

---

# Niche Creation And Improvement Secrets That Build Wealth

by Roy Primm ("The Niche Man")

---

**Note:** ...Owning This Course Entitles You To 1 Year **Free Niche Consultation. (\$299 Value)!**

Need Help Finding, Establishing or Strengthening a Niche? Email: [publisher@thenicheman.com](mailto:publisher@thenicheman.com)

Keep The Power of "Good Karma" Working For You ...

# You Received This Product 'FREE' Because Others Donated

*You're Encouraged to Give Forward So Others After You  
May Also Be Helped. Donate What Your Conscience Feels"*  
and get 1 Yr. free course updates => [Contribute Here Through ....Paypal](#) <=

Email: [publisher@TheNicheMan.com](mailto:publisher@TheNicheMan.com)

Thank You For Your Donation and Helping Others Who Follow You!

=====  
*Roy Primm Research*  
*... "Doing All We Can To Help The Little Man"*

Copyright MMXV, All Rights Reserved

Send All Questions and Suggestions For Improvement To:  
[Publisher@TheNicheMan.com](mailto:Publisher@TheNicheMan.com)

**Note:** You Have Permission to Use This Book/Course As Bonus, Premium Or Use  
To Build List As Long As No Changes are Made in Whole or In Part -The Publisher  
Download Page Link For Your Prospects or Customers: [TheNicheMan.com](http://TheNicheMan.com)

[Facebook - Share](#)

[Twitter - Share](#)

## Table of Contents: (Linked To Chapters)

<a href="#">Introduction</a>	4
<a href="#">How To Get The Most From This Book</a>	15
<a href="#">A Short Course on The Power And History Niches</a>	21
<a href="#">The Latest Brainstorming Techniques You Must Know To Turn Routine Products and Services into Sales Profit Magnets</a>	24
<a href="#">Chapter 1 - Principle of Adaptation</a>	47
<a href="#">Chapter 2 - Principle of Addition</a>	59
<a href="#">Chapter 3 - Principle of Combination</a>	68
<a href="#">Chapter 4 - Principle of Customization</a>	
<a href="#">Chapter 5 - Principle of Ease and Convenience</a>	
<a href="#">Chapter 6 - Principle of Elimination</a>	100
<a href="#">Chapter 7 - Principle of Enlargement</a>	108
<a href="#">Chapter 8 - Principle of Entertainment</a>	118
<a href="#">Chapter 9 - Principle of Longevity</a>	124
<a href="#">Chapter 10-Principle of Portability</a>	133
<a href="#">Chapter 11-Principle of Reduction</a>	139
<a href="#">Chapter 12-Principle of Reversal</a>	147
<a href="#">Chapter 13-Principle of Safety</a>	155
<a href="#">Chapter 14-Principle of Speed</a>	162
<a href="#">Chapter 15-Principle of Yucky</a>	170
<a href="#">Conclusion</a>	172
<a href="#">Bonus Section + Niche Marketing Dictionary of Terms</a>	174

*We're Committed & Determined To Help You Succeed*

**We're Waiting To Answer Any Questions You May Have**

**Need Ideas or Help With a Technique? [Click Here!](#)**

## Introduction

**“A niche solves a special need others miss  
So take heed;  
To find needs others dismiss,  
Could make you wealthy, Remember this,  
A niche will help you succeed.”**

**Definition of a niche - An unmet, under-served, ignored, neglected, or overlooked need of a specific group of people. A competitive edge, focus or strength. A segment or part of a general market.**

**Recognizing and improving a product or service niche is a valuable and high demand business skill. And something you'll use for years to come.**

**History bulges with stories of average and even below average people who made a simple niche product or service improvement. As a result, they reaped huge financial rewards. Most discovered it by accident or chance.**

**But what if you had a road map, a set of step-by-step principles?**

**What if you had a way to copy those talented people?  
What if you could clone their skill for improving profitable  
niche products and services?**

**You're reading one of the first books to explain the process of  
improving a niche product, service or idea.**

**And one of the first to explain the steps in plain, non-technical  
language.**

# Why Should You Follow the Suggestions in This book?

**A niche can help to brand  
A customer's need or demand,  
But most important of all  
Whether big or small  
A niche follows a sound plan.**

You're about to get a valuable business skill that will continue to reward you for years to come. Plus, what to do after you find a niche.

Sure, there's tons of books, articles and software that show you how to find a niche market. But the question I get from most people is ... What do I do now?

The book you're reading now will answer that question in spades. This is one of the first books of its kind to show you what to do after you find a niche.

Most books give you suggestions on how to find a niche then leave you hanging in the wind. That's why this is the area where most people get stuck or bogged down.

Or they give you vague information like find an affiliate product (that hundreds or thousands of others are selling by the way) and advertise it.

**Caution:** It may have worked in the past. But the "old school" formula above is turning into a recipe for frustration and failure for more people. Don't let it be you.

Studying and mastering the principles in this book is an excellent investment in your future. It will also show you how to carve a niche in saturated markets.

You'll start seeing obvious niche opportunities others overlook, walk pass or ignore. It will help strengthen your "nichedar" and see niche opportunities others miss!

Remember, the mere fact that you now own a copy of "*Niche Creation and Improvement Secrets That Build Wealth*" means nothing if you don't use the information. Take action, however small, and you'll start seeing results.

Because it's not what you know - but what you do with what you know. That's the difference - and what makes the ideas in this book come alive for you!

That's why I provided the powerful examples and exercises at the end of each chapter. They help "you" bring the ideas on the pages to life!

Read them, use them and learn from them. They'll take you out of the passive reading mode into the *active learning mode* - where results happen.

*That's when the magic starts to happen!*

The result? You'll start absorbing the knowledge faster, instead of just reading idle words on a page.

You'll instantly feel how the knowledge in the book will seem more real after doing the exercises. Avoid the temptation to skip past or rush through them.

The powerful "*niche exercises*" display real-world examples of current and successful niche ideas, products and services. Don't let their simplicity fool you.

They'll inspire and help you use the principles in this book more effectively. They're the "secret sauce" that makes the principles work for you.

Take advantage of these benefits. For example, as you practice the exercises try and apply them to a specific product or service.

**Hint:** You'll soon discover many products and services contain more than one niche, a primary niche and a host of sub-niches (even micro-niches).

So, begin to challenge yourself. Can you find the niches? What principle is at work in that product or service? You'll soon spot it quicker than most people.

After reading this book you'll find yourself doing the steps in your sleep. The habit becomes automatic. Plus, you'll start getting more "Ah-Ha" moments!

Hint: When you read the book a second time - you're in for a pleasant surprise. You'll discover ideas you missed the first time. Plus, you'll discover more creative ways to use the ideas you discover to make money.

Practice writing down any new (niche idea) discoveries. Review your written ideas after you've finished reading the book.

You'll get a pleasant surprise on the amount of information you've learned in such a short amount of time. And the good news? The more you practice the exercises ... the quicker you'll spot niche idea improvements on the fly.

# What You're About To Discover

When you've finished reading this book you'll make this one glaring discovery.

You'll start to wonder why you can see niche ideas for improvement so easy and others can't. Be patient with them, they don't know this information, and you do!

That's how natural this new-found skill will come to you. Many people forget the knowledge they have after reading this information - that others don't have. More people will start seeking you for fresh ideas, maybe even paying you.

You'll find yourself seeing niche opportunities others (even seasoned marketers) skip by without barely a notice. And most important, you'll know what to do to turn those niche opportunities into money.

