



Marlon's Marketing Minute
October 16, 2010

Listen In To This Webinar As Lee McIntyre Spills the Beans and Gives GREAT Content On How He Increased His Income 10X In Only 6 Months:

<http://budurl.com/leereplay>

- * How he got started ENTIRELY from scratch
- * How he created his very FIRST product and made \$7500 in 30 days
- * How he got traffic when he was a TOTAL newbie
- * How he ramped things up to 10 G's a month
- * How he 10 X'd from 10 G's a month to 100 G's a month in 6 months
- * How he works as little as 10 hours per week
- * See the actual notebook that flipped out people on the call

There were TONS of questions towards the end and Lee answered all of 'em.

A LOT of awesome content was shared. There is a SHORT pitch at the end for his complete 2 day video seminar for \$97 which is worth \$300-\$500. I've personally watched it two times and it's VERY good.

<http://budurl.com/leereplay>

Need customer support? Go to <http://www.getyoursupport.com>

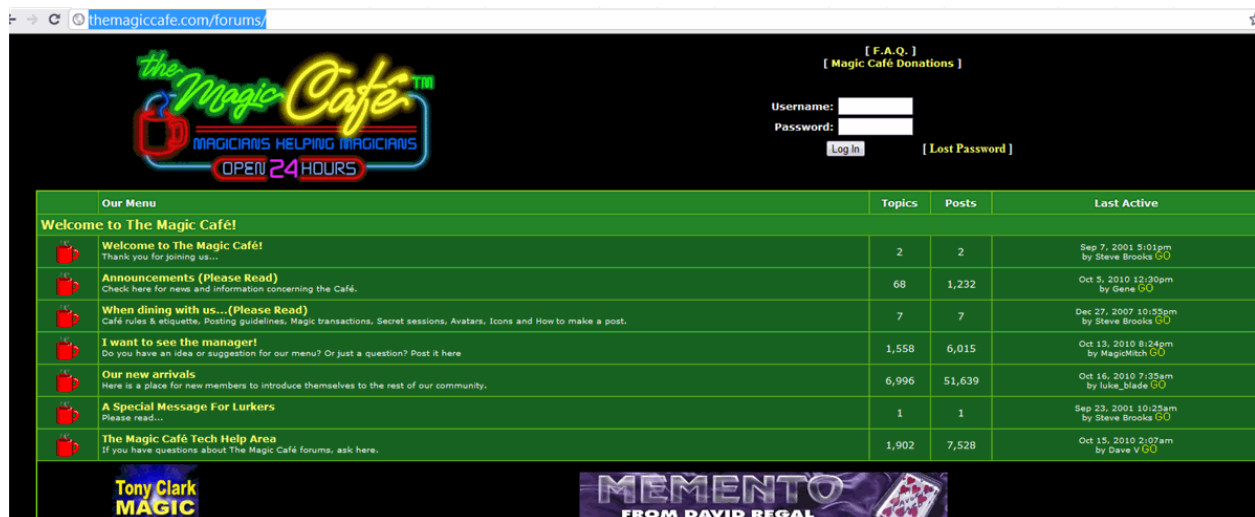
How to Rip a Target Market Apart and Find the Secret Profit Potential

If you're looking for a target market, then lets rip one apart so you can see the anatomy of a target market and what to look for.

We start off at the FORUM:

<http://themagiccafe.com/forums/>

You can't see the screen cap real great but this is what part of the forum looks like.



[F.A.Q.]
[Magic Café Donations]

Username:
Password:
Log In [Lost Password]

Our Menu	Topics	Posts	Last Active
Welcome to The Magic Café! Thank you for joining us...	2	2	Sep 7, 2001 5:01pm by Steve Brooks GO
Announcements (Please Read) Check here for news and information concerning the Café.	68	1,232	Oct 5, 2010 12:30pm by Gene GO
When dining with us...(Please Read) Café rules & etiquette, Posting guidelines, Magic transactions, Secret sessions, Avatars, Icons and How to make a post.	7	7	Dec 27, 2007 10:55pm by Steve Brooks GO
I want to see the manager! Do you have an idea or suggestion for our menu? Or just a question? Post it here	1,558	6,015	Oct 13, 2010 8:24pm by MagicMith GO
Our new arrivals Here is a place for new members to introduce themselves to the rest of our community.	6,996	51,639	Oct 16, 2010 7:35am by luke_blade GO
A Special Message For Lurkers Please read...	1	1	Sep 23, 2001 10:25am by Steve Brooks GO
The Magic Café Tech Help Area If you have questions about The Magic Café forums, ask here.	1,902	7,528	Oct 15, 2010 2:07am by Dave VGO

Tony Clark
MAGIC

MEMENTO
FROM DAVID REGAL

Now, one thing you can do is just poke around in a forum and see what perks up your interest. You'll see people ASK ABOUT PRODUCTS and you'll see who and what people recommend and why.

