

# Accelerated Niche Profits

**A Simple, Actionable Niche Marketing  
System For Creating Unlimited Online  
Income**

**James Penn**

[www.AcceleratedNicheProfits.com](http://www.AcceleratedNicheProfits.com)

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# About The Author



Hi, my name's James Penn, also known as The Teenage Marketer. (Sorry about the horrible picture on the left!)

Despite my tender age of just 19, I am a highly experienced niche marketer.

I've been marketing online since 2004 and have an abundance of niche websites. Over the past 5 years I've been developing and testing my own niche marketing systems, and today I'm presenting to you one of my favourites.

I've called it the Short Report System – and I'm sure you're going to love it.

I'd love to hear your feedback after you finish reading. Simply email me at [james@shortreportprofits.com](mailto:james@shortreportprofits.com)

Incidentally, you can also use that email at any time for any help with your online projects. It's my aim to help you as much as I can with your niche marketing ventures – so don't hesitate to contact me.

That's enough about me now.

Let's get down to the good stuff.

Thanks,  
James Penn

## Let's Get Started...

I've been marketing in niches for a long time now. I've tried a lot of different systems. Most didn't work, but some did. And some continue to work to this day and they've made me a lot of money. And I expect them to make me a great deal more money in the future.

In this short, power-packed report, I'm going to reveal one of my most profitable and simple systems I've been using for the last few years to pull in a consistent, steady income from the comfort of my own home. No difficult techniques, no incredible knowledge required, just a drive to succeed and a drive to make money.

# The Short Report System

If you've read my guide '[Short Report Profits](#)', then you may already know this system, but I'll reveal the system in a much more concise way in this report.

In essence, this system involves developing an in demand short report in a niche market, selling it for cheap, building a list of high quality leads and selling more expensive products to these leads. It's simple.

Let's start with how to choose a niche to target.

This is the most important step in the entire process. A lot of niches I enter with excitement and a great drive, but eventually I lose interest and income from that niche dwindles. There is a direct correlation between passion and income. It's important you enter a niche you won't become bored of. You could be working in this niche for the rest of your life. So, first things first, you must be certain that you won't eventually become bored.

One other thing, for this system, I find it is more profitable to enter broad niches with potentially millions of customers. It's easier to find JV partners, it's easier to find up-sell products and it enables you to market to the masses (such as radio and TV advertising). Eventually you can filter your leads into more specific segments of the market, but for now you have to choose a broad niche.

Here are the best markets I've found to enter.

Health and Fitness

Self Improvement

Internet Marketing

Relationships

Within that broad niche you are going to create a slightly more specific short report. For example, in the health and fitness niche you can first attack the more specific segment of weight loss. In the self improvement niche you can target the happiness segment. For internet marketing you can first target the affiliate marketing segment. For relationships, you can first target the dating segment.

The idea is, you create a short 7-10 page report targeting a specific segment of a broad niche, you build a database of leads who buy your product, and then develop further products within the broader niche to promote other products to your buyers.

For example, in the health and fitness niche you could first target people who want to look younger. You could then develop a product that deals with being more beautiful. A lot of people who bought your anti aging report will also buy your beauty report. Then create another product related to skin care and promote it to the buyers of your other two reports.

Continue this process and eventually you'll have five or six products all cross promoting each other and bringing you a consistent, exponential income.

That's the basic outline anyway. But here's the complete process.

# Step #1

## Product Creation

First thing is to decide upon a product to create. Remember the product should be a more specific segment of a broad market. For the purpose of this section I'm going to target the health and fitness niche, and the more specific segment is the anti aging crowd.

It's time to develop a product with anti-aging tips, secrets and techniques now.

It only has to be 7-10 pages. We're aiming for power-packed, hard-hitting reports with perhaps just two or three secrets to looking younger. We don't want to give a complete 101. Don't write an overview of the entire anti-aging process. Give specific exercises, or specific supplements, or specific herbs that can be used to look younger, for example.

It's important that this is a top quality product. This entire business model requires that each step oozes quality. One lapse and it can put your entire business back several steps.

I usually pay someone to create my niche products and I usually hire an expert on the topic. I've actually got a product in the anti-aging niche and my writer is editor for a number of top women's beauty websites and she writes an anti-aging column for a number of women's magazines over in the US. She knows what she's talking about and her ideas work.

It's worth your time and money to find a highly qualified writer on the topic you want your product written about. And it's important once you've found them, you keep them. Be prepared to pay over the odds. Forget your usual \$10 per 500 words rates. You may have to pay up to \$50 or more for 500 words, but believe me it's worth it.