If that doesn't excite you check your pulse and see if you're still breathing!

Question? If you're an average person what's the best way to overcome a lack of money, experience, or special connections?

Answer: Learn better niche creation and improvement techniques.

Those are the skills every serious marketer must have going into the future.

The niche improvement secrets contained in this book will force anyone who uses them to do two things. They'll help you improve money making niche products and services. Plus, they'll help you see those hidden niche improvement opportunities others miss.

These powerful niche improvement techniques will help put you on a level playing field with your larger competitors. Because most won't know these techniques.

You'll discover it doesn't require you to re-invent the wheel, just find ways to improve on it. That's a lot easier, less risky ... and more profitable!

For example, did you know the following fact?

# Surprising Fact Most People Overlook

People have made more money from making improvements to an established business, product or service - than by inventing an original idea.

Take Japan for example. Japan has dominated car sales, electronics, steel, and a host of other industries they didn't invent.

That's the beauty of these niche improvement ideas and the valuable principles contained in these pages.

If you're not born with the gift of invention like a Thomas Edison, George Washington Carver or Alexander Graham Bell. So what!

You have the potential to earn a good income by simply improving on an established product, service or idea. Most of today's millionaires improve - not invent.

This book will show you how. But you have to supply the desire, energy & focus.

Question? If you're a small business what's the best way to compete with the multi-million dollar giants (The Goliaths) in your industry?

**Answer:** Knowing how to improve niche products, services and ideas. Plus, knowing how to spot the unmet, under-served or overlooked needs in the market.

Those are the key skills to have in today's over crowded, oversaturated, and competitive marketplace.

With the skill to improve routine products and services, you'll have the following advantage.

You'll have the stone and slingshot to compete with the Goliaths of your specific industry.

History reveals many of the following stories. Average people with limited skills, money, time, or education who stumbled on a niche improvement idea. And of course throngs of others wondering why they didn't see it themselves! After all, it was slap-your-forehead obvious ... after-the-fact, that is. But when you know better - you can do better! That's the goal of this course.

Until now, few if any niche marketing experts have written a book like this. Listing specific steps to train your brain to spot and improve niche products and services - almost at will. All based on a set of field tested principles.

**And of the few who may have tried, none have written them in so simple a manner as the book you now read.**

**50% of improving a unique niche comes down to simply having a strong desire to do it.**

**Because you've read this far you've passed the first test.**

**I hope to fan your desire to a crackling red hot flame when you've finished reading this book. With the confidence to take consistent action until goal is achieved.**

**On the other hand, I will also warn you of the many dangers and risks you could face if you choose to ignore developing this powerful skill.**

**People who refuse to learn and use this information risk the following dangers.**

**Financial losses as the marketplace grows more crowded and competitive by the day. You'll constantly face bigger and smarter competition than in the past.**

# **A Short Peak At Things To Come**

**The first four sections of the book focuses on motivating you to sharpen your niche creation and improvement skills. We'll also review brainstorming.**

**Pay close attention because this lays the important foundation for the rest of the books information. If you can brainstorm effectively, you can triple your ideas - almost instantly.**

**After I share my powerful brainstorming techniques, I'll devote the rest of the course to my 15 principles for creating and improving niche products and services.**

**Brain science experts have long proven, the average person only uses a fraction of their creative potential. Most people have a sleeping giant of creativity inside.**

**Using the 15 principles of niche creation and improvement acts like an alarm, waking up your creative potential. These techniques will help bring out more hidden talents.**

**You'll discover the more of the 15 niche creation and improvement principles applied to a product or service, the stronger the niche product or service. In addition, the better your chance for success. Your confidence will soar, because you'll have a solid plan to follow.**

**You'll soon enjoy the ability to do a quick check of any new products "niche" improvement potential. How? By simply checking it against the 15 principles in this book, like a math experts slide rule. No guessing, no speculation.**

**Avoid the temptation to prejudge the suggestions or exercises before you've tried them. They're based on years of research and testing.**

**The results will soon speak for themselves. You'll start getting so many ideas you won't have time to do them all. So, I'll show you how to organize them.**

**But I call that a good problem, don't you agree? Imagine having so many money-making ideas you can't use them all, it's about to happen to you.**

**Tomorrow's leading businesses, products, and services will overtake many of today's leading businesses, products, and services. How?**

**By simply making product and service improvements their competitors ignored, neglected or missed doing. Which group will you join?**

**By applying the secret techniques in this book you're preparing yourself to join the leading group of the future. Congratulations!**

**Are you in a business where hundreds or even thousands of other people sell a similar product or service? Then learning how to improve a product or service niche can put you head and shoulders above the crowd.**

**It's one of the secret advantages an underdog can have over the rest of the crowd. It can even help put you on a level playing field with larger and better financed competition. I've seen that happen more than once.**

**In days gone by people said, "If you build a better mousetrap (product or service), people will build a pathway to your door. But in today's competitive and crowded marketplace that saying no longer rings true.**

**Now the new saying goes like this ... "create and improve an unmet, underserved, or overlooked niche - and you'll create a pathway to bigger sales."**

**The time you spend learning and using the 15 principles contained in this book, displays your investment in your future. This investment will surpass any stock pick, mutual fund, or investment plan you can make.**

**After reading this book you'll no longer fear competition, you'll simply out-niche them (appeal to untapped market demand).**

## **The Unique Benefits Of This Book**

**A unique benefit of this book comes from the down-to-earth approach it takes to explaining the niche improvement principles.**

**Imagine having your own private “niche improvement” coach working with you. Like any good coach worth his or her salt, I’ll point out the short-cuts to take and the bone-jarring potholes to avoid.**

**I’ll serve you with simple steps, techniques, and exercises you can easily apply that will allow you to hit the ground running. No long learning curve here!**

**Best of all, the formulas, techniques, and exercises require no great investment of time, money or sacrifice to do. They only require your attention and a desire to succeed.**

**Although this book slants toward the small business owner, if you’re an employee this book will help you too. Why? Because all progressive companies have a need and often promote people that can suggest fresh ideas for improvement to company problems.**

**Companies who want to stay competitive demand niche improvement ideas. After reading this book you’ll have the juice to provide it to them.**

**Even if you’re a homemaker, you’ll discover most of the ideas that work for a small business will work for you too. After all, you’re running the most important business of all ... a family household.**

**If you’re a non-profit organization with limited funds, the principles in this book will help stretch the limited funds you have. Here’s the best way the information in this book can help you.**

**By showing you how to depend more on creative ideas or solutions - and less on people’s generosity, or lack of it.**

**So, don’t look at the information in this book as only applying to people who own or run a business. If do you could short change yourself.**

**Life itself is a business, where the expectation of improvement of some kind is a requirement to staying competitive and generating profits.**

**This book is jam-packed with “*I can use that Now*” information. It contains page after page of facts, ideas and secrets that will fling you ahead of your competition.**

**You're about to use powerful techniques that's easier to use than most household appliances. But each will encourage you with their effectiveness - as you take the time to master them.**

**Many books show you examples of niches, or how to find a niche - then leave you to fend for yourself. But this is one of the first books to show you how to improve a niche product or service step-by-step.**

**As you use and practice the principles you'll begin to see how they can help solve many of your everyday problems as well.**

**Note: Practice the powerful exercises located throughout the book. Why? Because the best way to absorb the techniques comes by taking immediate action on what you've just learned. This is a workbook, with an emphasis on work.**