This is one of the 3 big magic forums that you'd go to and look at signature lines, products recommended and so forth. Talk Magic and Genii forums are the other two big ones you see all over Google.

What we're going to do here is paint a picture of the target market. Keep the above site in mind for a second.

Now, let's go to Google and type in "make money tarot" which would be about making money reading Tarot cards, something a magician might do.

The screenshot shows a Google search interface with the query "make money tarot". The search results are listed on the right, and the left sidebar shows navigation options like "Everything", "Images", "Videos", and "More". The search results include several links related to making money through tarot card reading, with one result highlighted by a red box.

Google make money tarot

About 445,000 results (0.22 seconds)

Everything
Images
Videos
More

All results
Wonder wheel
More search tools

Make Money - Learn the Tarot and Turn an Interest Into a Hobby ... ☆
Feb 18, 2009 ... Making money from a hobby is just about the most rewarding and fulfilling way to use all your talents and skills in a worthwhile way.
[ezinearticles.com/?Make-Money--Learn...Tarot... - Cached - Similar](#)

I want to make money - Is that 'BAD'? « tarot-ically speaking... ☆
Jul 29, 2008 ... Well, to be honest, wanting to make money is not a bad thing. That is the bottom line. But then, wanting money above all else - well, ...
[taroticallyspeaking.wordpress.com/.../i-want-to-make-money—is-that-'bad'/ - Cached - Similar](#)

Learn How to Make-Money Reading Tarot Cards ☆ - 2 visits - 6:10am
Make Money Reading Tarot Cards. ... How to Make Money Reading Tarot Cards. Reading tarot cards for profit could be a very enjoyable way to make money. ...
[www.learnhowtomakeit.com/money_reading_tarot_cards.html - Cached - Similar](#)

How To Make Money as a Tarot Card Reader ☆
Keys to developing a career as a succesful Tarot card reader.
[www.women-lifestyles.com/.../TarotReader.php - Cached](#)

Work From Home As A Psychic Tarot Reader - Past Lives - Free Past ... ☆
You can make money online! The Tarot as a Home Base Business is an excellent source of income. Get the course today and start making money quickly! ...
[www.rickshomebasebusiness.com/ - Cached](#)

Tarot Card Reading Course - Make Money at Home With Tarot Cards ... ☆
Make Money at Home Learning the Tarot - this course is on how to read the tarot cards. The tarot is a powerful tool for personal growth and insight.
[candles-magic.com/tarot_course.htm - Cached](#)

Tarot Card Reader Home Working Jobs ☆
Information about tarot card reader jobs and where to find work at home doing ... Online Advertising Make Money From Your Website And Become An Affiliate ...
[www.findextrawork.co.uk/tarotcardjobs.php - Cached - Similar](#)

Online Tarot Course - Make Money Reading Tarot Cards - Simple ... ☆
Learning the Tarot - this course is on how to read the tarot cards. To show you how to use the cards for yourself. Website Design and Optimization.
[www.tarot-rita.com/tarot_course.htm - Cached](#)

Corrine Kenner | How to Make Money Reading Tarot Cards at Parties ☆
How to Make Money Reading Tarot Cards at Parties. INCLUDES A SAMPLE ENTERTAINMENT CONTRACT YOU CAN USE FOR YOUR EVENTS. Description. Hundreds of years ago, ...
[www.corrinekenner.com/books/parties.htm - Cached - Similar](#)

We see some interesting products being promoted which I've highlighted in yellow. Notice that the first one is an ezine article, which has a bio box at the end that looks like this:

Alison Yates wrote this article. Download her **FREE** Psychic Ability Guide here: <http://www.alizons-psychic-secrets.com/free-download.html>
To learn more about Alison's comprehensive, easy to follow Tarot Course, visit <http://www.alizons-psychic-secrets.com/tarot-reading-course.html>

If you go to the site, you'll see she has a product on Tarot she is selling and it looks like a number of affiliate products are possibly being sold also. I don't see her product recommended in the Magic Café forum when the subject of Tarot comes up. Which doesn't mean it isn't a great product. Just means she isn't promoting the virtues of it in the forum or it doesn't have a clear USP.

From what I saw, the USP wasn't very crystal. You have to practically bang people over the head with your USP so they get it. Simple. Simple. Simple.