If you don't have the money for this, then the other option is to create the product yourself.

Without expertise on the topic, this can be difficult and time consuming. The way I do it is to rent a few books (yes, books!) on the topic from the library. Skim through them and pick the best few tips from the book and assemble them into your product. I'm not suggesting you copy. But you can take the ideas and rewrite them in your own words.

It should only take you a few hours to create your product, definitely less than a day.

Within the report, include affiliate links in appropriate places. If you mention a supplement to look younger, then use your affiliate link to link to it. Don't throw affiliate links all over the place, only when necessary.

I usually like to add pictures to my niche reports. It gives it a more professional look and makes it much more pleasing to the eye. It gives the reader a more pleasant experience reading your material, and makes them more likely to want to read more of your stuff. I usually pay \$1 per image at [www.sxc.hu](http://www.sxc.hu)

That's the product created. Pretty simple really, but if you need more help with product creation take a look at the resources section at the end of this report.

## Step #2

# Sales Page Creation

Creating a sales page is another important part of the process. Remember it has to ooze quality, meaning it has to **convert**.

Without converting a visitor into a buyer, you make no money from your efforts. You're only selling your report for around \$10, so you really should be aiming to convert 10-20% of your prospects into buyers. If you sell your report for \$5 then you should be aiming for a 30-40% conversion.

A complete 101 of sales letter writing is beyond the scope of this short report. To become a copywriting master requires a great amount of learning and practice.

Do a Google search to find the best copywriting courses out there. I've never tried any so wouldn't like to recommend any.

Here are a few tips to boost conversions.

Social proof really helps to boost sales. Use testimonials from real customers (remember your product is going to be top notch so getting testimonials won't be a problem). If possible, try and get some video testimonials.

Proving that your product works on the sales page will also boost sales. If you sell a weight loss product, then include before and after pictures. Give some copies of your report to family and friends and ask them to try out your tips. Take before and after pictures. If you sell a make money product then video yourself logging into your Paypal or Clickbank accounts. If you sell a gardening report then show your garden before and after. If you are a newcomer to the market then you're gonna need some sort of prof that your stuff works.

Having a money back guarantee will help your conversions. This eliminates the risk that buyers have when purchasing your product. Make your money back guarantee prominent on the page.

The most important thing you must do with your sales letters are to constantly test and tweak. Install Google Analytics to track your visitors and you can use Google Web Optimizer to test your sales page. Test every little thing. Try different headlines, different graphics, different colour backgrounds, different prices, different main text. Keep testing until you reach a conversion you're happy with.

I usually find that short copy works best with short reports. Get straight to the point and get the sale.

If you really are hopeless at copywriting then it may be worth your money to hire a professional copywriter. I've never used a copywriter, but I imagine you could get a fairly good short sales letter written for under \$1k. If you don't have this amount of cash to invest, then see if you can work out a deal with the copywriter whereby you pay them a commission of every single sale you make.

Note: This can work out very expensive in the long run.

## Step #3

# The Buying Process

It's now time to set up your site for success. Firstly, if you don't already have it, get a hosting account and get a domain name for your new site.

Upload your sales page and set your price. I recommend between \$7 and \$15. Anything below that and it's hard to find JV partners willing to promote. Anything above that and it makes conversions lower.

Once a visitor buys your product, have them redirected to an opt-in form. Explain that they are required to opt-in to receive access to their purchase, to receive updates and an unannounced bonus. Also tell them that you will be sending them further tips related to the product you're selling and occasionally a product that you believe will help them. Make it clear they can unsubscribe at any time.

This makes them feel much more comfortable about subscribing. Once they opt-in, redirect them to their download page.

On the download page thank them for their purchase, give them the download link to their purchase and an unannounced bonus and then include a subtle, un-obtrusive link to a related affiliate product.

For example, if your short report is called '20 Great First Date Ideas', then include a link to a dating tips report. The people that bought your report are obviously planning on going on a date. They're probably nervous and would kill for a dating tips report.

Get inside the minds of your subscribers and think about what other problems they might have... and then provide the solution. You'll be amazed at how many people also buy the affiliate product.

The next step is to set up your sales process using the [Rapid Action Profits](#) script.

Rapid Action Profits enables you to pay affiliates 100% commission directly and instantly. Affiliates LOVE instant payment, and they love 100% commissions. RAP enables you to do both and so much more.