**Next time you see a product or service do this. Try spotting the elements you feel made the product or service successful - based on the principles in this book.**

**By the end of the book you'll feel your skills starting to sprout wings, sharpen and build muscle. "Remember practice makes progress."**

## **Niche - isms To Live By ...**

- **“Niche Ideas Take Over ... Where Big Ideas Leave Off.”**
- **“Money Can Never Guarantee You A Great Niche Idea.  
But A Great Niche Idea Can Almost Always Guarantee You Money.”**
- **“A Profitable Niche Idea Depends More On You ...Than The Market You Pursue.”**
- **“Warning! If Your Niche Isn't Showing ... You're Not Growing.”**
- **“Look, Even Saturated Markets Make Room For The Person  
With A Good Niche Idea!**
- \* **Small Niche Ideas - Often Make Big Differences In Sales.”**
- **If You Don't Have A Strong Niche - Then You Have A Weak Business.**
- **“Remember the person who ignored the rules of niche marketing?  
... Neither does anyone else!”**
- **“The Money is in The Niche ... Not Just the List.”**
- **“Niches Are Like bathrooms; You Never Notice One Until You Need It”.**
- **“If You Can't Create Your Own Niche Ideas ...  
... Then You're Forced to Compete for the Leftovers of Those Who Can.**
- **“The Stronger Your Niche ... The Weaker Your Competition”.**
- **“It All Starts With The Right Niche Idea .. Get That Wrong and Nothing Else Matters!”**
- **“He (or She) Who Has The Strongest Niche ...Wins!”**
- **“Niche Ideas Fill the Holes Big Ideas Leave Behind.”**
- **“Every Problem - Is A Profitable Niche Idea Waiting To Be Discovered.”**
- **“The intelligent person is always open to new ideas, in fact they look  
for them.” - Proverbs 18:15**

**“If your sales are low  
The way to go  
In order to solve them,  
Just open your eyes  
And you’ll soon realize,  
You have a niche idea problem.”**

## **How To Get The Most Out Of This Book**

**To out-niche your competitors you must focus on the 15 "niche improvement principles". Next, find the ones you can best apply to your own business, product, or service and match them to market demand. I'll help you there.**

**You'll always find at least 1 or 2 principles you can use. That's the beauty of the "15 principles" of niche improvement you'll discover in this book. Your challenge? To find the best one for your specific situation.**

**Another secret you'll discover is if principle number 3, and 7 work today, two months later 8 and 12 could work also. That's why you should review the 15 principles often, or better yet commit the 15 principles to memory.**

**To make the 15 principles easier to memorize I've listed them in alphabetical order. I suggest you type or print the 15 principles on a sheet of paper or on 3 x 5 cards.**

**Hang them on your refrigerator door, your bathroom mirror, or on your desk at work. You can also carry them in your wallet or purse and look at them often. You can even create them as a background or wallpaper on your computer.**

**You'll soon find yourself reciting the 15 principles without hesitation, like second nature. See if you can wake up in the middle of the night and recite them all.**

**When you can practically recite them in your sleep, then you're ready to start learning how to create or improve niche products and services.**

**After you've learned the 15 "niche creation and improvement" principles you may find yourself favoring certain ones, especially at the beginning.**

**That's fine, however, it's to your long-term advantage to master all 15 principles as soon as possible.**

**Here's why. Imagine if a mechanic could only use a screwdriver. That**

would limit the number of repairs he could do. Right?

So, the more of the 15 principles you can master, the more niche improvement opportunities you can profit from.

You want the ability to use all your tools, or in this case the 15 principles, in your toolbox.

The 15 principles you'll read about later comes from over 7 years of intense research. It's one of the most intense studies you'll find on the subject of niche improvement written in easy to understand language.

Fact: Over 99% of all successful products, services and businesses contain one or more of the 15 principles in this book.

The good news? You have all 15 in your hot little hands now. Use them wisely.

## **You'll get the most out of this book by ...**

**Step 1.** Reading the book at least 3 times and writing down your ideas.

**Step 2.** Taking action and building up your skills by reviewing the examples and applying the Niche Creation and Improvement Principles to them.

**Step 3.** Making out a "Niche Creation or Improvement" plan of action. I'll give you tips on how to do this later in the book.

**Step 4.** Being Persistent. As the saying goes, "If you're not willing to persist, it's not a goal ... but just a wish."

**Moral:**"Don't quit until you master each principle or you're short-changing yourself ...

**...BIG TIME!!**

## What This Book Will Do For You

### *I. Show You How To Eliminate Direct Competition*

In this fast-paced, competition-saturated market place. If you're a small business, you often lack the finances, experience or manpower of your larger competitors.

Reading this book, and applying the principles will help level the playing field faster.

The *competition slashing* ideas in this book will show you how to use your small-ness to your advantage. You'll see how size does matter and how to use your smallness as a weapon!

For example, you can act quicker while your larger competitors must hold meetings, submit reports or get approvals from the home office first.

### II. How To Catch Up With The Competition

Want to know one of the fastest ways to level the playing field with larger competitors? It comes through using the *competition catching* niche ideas in this book.

For example, having a system to improve a product or service niche can put you on level ground with many larger competitors.

But you still have other powerful bullets in your chamber.

For example, you'll discover specific ways to apply all 15 niche principles to your business, product or service. No guessing, wondering or additional research needed.

If you don't have incredible wealth, special connections or mind boggling talents. Big deal! Here's the next best thing. Having a system and the skills to improve niche products and services.

You'll discover the best way I know of to catch up to the competition, especially if you're new.

Plus, you'll soon discover having a new niche improvement idea can open many doors that have previously slammed in your face.

### ***III. How To Keep Up With The Competition***

These days keeping up with the competition can prove challenging, especially if they have more resources.

So, if you plan on staying in business longer than 6 months, you must have a steady flow of niche ideas to help you compete.

This book will show you time tested secrets for getting a steady flow of *competition busting* niche ideas.

### ***IV. Show You How To Stay Ahead Of The Competition***

***Staying ahead of the competition always carries a major challenge. Why? Because they see a glowing target on your back, ready to gun you down and take your place. When you're in front - everyone's gunning for you. Right?***

***The experienced rival, the new upstart, the worthy challenger. They all yearn to knock you off the ladder ... or at least down a step or two.***

***Do you need a system to give you a steady flow of competition busting niche ideas? Yes. That one step can mean the difference between staying ahead of the competition or falling behind them.***

Your fence of protection and confidence comes from having a steady flow of niche ideas to choose from. And have them available at any given time.