Her headline is:

Easy Tarot Reading Course...

Unfortunately, I think EVERY Tarot reading course says that.

Now, move on to the listing I put the red box around in the above Google screen cap. There's another product being sold.

I don't see any BIG TICKETS there. Hmmmffffff. Not good.

Let's move on.

Search: "Make Money Psychic Readings"

make money psychic readings

About 532,000 results (0.25 seconds)

► **Personal Psychic Readings**
www.HollywoodPsychics.com Something on Your Mind? Chat w/an Expert **Psychic** for Advice-5

Live Psychic Readings
www.PsychicSource.com Featured on Good Morning America. Call Expert Psychics 24/7. \$1/m

\$4.99 Psychic Readings
www.PsychicPower.com/PsychicReading Enjoy A Live **Psychic Reading**! 10 Minutes \$4.99 | :

How to Make Money as an Online Psychic | eHow.com ☆
 How to **Make Money** as an Online Psychic. For years there were services that offered **psychic readings** over the phone and people paid by the minutes for these ...
www.ehow.com » Careers & Work » Careers » Work at Home - [Cached](#) - [Similar](#)

Make Money At Home: Psychic Hotlines ☆
 After a **psychic reading**, people need to introspect whether all their questions have been ...
Make Money At Home is affiliated with **Make Money** at Home. ...
ezinearticles.com/?Make-Money-At-...Psychic... - [Cached](#) - [Similar](#)

Work At Home - Make Money from Home as a Psychic ☆
 Jul 27, 2006 ... A true **psychic** can **make money** from home. Not only that this work can ... at least a large number of **psychics** claim to offer free **readings**. ...
www.employment911.com/.../Make-Money-from-Home-as-a-Psychic.aspx - [Cached](#) - [Similar](#)

Make Money As A Psychic ☆ - 2 visits - 5:34am
 account deleting email yahoo and make lots of money fast. **make money** fast resources ... and free email **psychic reading**. **make money** fast free etc. make lots ...
www.accuracypsychics.com/3/make-money-as-a-psychic.html - [Cached](#)

Free Phone Psychic Readings ☆
 Best Phone **Psychic Readings** I'm a Stay At Home Dad and I **make money** online. If you want to find out how I **make money** online from home, please go to: ...
www.squidoo.com/best-phone-psychic-readings - [Cached](#)


Work From Home As A Psychic Tarot Reader - Past Lives - Free Past... ☆
 Get a FREE **Psychic Reading**. Add some spark and turn up the sizzle. You can **make money** online! The Tarot as a Home Base Business is an excellent source ...
www.rickshomebasebusiness.com/ - [Cached](#)

How to make money with psychic abilities - Paranormal - Psychic... ☆
 Mar 21, 2010 ... How to **make money** with psychic abilities doing **psychic readings** or ... Well, you can make some money with psychic abilities, why not? ...
astateofmind.eu/.../how-to-make-money-with-psychic-abilities/ - [Cached](#)

Make Big Money Doing Psychic Readings!!! ☆
 250 **Psychic** related booths. Magicians do Any thing form **Psychic** to Crystal Readers, Palm Readers, Tarot Readers, Spiritual Healing, Dowsing Rods, ...
www.magiciansmakingmoney.com/Psychic.../Cold-Readings-Fair.html - [Cached](#)

Again, we see an ezine articles article ranking high. So anyone who says ezine articles don't work is wrong. Notice there is a Squidoo lens there also. But now lets go to the red box.

NEW!
THE
MAGICIANS
MAKING
MONEY
SERIES!



Presents
The:
Mark Lewis
Home Study
Course On
Becoming A
Highly Paid
Psychic
Entertainer!

[Interview with
Mark Lewis](#)

[Home Study
Program](#)

[Free Bonuses](#)

[More Free
Bonuses](#)


[Complete
Package &
Guarantee](#)

The Home Study Course On

How MAGICIANS CAN MAKE OVER \$200.00 PER HOUR,
As A Strolling

Psychic


Entertainer





A Sneak Peek at Mid Sized Local Psychic Fair
Ever Seen 100's of Psychics In One Place?...
(Each Making Big Bucks!)

This is a peak at a Psychic Fair in Ottawa, Canada

This video segment strolls you through over 250 Psychic related booths. Any thing from Psychic to Crystal Readers, Palm Readers, Tarot Readers, Spiritual Healing, Dowsing Rods, Clairvoyance, Psychic Channeling, and much more!!!