This is an essential step because we're going to be relying on JV partners and affiliates for the majority of our sales.

You may think it a little crazy offering 100% commissions and you may be wondering where you make any money. Every person who buys your report becomes a subscriber. These will be top quality subscribers because they have already bought from you. They'll see that your product is quality and they'll assume your future products are quality, and they'll assume that you only recommend quality. If you treat these subscribers right, each one could be worth \$3-4 per month on average. Plus, many of your report buyers will also buy the affiliate product you recommend on the download page.

Optionally, you could also add a OTO after the initial report purchase for a more in depth product of your own, a collection of related reports or a membership. Pay JV partners 50% on the OTO on top of the 100% on the front end and you'll find it incredibly easy to secure top notch JV partners.

## Step #4

# Setting Up Your Autoresponder Sequence

Before we move onto the money making part of this system (getting the traffic and sales) let's just briefly discuss your auto-responder sequence. Remember you're building a list of buyers. These buyers need to be looked after carefully to ensure they remain responsive to your emails.

Start your auto-responder sequence with a few emails with top quality content. Inject your personality and encourage subscribers to email you with their feedback and questions. Make sure you reply to every email you receive.

After the first few emails, follow the 75% content – 25% pitch rule. Only one of every four emails should be a promotion for a product. Even when you are promoting a product, include some quality tips embedded within your promo. This will seriously boost your conversions.

Make sure you never sell crap products. Promote just one crap product and you could lose all trust your subscribers ever had to you.

View your subscribers as individuals, rather than a database of names to exploit. View each subscriber as a friend and treat them the way you would treat a friend. Do this and your relationship with them will blossom and your profits will grow.

Take a look at this free video from Lee McIntyre which reveals the [Great Big List Building Lie](#)

## Step #5

# Traffic and Sales

Here comes the fun bit... getting traffic, sales and building your high quality list.

Your main chunk of sales and subscribers will come from JV partners and affiliates who find your 100% commission offer too hard to refuse. But here are a few ideas to start getting sales yourselves.

First and foremost, if you have a list of subscribers related to the product you're selling, then send them an email about your product. Perhaps give them a special discount. If you have a big list, then split test two different sales pages. This will give you an advantage when you finally launch because you'll already have an idea on which sales page to use.

Secondly, pay-per click advertising is a great method. If you're selling a \$10 report and you know your conversions are 10%, then you can pay \$1 per click and break even. Baring in mind that you'll be getting sales on the back-end; you can make huge profits using this method.

Similarly, you could pay newsletter owners for ad space. If you can pay less than \$10 to generate a sale then you can make a lot of money.

The key with paid advertising methods is to work out your visitor value and pay less or equal to this to get one visitor. The truth is, you could probably easily pay \$2 to make \$1 on the front-end and still make a profit on the back-end, but by making sure we break-even initially means everything we make from then on in is pure profit.

Article marketing is another good method to start getting sales and subscribers for yourself. Make sure to track your article marketing efforts. I often find article marketing to be one of my most effective advertising methods. It usually produces one of the highest

conversions.

Initially test with ten articles. Write ten quality articles on the topic of your report and include an effective author resource box with each article linking back to your product. If after a month you work out that those ten articles produced a total of 200 click-thrus to your product and resulted in 20 sales at \$10, then that means you made \$200 on the front-end from those articles. Not to mention the boost in search engine rankings and profits on the back-end. Knowing that on average you will make \$20 per article means you can go and hire article writers to create content for you at or below this price and still be in profit. You could have hundreds of articles written per day.

Once you've worked out how much profit each advertising method can produce, then simply scale it up. Get others to do the work for you and pay them less than you will make.

There are plenty of ways to get sales yourself, but it's much easier having affiliates and JV partners to promote.

Now we need to contact potential JV partners encouraging them to promote for us. Obviously you'll be paying them 100% on the front-end and 50% (or more) on a OTO (if you have one), but for the big players that often isn't enough.

I'll go through some ways to find your potential partners in just a second (believe me, there are potentially thousands of JV partners out there) but first let's talk about first approaching them.

Phoning them works best. It's so much harder to say no to someone on the phone. It's also much harder to simply ignore them. When many people are emailed a JV request they often delete it without replying. On the phone they have to give a definite answer, either yes or no. If you can find a phone number for a JV partner then give them a ring. Perhaps first try emailing them, but if that fails then give them a ring.