## **What This Book Is - What This Book Is Not**

**You're reading a book designed to help you improve money-generating niche product and service ideas and solutions.**

**To my knowledge your reading one of the first books of its kind in history. Explaining in detail, how anyone can turn a routine product or service into a high demand niche product or service. Or a good product into a great product.**

**In every culture, society rewards the person who knows how to add value. Right?**

**The person or business who can improve, add usefulness and convenience. Yes, they receive the cream of our societies financial rewards now. Most people can't do it.**

**Our schools teach us how to think logically and critically. But they spend the least amount of time teaching us how to think creatively. You can fill that need.**

**That's why having the skill to create or improve niche products and services is a valuable asset to any growing business.**

**You name the industry or business, and I'll show you people in it who crave fresh niche creation and improvement ideas. Plus, they stand ready to pay top dollar to the people who can provide effective niche ideas to them.**

**Product lines constantly grow, blend and copy each other more and more. A simple, unique niche idea is often the only edge one product or service has over the other 10 or 15 similar ones.**

**Do you happen to be lucky enough to enjoy a business, product or service with no competition yet? Then you should know if it's slightly successful you'll soon have 20 copycats before you can say "competition."**

**That's why you'll need the valuable niche creation and improvement ideas in this book now more than ever. Don't wait to learn them later or it could be too late! \_\_\_\_\_**

**This book avoids all the technical jargon of most other books on niche marketing and releasing your creativity.**

**Notice I said, "release" your creativity, not give you creativity. ? Trust me, you have all the creativity you'll ever need now. All you need to do is learn how to release it. This book will show you how in many different ways.**

**You'll learn dozens and dozens of ways that poke, spark, and stimulate you**

**to release your God-given creativity. But it's you who have to take action.**

**After you start seeing the results you'll need less prodding, stimulating, and sparking. But you'll still have to start by acting on the powerful ideas in this book.**

**It's shocking at how few books explain the subject of niche improvement. Why? Because a niche is what all successful businesses, products and services have in common-without exception. They go together like wet and water.**

**The book you now read is simple to understand, but effective in getting the results you're looking for. Result? A niche product or service that makes money. Most products are just one idea away from increased profits.**

# **A Short Course On The History And Importance Of Niches And How They Create Wealth**

## **Frequently Asked Questions**

### **What is a niche?**

**A niche is a specialty. A niche fills an unmet, neglected, ignored customer need. Niches are at the heart of every successful industry, business, product, or service. A niche is also a part of a broader market.**

**Niche marketing is the opposite of mass (general) marketing. It targets specific people with specialized needs within a market.**

**Niche marketing is also another name for specialization. This is where the action (err-money is). Doctors know it, the highest paid Doctors have a niche or specialty.**

**Attorneys know it, the highest paid have a niche or specialty, and successful small businesses know it. Niches are in ... and they're here to stay.**

**Having a niche is one's ability to provide a product or service that fills a specific unmet or under-served customer need.**

**The earlier you create or improve a niche before others in your market, the stronger the niche position you'll enjoy.**

### **Why are niches so important?**

**They help create profits in competitive markets, businesses and industries. If there is no more room for you in a saturated market a good niche product or service will "make" room for you. You constantly see it.**

**The ability to create and improve a niche product or service is the quickest way to swift sales, increased profits or financial success.**

**Having a niche levels the playing field for the little guy or gal. You can create or improve an existing niche working out of your bedroom, kitchen or garage. (No office tower needed.)**

**The highest paying skills come from people who focus on a specialized (niche) segment of their industry - rather than the mass (general) market.**

**Invest time thinking of ways to make it more *convenient* for your**

customers, by creating a niche to solve a problem. The result? You'll make it more *inconvenient* for your competitors to compete with you.

Remember, prospective customers exist that you or your competitors have never seen. The first one to offer a niche product or service that solves a problem for them will win their business and often loyalty.

Increased sales and customers wait for the person or business who can create or improve the next niche product or service.

More people crave for products and services made only for them (See Principle of Customization). The person or business who is first to cater to these specific niches will win this new and growing breed of customer.

Focusing on what new, specific niche you can fill or improve on could put you ahead of your competition. Yes, even if they're bigger and more established. I'll show you fast, under-the-radar ways you can do it before they know what hit them.

#### **Here's a Quick Way To Recognize A Niche Opportunity Most People Miss?**

A quick way to find a niche is to listen to people's problems, complaints, and irritations. These are what I call "Opportunity Doors" you can focus on to create niche improvements you can fill and then - use to fill your bank account.

You can grow bigger by focusing on smaller (specialized) segments of a market. This is niche marketing at it's finest. Take the bow and arrow approach, not the shotgun. Here's my crowd beater technique.

Improving a product or service niche doesn't always require huge elaborate cost. But it does require focused attention to your customers spoken and unspoken needs, problems, and complaints.

A good question to ask yourself is "what can I do that my competitors won't do?" Asking this question will keep your "NicheDar" alert and fine-tuned. Your "NicheDar" never sleeps, you just have to keep it tuned up to make it work for you.

Your competitors (the savvy ones) constantly look for ways to steal your customers. They often do it by appealing to the special needs you're not filling. Now's your chance to turn the tables on them for a change. The ideas, tips and tactics in this book will help you with that problem.

**Important Tip:** Get in the habit of seeking customer problems, complaints and issues about your product or service. These complaints and problems are golden

**seeds of opportunity for improving profit making niche products or services.**

**Potential niche improvements sit everywhere for the taking. It often takes a customer complaint to bring a possible niche to our attention. Prepare yourself to receive them by applying the principles you'll discover later in this book.**

**Being “niche improvement minded” is low risk. Trying to invent or create carries the most risk. The keyword is “improve.” Improvement in all fields of endeavor earns the most, including the industry you're in.**

# ***Laying The Foundation To Improve High Demand Niche Products And Services***

## **Brainstorming**

**“Brainstorming brings new ideas  
From different points of view,  
It makes solutions clear  
And shows you what to do.”**

**Chapter Goal: How to train your brain to improve profitable niche products and services.**

**Advertising executive Alex F. Osborne first coined the word “brainstorming” in the early 1940’s.**

**Since then millions of ideas, products, services and solutions to problems have been improved using this powerful technique.**

**Every institution from Fortune 500 companies to Universities, and Government agencies have used the principle of brainstorming.**

**They’ve used it to create everything from ad slogans and medical breakthroughs - to how to get your child to eat more peas.**

**Fact: For every product in your home or office, chances are a person or group of people brainstormed about it.**

**They brainstormed on how best to create, market, sell, manufacture, advertise, or distribute it. This is how powerful brainstorming is.**

**Brainstorming has produced and helped improve countless ideas for scores of people, agencies and businesses.**

**Corporate executives, military generals and government leaders use it for one reason, it works!**

**Brainstorming can benefit anyone. You don’t have to be a C.E.O or Army general.**

**You can gain from brainstorming if you’re a single mother, janitor, student or unemployed.**

**Yes, you can use the principles of brainstorming for the largest project or the smallest task.**

**You can use it to plan a million dollar ad campaign, or use it to plan what you'll have for dinner tonight. Use it to plan a trip around the world, or a trip to the store. Use it to get your child to college, or get your child to eat more spinach.**

**There's nothing too large or small that brainstorming can't help.**

**We use it in this book to help you improve more potent niche ideas. You'll learn to use it to help give your business, product, service or yourself more value.**

**In short, I'll provide the 15 principles to improving a high demand product or service niche and you'll brainstorm ways to apply it. You can apply it to your specific business, product, service, job, project, or problem.**

**You didn't buy a book, you bought solutions, answers, short-cuts and action plans.**

**That's what I kept in mind when researching and writing this book, to fill it with solutions. The kind of solutions to help you improve profitable niche products and services.**

**I urge you to read and review this section on brainstorming often. It's important to follow the steps to the letter. Don't try to re-invent the wheel.**

**It's time the average person benefits from the technique of brainstorming.**

**The rich, powerful, and creative thinkers of every society have done it for years. Now it's your turn. So, I offer it to you hear, if you fail to take advantage of this valuable tool, shame on you.**

**By practicing these steps, you'll amaze yourself at the ideas and solutions your fabulous brain gives you. Now we'll study the 4 phases of brainstorming. They are ...**

- 1. The No Bad Ideas Phase.**
- 2. The Evaluation Phase.**
- 3. The Action Phase,**
- 4. The Results Phase.**