An Aerial view of the International Psychic Expo in Ottawa, Canada. 250 Psychic and Clairvoyants meet here and offer Psychic Readings for anywhere from \$5.00 to \$100.00



Among the many Psychic Readers, watch Mark Lewis in action performing Readings on customers.

Many thousands of potential consumers walk the isles. You must know the techniques to luer people to you and sign them up.

This is MUCH better. It's a guy selling a course on how to make \$200 an hour as a psychic reader. If you're BROKE and need to make money on the weekends, maybe THIS is what you should be doing!

Hey, it's only \$300 for the course. Finally, we find someone selling something for over \$50.

Notice it's a MAKE MONEY angle. Most people won't pay \$300 for "hwo to read Tarot cards." They'll buy a used book on Amazon or at the used bookstore.

But the “make money” angle is different.

Now, the PITCH here is very good even though you have to click to a million pages to read the darned thing. I hate that. The LIVE PIX of him doing the readings are great and really suck you in.

I don’t like the choice of bonuses. They seem to me to be a bunch of stuff just thrown in. Maybe this is the greatest converting letter in the world. But most of the bonuses don’t relate to “make money as a psychic.” They relate to just learning how to do readings.

“How to make money” angles would be better.

What’s INTERESTING is that this product gets very good reviews at Magic Café.

As you poke around Google and the forum, you start to run across products. I don’t even remember exactly how I found these. You just stumble across stuff.

Here’s one from one of the other magic forums that does very well in Google:

<http://www.talkmagic.co.uk/ftopic31622.php&highlight=>

Posted: Sat Aug 01, 2009 9:43 am

Post subject:

Black Hart does a very good course for beginners. It costs £25 and comes with a tarot deck.
<http://www.blackhart.co.uk/tarotcourse.html>
Check out the TM review; it's a very popular course for good reason. I would recommend it for the newcomer to tarot readings.

All reviews you read of that product in the forums are excellent. The product is simple:

Black Artefacts - weird, bizarre and psychic magic

Tarot Made Easy

Get your investment back in one reading!

"Tarot Made Easy' has made my learning of the tarot exactly as stated - easy. Once again my experience when dealing with Black Artefacts has been unbeatable and I thank you." Ian Read (UK)

Every bizarre performer should be able to read tarot cards and every psychic needs to read tarot cards to make money!

Now the 'Tarot Made Easy' course, previously only available as a part of our '[Psychic Reader's Kit](#)' is on sale in its own right.

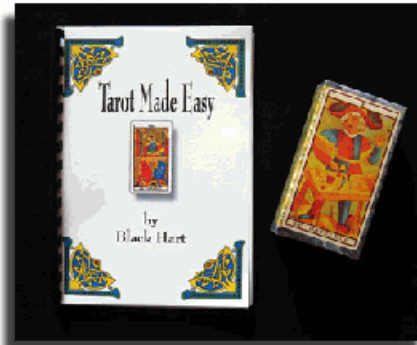
This is the most simple and direct tarot reading course available today. It is a no nonsense easy step by step guide to learning the meaning of all 78 tarot cards (major & minor arcana) and having done that we teach you simple methods of putting the meanings together to give a full tarot card reading. You will be doing tarot readings in a very short period of time, even within a couple of hours!

Not only can you make money from your readings (about £25.00 for a 30 minute reading) but you will be able to entertain friends and family with this very popular method of fortune telling.

You could work at pubs and clubs and psychic fairs as well as doing private readings from your home.

We even supply you with a set of our 'standard' tarot cards as well as the easy to follow book/course.

Cost: £25.00



"Well, after four months of study and practice, I've done a few readings and my confidence is going up. TME is definitely a case of quality over quantity; what The Black Hart has put across in a small booklet containing a few pages, others have failed to do in whole books. I am now in a position to expand on my interpretations of the cards as TME has provided me with a solid foundation. Well worth the money and I would highly recommend this to beginners. 10 out of 10."

Talkmagic.co.uk October 2008

My "Tarot Made Easy" pack arrived this morning and, it really does exactly what it says on the tin!! So straightforward, simple and effective. Thanks. Martin Street - UK

Quantity:

[Add to Basket](#)

[View Basket](#)

[Return to Tarot Card Page](#)

As you can see, the headline is the same as the one we saw earlier.

The subhead is better: "Get your investment back in one reading."