As I said already, with your super JV partners, they won't be willing to promote for just

100% of your front-end and 50% of your OTO if you have one. They need more. For partners with great resources you're going to have to offer more. This can be a number of things. Sometimes I give bonuses for a certain number of sales. So if they make 50 sales I'll Paypal them \$250 or something like that. I may well lose money on the front-end, but I know I'll make it up in the long run.

If you aren't prepared to take a loss on the front, then offering your time can often secure you great JVs. Creating content for their websites, blogs or newsletters free of charge (well, in exchange for a JV) is a great way to make your JV offer impossible to refuse. One other method I have successfully used is to do a mailing for one of their products or websites. Often, they will reciprocate.

One of the best marketing books I've ever read ([Influence: The Psychology Of Persuasion](#)) reveals six fundamental persuasive tactics that make people say yes. Reciprocity is one of them. If you do a favour for them, they are highly more likely to do one for you. If you create content for them, they are more likely to do a promotion for you.

Other things JV partners look for are conversion rates. They want sure-fire proof that your product is going to convert. That's why it's important that you start generating your own traffic at the beginning to test the sales page, get conversion statistics and continue to boost them. The higher you can raise your conversions, the greater your chance of securing top JVs.

This is why testing is so important. I love testing. I have it set up on all my niche sites. Even the smallest changes can have a profound affect. For example, on one of my niche sites I give away a free report in exchange for an opt-in. My conversions were steady at 42.4%. Not bad. The I changed the background colour and it went up to 46.6%. It doesn't sound like much, but this site gets around 4,000 visitors per month. At 42.4% I would get around 1696 subscribers per month. At a conversion rate of 46.6% I would get a total of 1864 subscribers – an increase in just under 200 subscribers per month. Tiny changes can make big differences.

That gives you some tips on approaching your potential JV partners, but here are some great ways to go out and find them.

1. Go to each of the main search engines, type in keywords and phrases related to your product. Go to the top 30-40 sites in each search engine and contact them all with your personalised JV proposal. Remember – try to find a phone number and ring them.

2. Again, go to each of the main search engines and type in “your key phrase blog”. So if your product is ‘20 Great First Date Ideas’, then search for “dating blog”. Try different variations too, such as “date ideas blog”, “how to pick up men/women blog” etc. Contact the blog owners and ask them to post a review of your product with their affiliate link, or to put a link or banner ad on the layout of their blog.

3. Once more, go to all the major search engines and type in “your key phrase newsletter”. So, “dating newsletter”, “how to pick up women newsletter” etc. Contact the newsletter owners and ask them to include a recommendation for your product in their next email, or go all out and ask for them to give you a solo email. Remember the rule of reciprocity. Also try [www.bestezines.com](http://www.bestezines.com) and look for newsletters in the category of your niche.

That’s the end of using the search engines. The next three ways to find JV partners utilises three major websites highly used by marketers. EzineArticles, Squidoo and Clickbank. It’s great to find JV partners here because they usually understand affiliate marketing and are more likely to JV with you.

4. Go to EzineArticles and the category related to your product. Look through the most recent articles in the category and follow the resource boxes in each article. Go through to the website in at least 20 different articles to find a variety of websites. Lots of these websites will be building a list or will have ad space to advertise your product. Also, go to the “Most Viewed” and “Most Published” articles and click through those author resource boxes. Contact the site owners with your JV proposal. Many of the sites won’t have much traffic, but it’s still worth contacting them.

5. Go to Squidoo now and find some of the top ranked lenses in the category related to your niche. If the lens fits the topic of your product and you believe the readers of the lens may be interested in your report, then contact the lens master with a quick JV proposal. Often, I can never find contact addresses on Squidoo lenses, so I leave a comment in the guestbook saying something like. "Hi, great lens. I've given it 5 stars. I'm just leaving a note to let you know about a new product I've created that you could make money promoting on your lens. If you're interested then head on over to my affiliate page at [www.mysite.com/affiliates](http://www.mysite.com/affiliates) for more details and my contact email address. Thanks, James Penn".

6. Next, go to the Clickbank marketplace and browse through the products in the category related to your product. Find complimentary, but not competing, products and contact the product owners with your JV proposal. It's much easier to get these types of JV partners to accept if you offer an ad swap. You promote their product to your list with your affiliate link and they promote your product to their list with their affiliate link.

One more thing I forgot to mention about approaching JV partners. There are two ways to do it. My friend Lee McIntyre explains in detail in his video over at [Lee-McIntyre.com](http://Lee-McIntyre.com)

I'll sum it up briefly.