## **1. The No Bad Ideas Phase**

**In brainstorming we have one rule and that rule says ...**

**“There Are No Bad Ideas!”**

**That statement is so vital I'll repeat it. And this time I want you to say it out loud with feeling.**

**... In brainstorming “There Are No Bad Ideas!”**

**Remember: Brainstorming is only the first step in the idea, solution, niche improvement phase ... not the last.**

**So, we have plenty of time to figure out whether an idea is logical, do-able or makes sense at a later time.**

**Brainstorming sessions should stay loose, free-wheeling and fun.**

**Let your imagination go. The more looney ideas you can come up with the better your chances of coming up with good ones later.**

**Caution: If you find yourself taking the time to judge an idea. For example, when you're trying to figure out if an idea makes sense, you're no longer brainstorming - you're evaluating.**

**Trying to evaluate an idea too soon is like stepping on the brakes to your creativity. Evaluating at this stage can slow down and even stop the creative process like nothing else will. This is one of the hardest challenges for logical people to get.**

**Judging ideas too soon still stands as the number one mistake most people make when brainstorming.**

**Judging new ideas too fast at the beginning stages defeats the purpose of brainstorming. It's like trying to stand on a plant before it has a chance to develop into a tree. The result? You kill it before it has a chance to develop.**

**So, treat each new idea like a newborn baby - gently. See how they'll develop by giving them a chance. I'll show you what to do with them later.**

**Your first goal is to come up with as many ideas (good, bad or zany) as possible.**

**Cultivating the creative atmosphere of brainstorming helps attract ideas and solutions like nothing else can. Getting and maintaining the right**

atmosphere sets the stage for getting powerful breakthrough ideas.

Now lets discuss the 7 steps for effective brainstorming sessions.

### **"7 Steps For Effective Brainstorming Sessions"**

**1. You can do a brainstorming session with one person or one hundred people. The rules stay the same.**

**Here's the only requirement. The participants should know or ... know about the problem, business, product, or subject of the brainstorming session.**

**2. Don't use critical thinking. Critical or judgmental thinking slows down or kills the creative process at this stage. This step is often the hardest to control.**

**Having a critic or allowing criticism to seep in at the start steals your time, energy and focus off creative thinking. Why? Because as hard as you may try, you can only think one thought at a time.**

**When you're creating you can't judge and when you judge you can't create. Sad but true.**

**3. Keep the session light, loose and free spirited. Humor helps oil the wheels of our creativity.**

**We release a large portion of our creativity through our humor. A sense of playfulness in a brainstorming session helps to quiet our inner critic.**

**I describe the inner critic as that part of us that wants to judge or evaluate new ideas before the right time.**

**4. I have a powerful idea for you. Watch a good comedy or stand up comic before a brainstorming session.**

**You could also start by reading or telling a few well-chosen jokes to help lighten up the atmosphere. Even if the jokes come off a bit corny and result in a chorus of oohs, hisses, and ughs, so what?**

**Because even the corn ball joke would still have fulfilled its purpose. And what's that you ask?**

**To loosen up the atmosphere as well as everyone's creativity.**

**5. Make sure you have a pencil and paper to write down any and all ideas.**

Or if you're in a group, designate someone to write down the ideas.

**6. Make sure to set a minimum length of time or amount of ideas you want to get out of each brainstorming session. Why? Because setting a goal helps everyone to focus, it also helps everyone avoid wandering minds.**

**7. Write down the problem, the goal or the subject at the top of the piece of paper or marker board.**

For example, "Ways To Attract More Customers".

Next, number each idea you or the group comes up with. Write down every idea, the good, the bad, and even the ugly.

Remember the goal. To get as many ideas written down as possible, we'll evaluate and judge each idea later.

That's the 7 tips for effective brainstorming sessions. Follow them and watch the ideas and solutions flow. Again make sure you avoid criticism, judgment or editing at this early stage.

The leader of the brainstorming session should encourage everyone to offer ideas, even the zany, wild, and looney ones. And stay alert to stop critical thinking.

Remember, most of the products and services we depend on now were thought of as wild, zany, and looney at first. You know things like the microwave oven, television, and light bulbs. So, don't be too quick to judge.

Like anything else in life, the more you practice brainstorming the better you'll get. In addition, the better you get, the better ideas you'll come up with in the end.

The brainstorming concept takes advantage of the "thinking by association" process that everyone is born with.

Simply put, one idea leads to another related idea. When this happens and the ideas flow, each idea will tend to inspire more ideas.

Musicians call it "being in the groove." Comedians call it "being on a roll" and athletes call it "being in the zone."

Whatever you call it, this is where brainstorming is at its best.

Always remember, there are no bad ideas. Because even the so-called zany

ideas will often lead you down the road to the break-through ideas.

Yes, thousands of products and services came from zany, crazy and looney beginnings.

So, if others consider your ideas zany, crazy or looney, you're in good company. Why? Because some of the greatest innovators and creative people of our time had them.

## **2. The Evaluation Phase**

I call the next phase of our brainstorming session the evaluation phase. Here is where you change to a different mind-set.

Here you will change from the free-wheeling, zany, anything goes mind-set to a more evaluating mind-set.

In this phase you'll unchain your critical side. You'll now release it on the ideas you came up with in phase 1.

You can now use your knowledge and experience. Here you'll choose the most do-able ideas, and eliminate the unrealistic ones.

Next, you'll file the ones away that's not workable now but could be in the future.

Everyone who had input at the brainstorming session should have a chance to plead their case here, if they desire.

The people who elect to keep the idea or discard it should all have a say.

Often this phase can turn the most heated. Sometimes the people who came up with ideas hate seeing them scratched off as un-doable.

Although this phase of evaluation is more serious than the 1st phase, it should still be kept as light and fun as possible.

The evaluation phase is the most natural for all the participants. Everyone's a critic, and it's easy for critics to see why something can't be done.

It's easy for critics to see why something won't work. And it's always easy for critics to remember who failed at doing it in the past.

**I urge you to be careful and not allow this phase to come down to a critics corner. Why? Because it's not only draining, but non-productive, especially when it comes to brainstorming. So, focus on solutions, not problems during this phase.**

**In the evaluation phase, you're looking for the ideas that are the most do-able in the following ways ...**

- 1. Financially (Do we have enough money).**
- 2. Personnel-wise (Do we have enough qualified people to do it).**
- 3. Equipment-wise (Do we have the right equipment).**
- 4. Customer-wise (Do we have enough customer demand).**
- 5. Goal-wise (Do they harmonize with our goals).**

**Considered all 5 goals as a minimum when judging the most do-able ideas.**

**Next, rank them in priority with the most do-able as number 1, the next do-able number 2, etc.**

**You should also consider ways to salvage ideas you find unworkable right now -but they could be in the future.**

**For example, can you make changes to an idea to make it workable? If so, file it away.**

**Some of those ideas could be profitable in the future. So, have a plan for storing those types of ideas for future consideration.**

**Let's review our results so far.**

**You've picked out your most do-able ideas, check. You've filed away the ideas that may not be do-able now - but may be in the future, check.**

**Now, the rest of the ideas should be thrown in the trash right? Wrong!**

**You should take one last look at the zany, wild, and looney ideas you have leftover. Can you make any of the ideas you have left fit into the future considerations category? What if you ...**

- 1. Toned it down?**
- 2. Added something?**
- 3. Combined it with something?**

After applying the above questions, you may find an idea or two that you can move into the future considerations category.