Then we run across this:



PROFESSIONAL PRODUCTS
FOR PROFESSIONAL PEOPLE
Saturday, October 16, 2010

Home
Pitch Books & Tick Sheets
Ron Martin's TAROT READER'S NOTEBOOK
Enrique's Invisible Products
Millard Longman's ACIDUS GLOBUS
Millard Longman's ACIDUS NOVUS
Millard Longman's PSYCHIC SKILLS WORKSHOP
Gene Nielsen Products
Michael Spremlitt's RADIO FOR PSYCHICS
Craig Browning Products
How To Order
Privacy
Newsletter Signup



Another Pro Shop Exclusive
The ONLY authorized edition of . . .

Ron Martin's TAROT READER'S NOTEBOOK

*A Detailed Course in Giving Satisfying
and Profitable Tarot Card Readings*

(But keep reading to find out why it's not just for Tarot readers. . .)

The Classic Text on Readings

If you've been in the mentalism and psychic entertainment community for any length of time, you are probably aware that in the early 1990s, there were primarily three main authors the aspiring psychic reader had to study -- the "Big Three", so to speak -- **Richard Webster**, **Herb Dewey** and **Ron Martin**. Between these three thinkers, the very nature of psychic readings was transformed (and some readers, as well, I would wager) and brought into the modern era.

As one of the "Big Three" authorities on psychic readings, Ron Martin is especially qualified to teach you everything you need to know about readings, including the best way to prepare for a session, the right things to say, and how to make a real impact on your clients. With over 30 years of experience as a reader, it's interesting to note that Ron continues to work as a full-time professional, presenting both private readings and public workshops, as well as entertaining at exclusive high-end private parties.

When talking with fellow readers, it's noteworthy that one single book is often mentioned as being perhaps the most influential: Ron Martin's **TAROT READER'S NOTEBOOK**. Although I'm only speaking for myself here, I know many others who share my view that this book changed how I presented Tarot readings to my clients. The curious thing is, however, that the book isn't about the Tarot cards themselves, but how to transform mediocre (perhaps even boring) Tarot readings into something entirely meaningful and entertaining.

The scope of the **TAROT READER'S NOTEBOOK** covers everything from the moment the client sits down to long after the reading is over . . . and everything in between. Ron reveals how to turn a run-of-the-mill Tarot reading into a small theatrical masterpiece, and explains in detail not only what to do, but all of the psychological reasoning as well.

Take a look at this partial listing of contents:

Foreword by Tony Razzano • Preface • Creating and Learning the Meanings of the Cards • Various Card Designs • The El Cheapo Stage Setting • Music? • Tip on Tips • Some Theorizing • Belief • I Am Not A Psychic. . . Exactly • At the Table, Part One • Quick Philosophy Break • At the Table, Part Two • Checking Questions • Flattery • A Few Sour Notes • The Future Row • Overall Patterns • A Second Layout? • A Few More Random Thoughts • Mechanical Magic • Psychological Magic • Cousin of The Home Factor • Mood Drama • Philosophical and Psychological Stuff • Useful Information Gained • Client Commitment and Involvement • Maybe Psychometry • On Being A Psychic Expert, and Giving Advice • Listening • The Client's Chair • Letting Them Know You're Listening • Reflections • Pausing Before Reflections • Mirroring • Language Analysis and Mirroring • The Most Magick Words Of All • Don't Forget Ears • Other Language Clues • The Client's Need To Act • A Psychological System • Real Advice • Meditation • Learning Your Lines • For the Mnemonically Addicted • Emergency Psychometrics • General Lines • Specific Lines • Personality Lines • Out-of-the-Blue Lines • What Is It? • Their Opposite • The Alphabet • Clues • Energy • Generating Energy • More Clues • Color • Handwriting • Sign-In Sheet For Your Tarot Reading • Still More Clues • Marital Difficulties • Clothes Clues • Bibliography

That is from mevproshop.com. You'll notice a number of other psychic/magic/mentalism products are being promoted. Very few of these sites have very good headlines or bullet points.

Then you run across this site with the products of famous psychic Richard Webster:

<http://www.deceptionary.com/webster.html>

Publications for the Trade

Click on any link to view a product description.

