prospects. That is a huge DHV for me. I have clients in Asia, Europe, Eastern Europe in my consulting practice and North America. Use that. Play that shit up.

- In that case why would they hire me if that is what I discovered as a pain point?

Because you're going to do it differently somehow. What is different about the solar package that you're going to offer? If you don't have an answer to that question pick a different niche or come up with someone else because you need something clearly different. If I'm a solar plant owner and you come to me and say buy my thing because the reason is I have better service. I'll be like get out of my office. I can't give you an example in solar because I don't know. If you said we do 80% more higher kilowatt hour than my competition. That's different. Now I'm interested.

- Interested to hear your take on navigating the healthcare industry with the crazy amount of regulations. You sell to doctors or even directly to consumers, B2C. Aren't you dealing with a sea of laws?

I'm involved in that right now. It sucks. You're dealing primarily with HIPAA. That is a determination you need to make. Is what you're selling in the healthcare industry profitable enough to deal with the bullshit laws? The healthcare business I am getting into is very paperwork intensive. I hate that shit but I know I'm going to make so much money doing what I'm going to do. It's worth it then I do it. That is the question that you ask yourself. Is the bullshit that you're going to put up with the laws and the regs and the contracts you have to sign and the HIPAA and all that bullshit? Is it worth the high margin products, services or information you're going to sell to the healthcare industry? In many cases the answer is yes. In some cases the answer is no. That is what you need to figure out.

- Can you give some examples of niches for healthcare industry like you did with sports?

I worked with a guy years ago who built his own microscopes that were sold to a certain type of biotech lab. He was a microscope technician. That is all he did. He would order all these parts from all over the world. He would sit and build these microscopes all day. He made hardcore, six figure income. He set his own hours. He wasn't quite location independent. He had one employee like a secretary and that was it. He was in healthcare. That is how niched he was.

You guys can almost do this yourself healthcare. List three or four things in healthcare. Let's do it real quick for healthcare. It could be anything. Anesthesiologists are a separate profit center within every hospital. You can sell to anesthesiologists. You can sell the O₂ equipment for anesthesiologist. You can sell

a training service for anesthesiologist on how to get through their med school training faster. One of my favorite FB's of all time was in med school training to be an anesthesiologist. There's two right there off the top of my head.

- For consultants is it a good idea to offer a freebie product in order to break into a hot niche?

You don't sell products if you're a consultant.

- I'm a healthcare consultant but I want to get involved in blockchain. A good idea for a blockchain project to be free just to get into this hot industry.

Yes, you may. No more than three times for your first clients.

- Gift baskets with low sodium foods including a couple of bottles of wine for heart patients as a niche.

Yes, heart patients. You nailed it. People recovering from heart attacks.

- Can you give examples of niches that you have seen in the legal industry?

I can give a few. My favorite law firm had a guy who did nothing but I forgot. I've got a lot of legal clients but I haven't had in a few years. I'm drawing a blank. You should have asked this like 15 years ago. I'll give you a whole bunch of them. It's been so long since I've been with law firms. Maybe someone else in the comments can give you some ideas. Any of you know some examples of niches in the legal industry. Throw them out there. It would be helpful.

- Can you give examples of niches in the space industry?

Guys providing the rubber on the O-rings in the space shuttle. I know a guy. I played Blackjack with a guy that did fuel cells for certain rockets they use. Fuel cell is a battery where you pour gasoline in the battery. The gasoline charges the battery. It's really cool. There's two right there.

- Prostrate health retirees. Atrial fibrillation patients. Sports therapists. Diabetes.

There's 10 niches within each one of these things.

- Baby boomers assisted living.

By the way assisted living is a huge growth industry. It's not a niche. That is a huge, massive amazing growth industry.

- Penicillin making for the homesteader.

You can make your own penicillin. That is cool.

- Training courses for young lawyers working on their first deals IPO and M and A.

Yes.

- Are sugar free, alcohol free cookies a niche?

No.

- What about sugar free, alcohol free for diabetics?

Yes.

- Making education products for parents that have children with autism a niche?

Yes. I knew parents who had a kid who had downs syndrome. His faced looked like the Mask movie in the eighties not the Jim Carey The Mask. The bones in his face were popping out. That is a good niche.

- Cost of developing pharmaceutical drugs. It's billions with a B just research and development.

You don't want to do that. Sell to those companies instead. Don't try to come up with your own drug. None of us have those kinds of resources. What do those companies need? What kind of equipment do they need? What kind of services do they need? What kind of consulting might they need? Do that instead.

- If there is a niche how would you get multiple sources of income? As I remember you talk about this in one of your YouTube videos especially the collapsing western world.

I don't understand your question. That has nothing to do with having a niche. This is business advice. Every business you have should have multiple streams of income selling different things in multiple different modalities to that niche. Ideally the Alpha 2.0 model is you have two to four businesses and every one of these companies is selling multiple streams. I sell across the board in all my companies, 14 income streams. That is radically going to change soon but that is what I meant. It has nothing to do with whether or not you have a niche.

- I know a guy who is killing it with injectable Vitamin B.

I take injectable Vitamin B because you get a 100% absorption instead of 30%. That shit is expensive so I'm not surprised he is killing it. The margin on that must be amazing. A vial this big is like \$95 which is less than a vial of testosterone. Injectable Vitamin B is the shit. I am not surprised at all.

- Highest quality homemade dog food. One half the cost for dog lovers near slaughterhouse meat processing plants.

What? I don't get it. For dog lovers who live near slaughterhouses. I don't understand.

- Chemistry glassware equipment making for the homesteader.

Yes, that is a niche.

- I still think you should throw out brainstorm for niches in different niches including legal for us readers.

No, I'm almost done with this webinar.

- Where can I get injectable testosterone?

Your testosterone doctor.

- Is boyfriend experience vids and video for lonely girls a niche or an industry?

That would be a niche. You want to appeal to lonely dudes. That is a bigger niche but you can appeal to lonely girls. There are lonely girls out there. That is definitely a thing.

- What is the one thing everyone gets wrong when picking a niche?

They don't pick a niche. They get lazy. That is what they do wrong.

Thank you very much. I hoped this has helped. You have more data here than you probably need to get your own niche because any one of these techniques will work for you. It would be awesome.

~Caleb Jones.