With a few changes, it may even allow you to move it into the do-able category. If not, you may throw them out.

So, now you can toss the rest of the crazy, zany, and wild ideas you have left at this stage away.

But throw them away with a sense of respect and dignity. Why? Because in most cases it took these crazy, zany, and wild ideas to get to the profitable ideas.

Now are you starting to see why I said in phase #1, “*there are no bad ideas?*”

Remember, all ideas are good when we’re brainstorming - even the wild, zany, and kooky ones. Because they add to the creative mood. This in turn gives birth to the cutting edge niche ideas we all profit from.

Now, lets take the do-able ideas from this phase and add them to the next phase of the brainstorming process. The real fun is about to begin. If you’re ready - lets go.

### 3. The Action Phase

Now that you’ve gone through the *no bad ideas phase*, the *evaluation phase*, and chose the most do-able idea(s). You are now ready for the next phase. This phase is what I call the *action phase*.

In the action phase you put your idea(s) on the test track, so-to-speak. But before you do, we must perform a few preliminary steps.

We can compare the action phase to flying an airplane and you’re the pilot. Before the flight starts every pilot goes through a series of safety checks.

So, before you put your ideas into action, you too should go through a series of safety checks.

There are 5 preliminary checks to consider before starting the action phase, they are ...

1. Do you have the finances?

2. Do you have enough qualified people?
3. Do you have the proper equipment or supplies?
4. Do you have the proper knowledge, skills, or experience? Or can you hire it?
5. Do you have the time to properly do it?

Now, let's go over the 5 preliminary checks in more detail. Starting with ...

## I

### ... Do I Have The Finances?

**“Don't begin until you count the cost.”**

**- Luke 14:28 (LVB)**

The above statement was written over 2,000 year ago, and it's just as true today.

Make sure you have enough money budgeted to test your new idea. If not, wait until you do.

After you evaluate the cost to test your idea, and find it's over your budget. Perhaps you shouldn't put this in your top priority category.

Maybe you should move it to your future consideration category. Then go back to your list and choose the next idea that's more do-able, even if it's smaller than you wanted.

There's nothing wrong with starting small. If you follow the ideas in this book you won't be small for long.

## II

### Do You Have Enough Qualified People?

If you think you may not have enough people to test your idea, can you get more if needed?

If you find you don't have enough people to carry out your idea, move it back to the future considerations category. You should then choose another idea that you can do with the amount of people you have now.

## III

### Do You Have Enough Equipment And Supplies?

**You should consider the following questions, and get the answers before beginning. What equipment and/or supplies do you need to test the new idea? And do you have enough?**

**If you don't have enough equipment, can you rent or borrow them? Can you get more if you need to? How long will it take? How many sources of supply provide the necessary items in case one source dries up?**

**Another point to remember concerning supplies and equipment is to beware of over-ordering.**

**You should purchase modestly. Remember, you're testing. If the idea doesn't work out you don't want to be stuck with a storeroom full of widgets.**

**But on the other hand, if the idea proves successful you don't want to lose those important sales.**

**You don't want to run out of supplies and have to wait for a delivery. So, try to find a happy medium between the two extremes.**

#### **IV**

#### **Do You Have The Knowledge, Skills Or Experience?**

**The next step is do you have the knowledge, skill or experience to carry out the new idea?**

**This doesn't necessarily mean you personally, it can also mean hiring someone with the knowledge, skill, or experience. Or can you get someone to teach you.**

**Many of the ideas you have will be so new, there may not be any prior knowledge to draw from. So, you may have to draw from your own knowledge and research.**

**Remember, even new ideas like the telephone, airplane, and light bulb had prior facts the creators used. Use any prior facts you have for your new ideas too.**

**So, consider the knowledge, skill, and experience factor. If this doesn't check out, do you have enough time to learn?**

**If not, perhaps you should place the idea into the future considerations category. And choose another idea that fits the standard mentioned before.**

**But if your idea fits the standard above, you're ready to go to the next and final check.**

## **V**

### **Do I Have The Time To Properly Do It**

**This is sometimes the easiest and at other times the hardest obstacle to overcome.**

**If you're like most people today you're already juggling 20 different balls. Your plate is already full when it comes to time. Am I right?**

**So, you'll have to decide if the new idea is worth your investment in time to properly test it.**

**Of course you should consider the fact that if you're too busy to think of new ideas maybe you're too busy. And your business or job could suffer ... in time.**

**Many businesses who thought they were too busy to try new ideas to improve their business is ... no longer in business today.**

**It's funny how the people and businesses that "make" time to try new ideas are quietly replacing the ones who didn't have the time. So beware not to fall into this trap!**

**You should do these 5 preliminary checks before starting the action phase. Doing them at the start will save you time, money, and frustration.**

**Just like a ships captain, who goes through preliminary checks before starting a voyage, you should do the same. It will save you a boat load of problems.**

**You're the captain of your business, product or career ship. Right? That's why you should also do the preliminary checks mentioned above. They'll help you avoid getting ship wrecked, going off-course, or being stuck up a creek without a paddle. O.k that's the end of the boat references, I promise.**

**Now that you've done your checklist, and all systems are go, you can now test your idea on the real world test track.**

**This is the final judge and the only way to tell if an idea is good, bad, or needs adjusting.**

**Your idea may look good on paper and the experts may even love it. But**

until you test it in the real world you'll never know how good or bad it is.

The unpredictable human factor (emotions) always invades the buying decision of people. So, start testing your idea slowly but fully.

Give your new idea the proper amount of attention and time to succeed. After you've tested it you're now ready to go to the next step. "The results phase."

### **3. The Results Phase**

Now that you've started testing your idea, it's time to come to the all-important "Results Phase!" (applause ... applause ... applause!)

This is where we look at the results, good or bad. This is also where we learn the most. For example, did it work? Or why didn't it work?

Other questions we should ask is can we make adjustments? If so, where?

Also, what do your customers think and feel? You should ask these questions verbally or in writing with surveys or through suggestion boxes, etc.

Remember, your customer sits as your final judge. Just like in a courtroom you'll have a powerful advantage if you know what the judge (customer) thinks.

You have 5 key points to consider when evaluating the results of your niche improvement ideas ...

1. Did it surpass your expectations?
2. Did it meet your expectations?
3. Did it pass your minimum expectations, did it pay for itself?
4. Did it fall below your expectations?
5. Did it fall way below your expectations?

Let's discuss the above points in more detail, to give you a better understanding.