- [The Astral Travel Workshop](#)
- [Astrology For The Psychic Entertainer](#)
- [Aura Reading For Fun And Profit](#)
- [Cashing In On Past Lives](#)
- [Cold Reading For The Magician](#)
- [Cold Reading The Future With Numerology](#)
- [Cold Reading Variations](#)
- [Entertaining Mentalism](#)
- [Gemstone Reading For Profit](#) *by Hobrin*
- [Great For Two Book Test](#)
- [Home Psychic Parties For Fun And Profit](#)
- [How To Build Up A Psychic Practice With Full-Length Cold Readings](#) (revised edition) **new!**
- [How To Make Money Giving Free Talks](#)
- [King of the Small Towns](#) How to Make a Comfortable Living as a Psychic or Psychic Entertainer in a Small Town
- [Ladies Nights](#)
- [The Mail Order Psychic](#)
- [Money-Making Psychic Development Classes](#)
- [Pendulum Power For The Psychic Entertainer](#)
- [Pitch Books](#) How to Make Extra Money by Selling Books After Your Show
- [Plan For Success](#) A Business Plan for Magicians
- [The Psychic Business](#)
- [Psychometry From A To Z](#)
- [Quick And Effective Cold Reading](#) (revised edition)
- [Quick Readings With Numerology](#)
- [Readings as Entertainment](#)
- [Readings from the Client's Point of View](#) *by Charles Garner* **new!**
- [Secrets of a Psychic Reader](#) *by Charles Garner*
- [The Tarot For Fun And Profit](#)
- [Using Your Intuitive Edge For Fun And Profit](#)

RESERCH SUMMARY of the above:

What's INTERESTING here is that we have a LOT of products in the \$50 to \$75 range – in fact most of them.

We have NO webinars I see.

We don't have much going on in terms of list building.

We have one \$300 course.

We have three major magic forums. I've mentioned talkmagic and magic café.

There's also the Genii forum.

The people most recommended and respected are:

Ron Martin who wrote the Tarot Reader Notebook and Palm Readers Notebook.

The WEIRD thing about that is everyone raves about those two products. But the sales letter just doesn't make clear what's so valuable about the ebooks vs. what you'd learn from a \$15 book on learning Tarot or palm reading.

Richard Webster is very highly respected.

Kenton Knepper is respected but a bit fringe because his methods are advanced.

You see old time publications from MickeyHades.com mentioned a lot.

You see Ken de Courcy recommended.

Herb Dewey is highly respected for the product *Red Hot Cold Reading*.

You see Craig Browning both respected and participating in the forums.

Here's a person who has a CLEAR USP and also gets good props on the forums:

<http://thecoldreadingcompany.co.uk/>

The Cold Reading Company

Home Mentalism Readings Pitch Books Package Deals Free Stuff Elsewhere Contact

Speed Learning Palmistry

CAN YOU REALLY LEARN TO 'READ PALMS' IN LESS THAN A WEEK?

JULIAN MOORE

INCLUDES DOWNLOADABLE AUDIOBOOK AND FLASH CARDS

Now in its second edition, 'Speed Learning - Palm Readings In Your Own Words' remains one of the easiest ways to **learn palmistry** and become a convincing **palm reader** in a matter of days. Learn to say more, with less, and start putting your mouth where the money is.

The James Bond Cold Reading

CAN YOU REALLY MAKE IT APPEAR LIKE YOU KNOW ALL ABOUT SOMEONE?

JULIAN MOORE

INCLUDES DOWNLOADABLE FLASH CARDS

Just when you thought you knew everything about **cold readings**, 'The James Bond Cold Reading' comes along, takes a tired and beaten formula and turns it on its head! If you want to **cold read** people without relying on an oracle, you need this - become a **cold reader**!

Speed Learning Graphology

HOW CAN TEN LETTERS IN TWO WORDS REVEAL SO MUCH ABOUT A PERSON?

JULIAN MOORE

INCLUDES DOWNLOADABLE AUDIOBOOK AND FLASH CARDS

Using the same learning techniques that made 'Palm Reading In Your Own Words' such a big seller, Julian Moore now tackles the subject of **handwriting analysis**. You too could be adding this useful skill to your routines within a matter of days with this book.

The USP is SPEED and there's no doubt about the USP. She doesn't claim to be the expert that a Richard Webster or Ron Martin are. She claims to be able to teach you the basics – FAST!

And while others sort of made that claim, she NAILED it in these very nice products. Now, these aren't 3 hours products. But they ARE products she'll likely sell for as long as she lives.

By the way, I bought James Bond Cold Reading out of curiosity and it's really good!

Here's a guy I found with a BIG TICKET APPROACH to the whole entire magic market. He's a Dan Kennedy protégé:

<http://www.itfactormagic.com/>

Awesome Offer

SPECIAL HOT OFFER

MAKE 2010 A YEAR OF SUCCESS

THE IT FACTOR

Skyrocket YOUR Career to Celebrity Status, Lead a Life Filled with SUCCESS...

And LIVE YOUR DREAMS?

Before

After

The advertisement features a man in a suit pointing towards the text. At the bottom, two Polaroid-style photos are shown: the left one depicts a man in a hat and suit, and the right one shows a silhouette of a person on a red carpet with a question mark on their back. A large red arrow points from the 'Before' photo to the 'After' photo.