There are two ways to approach JVs. Lee calls them the Scalpel approach and the Scatter approach. The Scalpel approach involves contacting potential partners with highly personalised emails or phone calls. It also involves offering something in return, such as content creation, links back to their site or ad swaps. Be creative in what you offer. The Scalpel approach is used for top JV partners with the big lists or the high traffic websites and blogs.

The Scatter approach involves sending out a standard, generic email to people who don't have huge resources, but who can still generate you a few sales. Create an email template to send out to these types of partners and simply personalise it with their name, website and perhaps one or two sentences about their business. You can find thousands of these

potential partners and it only takes two or three minutes to send an email like this. So, if they even make one sale it will be worth your time.

There is one more powerful way to recruit affiliates. Turning your buyers into affiliates. This is most effective in the internet marketing niche but can work in other niches, too. Simply let your buyers know on your thank you page that they can make money promoting your report. Explain in a step by step process how they can do it and you may well find that some of your buyers start to generate some sales for you.

That's traffic and sales generation pretty much summed up. If you are still struggling with traffic generation, then take a look in the resources section for additional help with generating traffic.

## Step #6

# Grow Your Operation

This step involves growing your operation.

You have one product generating you sales; why not create another in the same niche? If your first product is about losing weight on the thighs, then create a product about losing weight on the abs. I bet you at least 90% of your original buyers will be interested in this.

Create your second product and promote it to your existing buyers. You can expect an instant flood of sales. That's if you've been building a relationship with them.

Some of those buyers will become affiliates and sell some copies to their subscribers.

Then go and contact all of the people who joint ventured with you on your first product. It's more than likely they'll all say yes to your JV proposal again because you have an existing relationship with them and they have already experienced success promoting one of your products in the past. Also contact other JV partners that haven't promoted for you in the past.

This will give you even more buyers who turn into affiliates.

Do you see how your income will accelerate and your effort decline?

With each new product you create, you will make more money and you'll spend less time and effort on it.

This is powerful stuff!

Now you'll have a whole new list with even more buyers than your first list. Create a third product and market it to them. This will get you even more initial sales. Continue this process. Your income will grow exponentially.

Not only that, but you can now add product two as a one time offer to product one, and you can add product three as a one time offer to product two and you can add product one as a one time offer to product three.

That sounds quite confusing, but it's simple really. Just re-read it slowly.

And then, when you have five or six products all on similar topics, you can package them up into a \$47 or more product that you have a big launch with.

This is such simple stuff, it's so easy to implement and it's SO profitable!

You have no excuse to not go and implement this system now.

Just do it!

# Resources

In this free report I've shared with you a fantastic system for creating wealth online in niche markets. If you follow the system, I'm confident you will make money.

There may however be a few steps where you aren't 100% confident. Product creation and traffic generation are two things many niche marketers struggle with, so I have a few resources for you to help you out.

## Product Creation

If you are really struggling with product creation, then I consider you check out Lee McIntyre's DVD, "[24 Hour Product Creation](#)".

Lee is a master at creating products. He is capable of creating products at lightning speed. He has an incredible amount of info products on the market at the moment. Lee understands product creation, and he knows how to teach it.

If you want to discover how to create a best selling product in just 24 hours, then check out Lee's DVD, "[24 Hour Product Creation](#)" by clicking [HERE](#)

## Traffic Generation

Traffic generation is another difficult topic for many niche marketers to grasp and it's a fundamental. Without traffic, you won't make one penny. It's easy to generate traffic if you follow a proven system.

You can have access to that system. It's called [Automatic Traffic Blast](#) from Lee McIntyre. If you follow the advice from Lee, you can't fail to generate a never ending stream of traffic, sales and therefore profits. Click [HERE](#) to take a look.

# Thanks For Reading

Thanks for getting this far. I hope you've enjoyed this report. I hope you take action on the ideas. If you aren't too sure on certain sections, then have a look at the resources section on the previous page to see if they can help you out.

I hope you email me to let me know about your successes following this system.

Remember my email address is [james@shortreportprofits.com](mailto:james@shortreportprofits.com) and you can email me at any time, with any question.

If you haven't subscribed to receive updates for this report, as well as additional tips, tricks and other niche marketing systems, then please do so at [www.AcceleratedNicheProfits.com](http://www.AcceleratedNicheProfits.com)

I have plenty more fantastic niche marketing information to share with you.

Once again, thanks for reading and I look forward to hearing from you with your successes.

To your success,  
James Penn

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