#### **1. Did it surpass your expectations?**

**Anything that surpasses our expectations always comes as a pleasant surprise.**

**If you're fortunate to discover after all your planning and efforts, the results surpassed your expectations, congratulations! Now you must decide how you want to follow-up. For example ...**

**A. Do you want to expand your marketing, advertising, or promotions?**

**B. Can you adapt the new niche idea to other areas of your business, product, or service?**

**C. Do you want to keep things the same for now and avoid expanding on your new idea?**

**Beware: If your new niche idea continues working beyond your expectations, it may have already attracted the attention of your competitors.**

**This may force you to expand on your idea or risk losing potential customers and market share.**

## **2. Did It Meet Your Expectations?**

**If the results of your evaluation met your expectations, congratulations. You took the time to create and develop your niche, something very few people have the knowledge, nerve or guts to do.**

**But you're not finished yet. Now you have a few decisions to make, just like in the previous step.**

**But these are the fun steps that come with success. Ask the following questions after evaluating your results ...**

**1. Are there any adjustments I can make to improve my results even more?**

**2. Do I want to expand on my idea (i.e my marketing or advertising)?**

**3. Can I adapt my idea to other areas of my business, product, or service?**

**4. Do I want to avoid expanding or adapting my new niche idea and just stay at my initial level for now? If yes, why?**

**Remember, any success you have will not only attract customers, but competitors too.**

**Are you in a highly competitive market? Do you have a new niche idea that's working successfully?**

**Then you can bet your competitors will work major overtime to find ways to duplicate your successful niche ideas. That's another reason to have an ongoing program for creating new niche ideas, like the ideas in this book provide.**

### **3. Did It Pass Your Minimum Expectations?**

**Did your niche idea pass your minimum expectations? If it did, then that's a positive sign you're headed in the right direction. It should have at least paid for itself.**

**But if you're ambitious, which you are, or you wouldn't be reading this now, you may want to consider this next point.**

**You'll want to examine any adjustments you need to make to improve your niche idea.**

**Some areas to focus on to improve your results are ...**

- A. Marketing.**
- B. Customer Feedback.**
- C. Word-Of-Mouth Advertising.**

**Let's look at these key points a little closer:**

#### **A. Marketing**

**In what ways can you market your new niche idea more effectively to your target customers, and improve your results?**

**If it's within your budget, using a consultant can add great value. Plus, it can help you avoid the pot holes many people fall into at this stage.**

**Or simply going online or to your library and reading through the marketing section can give you ideas on improving your niche marketing plan.**

**An average product with a good marketing plan will always outsell a great product with a bad marketing plan.**

**If people don't know how your product or service will help them solve their problem they won't buy. A good marketing plan will help to overcome this obstacle.**

## **B. Customer Feedback**

**Another area to focus on to improve your results comes from seeking more customer feedback.**

**Your customers sit as the final judge in determining whether your niche idea will succeed or fail.**

**Here's the good news, your customers can also be your best consultants. They can offer you insights the best Harvard MBA's could never give you. Trust me.**

**Many times by simply asking your customers, what they like and dislike can save you hundreds or even thousands of dollars.**

**Your customers will also feel closer and have more interest if you ask for their advice. This leads us to our next key principle.**

## **C. Word-Of-Mouth Advertising**

**The best form of advertising is not the slick T.V commercials, or the sports star endorsed ad. The best form is still and always will be word-of-mouth advertising - from people you know, like or trust.**

**In fact, the best those million dollar a minute commercials and - million viewed viral videos can do is start people talking about it. That's word-of-mouth.**

**Word-of-mouth gets people to recommend your business, product, or service to their friends and family. It goes beyond just talking about it.**

**People tend to trust what other people say about a product or service far more than they do an ad. Right?**

**So, anything you can do to generate word-of-mouth advertising will result in one of the best investments you can make.**

**In fact, finding ways to generate more word-of-mouth advertisement would be a great brainstorming topic.**

**Here's a few suggestions you can use to generate word-of-mouth advertising. But don't limit yourself to these ideas alone. Use these to spark ideas.**

Take time to brainstorm an ongoing supply of ideas, but feel free to use the following ideas to get started.

1. Give away free samples.
2. Offer a free trial.
3. Offer discounts on certain days of the week or month.
4. Offer a free demonstration.
5. Hold a sweepstakes contest or special drawing.
6. Pay customers a finders fee for referrals.
7. Provide incentives for your customers to return by offering discount coupons, frequent "buyer" discounts and other incentives.

Remember, it's not enough to just do the above suggestions. But you must do the above suggestions and *tell* lots of people what you're doing. This helps spark word-of-mouth advertising.

Incentives are good, they can get people to try your product. But to get them to recommend your product or service to others you must have the following:

### **The 3 Commandments of Generating Word of Mouth Advertising**

1. Offer a quality product or service that performs beyond expectations!
2. Give fanatical customer service!  
- and -
3. Ask a fair price that suggest value to the customer.

#### **4. Did It Fall Below Your Expectations?**

If the new niche idea fell below your expectations, here's the areas you should check to improve your results. The last thing you should consider is immediately dumping the idea, a rookie mistake many people make.

First, take time to consider the following adjustments and try again. After all, you came up with a niche idea by giving it your valuable time and effort.

Don't you think you've invested too much to just give up with one or two attempts? Of course you have!

Think adjustments! Those who make the best adjustments in life win.

Even if the results of your niche idea fell below your expectations, you know it has potential. Why? Because you took the time to follow the checklist in the previous pages. Right?

Here's some further areas you should focus on. For example ...

#### **A. Marketing**

- 1. Are you sure you were marketing to the right target customers?**
- 2. Did you market your new idea "enough" to your target customers?**
- 3. Did you take the time to get feedback from your target customers?**
- 4. Did you make the necessary adjustments according to that feedback?**

#### **B. Time**

- 1. Did you give your niche idea enough time to work?**

According to extensive market research, it takes 6 to 7 times for a person to be exposed to a new idea before they'll accept it.

Many times a new idea is expected to be an instant success. This is an idea that makes for good sales letters and Hollywood movie scripts, but it's not reality in most cases.

It would surprise you to discover that most Fortune 500 companies first results were far below expectations. For example, companies like Ford, Honda, McDonalds, Edison Electric, Microsoft, Apple and a host of others.

So, if your niche idea fell below expectations - you're in some impressive company. Wouldn't you agree? So, don't despair. Make adjustments like they did.

At this stage, the important thing to ask yourself is "can I make the necessary adjustments to make my niche idea succeed?" Yes you can ... keep reading.

### **The Huge Power of a Small Adjustment**

Making a small adjustment can make a huge difference. So, consider that before you toss a niche idea in the trash, it may be a treasure. The trick is knowing which and where you need to make the adjustments ... and how much? This book will help you.

Consider what a championship football coach does whose team falls below expectations. The first actions they take is to look where they can make adjustments.

But after close examination, what if you still can't see any adjustments you can make? Then read the next section and follow the suggestions.

## **5. Did It Fall Way Below Your Expectations?**

**Most successful businesses, products, or services you see today have been in this category.**

**For example, take Thomas Edison, who failed 10,000 times before seeing the light.**

**Another example comes from the Wright brothers who crashed for years before their first successful flight, which lasted a whopping 16 seconds.**

**Yes, if your niche idea didn't work the first time you're in elite company.**

**However, all is not lost. "Easy for you to say Roy", may be your reply. But it's true. Now that you've gone through the brainstorming process step-by-step, it can only get easier and better with time.**

**Another important thing you want to remember before you decide to toss the idea is, "what did I learn?"**

**It's been said we learn more from our failures than we do from our successes. So, don't let this learning opportunity escape you without milking it for all it's worth.**

**After all, you had the courage to try a new idea. That makes you unique, so you earned the right to benefit. One of the main benefits is to avoid making the same mistakes over and over again.**

**If the results of your niche improvement idea fell well below your expectations, one of the reasons listed next could be the cause:**

- 1. Your expectations may be too high.**
- 2. You didn't get enough customer feedback.**
- 3. You didn't take enough time to know your target market.**

**To get the most out of this learning experience, the following suggestions should be asked and answered on paper.**

**Note: If you find yourself resisting to answer one of the questions, take it as a potential blind spot. Taking the time to answer each question will help move you forward and help you avoid repeating mistakes.**

- 1. What area could I have done better in?**
- 2. What will I do better next time?**

3. What will I avoid doing the next time?
4. What will I concentrate more on?
5. What will I do more of?
6. What will I do less of?
7. Who will I consult with first?
8. What did I underestimate?
9. What did I overestimate?
10. How can I avoid making the same mistakes again?
11. How can I make better use of my strengths?
12. How can I better compensate for my shortcomings?