Um, look at the PRESENTATION on that site vs. all the others we've looked at. Hmmmm. Pretty interesting contrast. I think Dave Dee is in that market. Blair Robertson and a few others are in it.

But here's someone selling SEMINARS, coaching, big tickets. We don't see that much in the how to make money in they psychic/tarot business. The best thing we see offhand is a \$300 course that is ... ummmm ... a stark contrast to the above magic site. I'm sure the product is very good. In fact, anyone unemployed might consider using it on weekends to raise cash.

Yeah, it's trading time for dollars, but at least it's dollars.

How YOU Can Use The Above Information To Find a KILLER Target Market FAST!

We've done our cursory research.

We've found out what the forums are that we'd need to participate in.

We've found out WHO we'd interview for products.

We've found out MOST people don't have USP's and it shouldn't be all that hard to create one.

We've found out that the ONLY big tickets that are selling relate to MAKING MONEY in the niche, which is NOT unusual and is highly recommend in most niches.

If you can find a "make money" angle, you've got a head start.

Just as an example, let's say you're interested in the HORSE NICHE.

You START OUT by typing "Make Money Horses" in Google.

You immediately find this:

Your smartest college degree or certification choice

[About Us](#)

[Academic
Credentials](#)

[Associates](#)

[Book Store](#)

[Classmates](#)

[FAQ's](#)

[Faculty](#)

[Free Report](#)

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[See Training
Tips On Videos](#)

[Sample Lessons](#)

[Student
Discounts](#)

[Testimonials](#)

[Equistaff.com](#)

[LEBG Equine Job
Placement Services](#)



Breyer State University **Bachelor of Science Degree in Equine Studies**

More education; less cost! Earn your accredited Bachelor's degree in Equine Studies: fast, affordable, covering more subjects, no deadlines, no "lock outs"! Lessons, exams, one-on-one instructor help, all online.

[Click Here for Complete Details](#)

[Click Here to Sign Up](#)

FACULTY: the most important factor making one college program superior to others.
Five World Champion trainers, 12-award winners helping you master horsemanship skills.

Equine Studies Institute Offering Professional Trainer/Riding Instructor Certification



Professional Riding Instructor

Start your career with confidence, knowing your education has prepared you for success.
Grow your business by providing riding clinics, camps and private or group riding lessons.

[Click Here for Complete Details](#)

[Click Here to Sign Up](#)

Professional Horse Trainer

Make your passion your profession by creating your independent business training and/or showing horses; give clinics, seminars, consult on purchase of horses, board or breed horses.

[Click Here for Complete Details](#)

[Click Here to Sign Up](#)

Did You Know? [Click here for latest education news...features](#)

EASY AS 1,2,3...

1. Choose the program best for you.
Read the details of each program, then decide which best fulfills your goals. Or choose to take just the one course which interests you most.

2. Click on "sign up".

3. Select the course or courses you want now, and then click "submit", you're on your way to creating the future of your dreams.

Courses Available

[Behavior Modification Techniques](#)
[Bits, Saddle Fitting and Hoof Balance](#)
[The Business of Making Money with Horses](#)
[Coat Color Genetics](#)
[Competitive Longe Line](#)
[Conformation and Selection for Performance](#)
[Dressage: Foundation for All Riding Disciplines](#)
[Equine Massage](#)
[Equine Photography](#)
[Equine Reproduction](#)
[Equine Safety and Rescue](#)
[Fit To Ride](#)
[Health and Disease Management](#)
[Legal Aspects of Horse Management](#)
[Nutrition for Maximum Performance](#)
[Preparation for Competition](#)
[Rev Up Your Dressage Scores](#)
[Riding Instructor Role and Responsibilities](#)
[Riding Instructor Teaching Techniques](#)
[Showmanship in Hand](#)
[Stable Management](#)
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Then here's a guy who has THE ANGLE:



PROFITABLE HORSEMAN

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Doug Emerson

You can learn to make money in the horse business.

Is your horse business experiencing any or all of the 3 Not Enoughs?

- 1. Not enough time to get it all done?**
- 2. Not enough money to provide an adequate living?**
- 3. Not enough of the right people to help you?**

If you don't have enough **time, money** or the right **people** in your horse business, **don't feel alone.** Many professional horsemen tolerate these problems daily and don't know where to look for a solution.

You know how some people in the horse business feel unable to cope with the demands of finance, sales, marketing and personnel?

Which means that they are working long hours, have no time to relax, are stressed about money and disillusioned by lack of enthusiasm for their business.

What I do is offer a **program for professional horsemen and horsewomen** in which I **train, consult and coach** them in **8 key strategies** which have been **proven to create more profit in less time.**

The **benefit** is **more energy** from working fewer hours, **peace of mind about money**, more **balanced home lives** and **renewed passion** for work.

I publish the only **weekly electronic newsletter** about **making money in the horse business.** **It's absolutely free.** **Sign up** in the yellow box below and get started right now toward making your horse business more profitable.

Doug Emerson
email: doug@profitablehorseman.com
phone: (716) 434-5371

More Links...

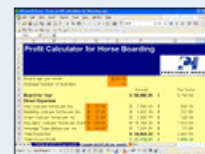
Watch for news about Upcoming Workshops!



Interested in a blog about some of my business observations?



Horse Boarding Profit Calculator



HERE'S THE BIG TICKET:

Past workshops:

You can check out past workshops below. If you are interested in attending a similar workshop in the future, please send me an email.

All Day Equine Workshop May 12, 2010 at Fallbrooks Farm in North Plains, Oregon

Fallbrooks Farm hosted two nationally recognized experts: "Why Professional Horsemen Go Broke and What to Do About It" by Doug Emerson of the Profitable Horseman and "Compost Your Horse Manure-Discover Hidden Treasure in Your Barn" by Peter Moon of O2Compost.



I spoke on the "5 Reasons Professional Horsemen Go Broke and What To Do About it!" at the Equinomics Workshop at the Syracuse Invitational Sport Horse SI College on Thursday, October 29, 2009.

More information about this event can be found [here](#)

Equine Business Workshop - Teleseminar

**Your Boarding Business can Thrive,
and not Just Survive!**

Horse business experts Maureen Gallatin ([Inspired By Horses](#)) and Doug Emerson ([Profitable Horseman](#)) teamed up to offer a special four-session

So check it out.

I spent 60 SECONDS ON GOOGLE with this method and found someone selling a big ticket in the niche. If I spent 3 hours digging down into "make money horses" I'd PROBABLY find an angle that's marketable.

I'd find people to interview.

I'd find product ideas.

I'd find coaching, webinars and seminars being done. If I don't, I've either found a GOLDMINE or a market where people are really cheap and don't wanna pay much.

But normally, if there is significant money to be made, there's potential. The lesson for the day is, if you're stuck for a target market, choose a make money angle.

Here's the magic key for the week:

Type in:

"Make Money X"

Those are your 3 magic search keywords.

You insert the niche where the X is.

Then look for the big tickets.

Now, you have JUST found out this IS practical and little ol' YOU can do it. Of course, there ARE questions like once I've found it, where do I get the info if I'm not an expert?

How do I create a test market product fast?

How do I get started?

You CAN buy my Dashboards if you're a self motivated go getter and likely to finish what you start.

Or you can join my Level One Coaching and get a little hand holding and a motivational push here and there. And accountability. Here's a BIG HINT: If what you've been doing has NOT gotten you the result you want, maybe consider doing something else. Like get help.

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/levelone>

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REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

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Resources you can use

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1. I got my final warning from Google..now it's MY turn....
<http://budurl.com/marlonsrevenge>

2. Grab some popcorn and enjoy the most unconventional marketing WebTV show you've ever seen. It's presented by my friend Andrew Lock at www.HelpMyBusiness.com, it's free, and it's become more popular than a supermodel in a catholic boys boarding school ;)

Seriously, it's the #1 show for entrepreneurs on Apple iTunes now, so check it out.

And if YOU'D like to create a profitable WebTV show for YOUR niche, Andrew has put together the 'ultimate' course, which you can find details on at: <https://alock.infusionsoft.com/go/webtvcourse/msand/>

3. Need to create your OWN INFO PRODUCT?

There's only one product that does it step-by-step in detail on a Dashboard anyone can follow: <http://www.productdashboard.com>

4. Confused by Internet marketing? This unravels the big picture and makes it all crystal. Thousands around the world have been helped:
<http://www.amazingformula.com>

5. Are You Paying Over \$10.00 For Hosting?

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.
<http://www.designdashboard.com>

6. How To Promote YOUR Products Step-By-Step THIS is where you start.

You have a product you want to promote or want to learn HOW to promote? Start here.
<http://www.PromoDashboard.com>

7. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....

It's the only step-by-step, A to Z system not JUST for creating info products but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

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E. Get the Evergreen Traffic System
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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.



<http://www.ateamsuccess.com>