### **Ability To Fail Constructively**

**Contrary to popular belief, one trait all successful people have is the ability to fail constructively. That sounds like a profound statement at first glance. But if you take a closer look, you'll find it's true.**

**The successful athlete, salesperson, parent, or successful anything fails the same or more than anyone. So, what's the difference?**

**Simple, the successful people learn from their mistakes ... better! Yes, they learn from their mistakes and setbacks, and improve with their next attempts. And that's why they eventually achieve success.**

**The failures in business or in life seldom learn from their mistakes or setbacks. The result? The failures repeat those mistakes over and over.**

**Because everyone makes mistake at one time or another, it's vital to know how to face failures constructively. You must learn to harness mistakes and use them for your benefit, instead of allowing them to control you.**

**A popular saying among football coaches goes like this, "the team that makes the fewest mistakes will win."**

**Because they know during the course of the game both teams will make many mistakes. But the team that makes the least mistakes (i.e. fumbles, missed passes or tackles) will win.**

**The people that make the least amount of mistakes win, they win at business, at life and at creating successful niche ideas as well.**

**With the ability to fail constructively, (learn from your mistakes) you'll soon**

**stand among the fortunate few. Yes, you'll possess that rare “knack” for always landing on your feet.**

**A part of achieving success often comes through failure; it comes with the territory. The trick comes from not repeating the same mistakes.**

**As mentioned earlier, Thomas Edison failed over 10,000 times before he discovered the light bulb.**

**People often asked him why he never give up after a staggering 10,000 failures? He always replied, I'm closer to success, because now I know 10,000 ways that won't work!”**

**Thomas Edison had the ability to fail constructively and the whole world continues to benefit, centuries later. Yes, generations all over the world continues to benefit because Thomas Edison had the ability to fail constructively. Can you?**

**You may not be a Thomas Edison, but you can still benefit from this powerful principle. Like Edison, you can use failure as a stepping stone instead of an obstacle.**

### **The Power of Persistence (When failure is not an option)**

**“If you're not willing to persist, it's not a goal - but only a wish!”  
- Primm**

**If you're not willing to persist at improving a niche idea, you're not really serious about succeeding. You're just gambling with a new idea or wishing with fingers crossed.**

**If you're really committed to succeeding and your first attempts at creating a niche idea falls short, do this. Start the process over again until you succeed.**

**Make sure you follow the previous outline step-by-step. Don't try to cheat, cut corners, or skip steps. Be a strong finisher. Stop trying to “jimmy” the lock and use the ideas, tips and techniques in these pages with persistence.**

**If you were baking a cake, do you think skipping a minor step like adding sugar, flour or eggs would be important? Of course it would!**

**So, resist the temptation to skip steps. Because that one step you decide to skip over could be the *key* to your success or failure.**

**So, what should you do if your first attempts didn't work or fell below your**

**expectations? Dust yourself off and get back in the saddle by reviewing this chapter again *and taking action*.**

**Yes, to persist makes progress in everything, including improving niche ideas, products, and services.**

**Never quitting easy is a vital trait for improving profitable niche ideas. In a persistent attitude lies the secret that carries a person to their goals when all else fails.**

**The more you face obstacles and setbacks with persistence, the easier it'll be to persist and the harder it will be to quit. Not quitting easy is the trait of all winners.**

**Losers find it easy to quit and hard to persist. Which category do you fall in?**

**The timeless verse below says it all regarding the importance of persistence.**

#### **Press On**

**Nothing in the world can take the place of persistence.  
Talent will not; nothing is more common than unsuccessful talent.  
Genius will not; unrewarded genius is almost a proverb.  
Education will not; the world is full of educated derelicts.  
Persistence and determination alone are omnipotent.**

**- Calvin Coolidge**

#### **The Foundation Has Been Laid**

**Now the foundation has been laid. Now you can get maximum benefit from the powerful principles that follow. Hopefully, you didn't get impatient and skip past the first part of this book.**

**The ability to use the power of brainstorming is the "rocket fuel" that makes the 15 Principles of Niche Improvement so potent.**

**If you're still not sure what brainstorming is, or how to use it. I urge you to review this chapter again until you do. You'll need to master it if you want to get the most out of this book. The time you spend will repay you 100 fold.**

**Now the rest of the book will focus on the “15 Principles of Niche Creation and Improvement.”**

**If you’ll study successful businesses, products, services or people you’ll notice at least one or more of the principles at work.**

**So, please don’t take these “15 Principles of Niche Creation and Improvement” lightly. They’re packed with the power to get you to your goals.**

**Start with one, and after you feel comfortable learn the next one until you’ve mastered them all.**

**The more you learn the better you’ll notice niche improvement opportunities surrounding you each day.**

**Millions of niches have been found, created and improved upon. Despite that fact, there are millions more to be found, created and improved upon. You now have a solid roadmap. But like any roadmap it can only do so much. It's when you add the action, determination and creativity, magic happens.**

**You’ll find the journey revealing, stimulating, and most of all rewarding.**

**It’s the custom of most books to congratulate the reader at the end or last chapter. But I want to congratulate you right now. Here's why.**

**You’re about to take a major "out-of-the box" step in your development. You’re about to grow a new set of eyes that will help you see things most people can't .**

**This book is like no other book you’ve ever read. You’ll never be the same after mastering the 15 principles contained in these pages.**

**You’ll start to see things you never saw before, notice things you never noticed before and reap the benefits. If that's not exciting enough, there's more.**

**Sentence after sentence you’ll start to discover new ways of looking at the routine and the common with fresh eyes.**

**Stop telling yourself that you never have any good ideas or that you aren’t creative. Now you have the mental toolbox for creating and improving niche products, services, ideas and solutions. Don't take it lightly.**

**With every passing word you’ll begin to feel your confidence growing. Allow the facts, ideas, and exercises in this book to prove themselves to you. Why? Because they and the results they bring, will speak for themselves.**

**Begin now to see the world again as you did when you were a child. How? With fresh eyes, a clean mental slate and an adventurous attitude.**

**A key question to ask as you read this book is “*how can I use this information to my advantage today?*” This would be a good question to ask with each turn of the page.**

**Remember this is not a novel, think of it as a workbook, a niche idea road map, a tool box for niche ideas.**

**Resist the temptation to rush through it, savor every word, thought and fact. Trust me, it will pay enormous dividends in the long run, if you take time to absorb the techniques. Sip it like a fine French wine.**

**If you want to have a toe curling experience make a commitment to master all 15 niche improvement principles.**

**I recommend taking a 5-minute break from reading every 30 minutes to give the ideas a chance to soak in. Studies show we remember better when we take short breaks.**

**Before you start each reading/study session clear your mind by taking a few slow, deep breaths. This helps to keep your brain alert (the brain loves oxygen). So if you're ready lets get started.**

# Chapter 1

## Principle Of Adaptation

**"Taking the best from a different situation  
That's called adaptation  
It requires creativity  
And increases productivity  
Resulting in your financial elevation."**

**Your Goal: What successful benefits can I adapt from another business, product or service - to make mine better for my target customers?**

**Adaptation stands as one of the most widely used principles for improving a niche product or service.**

**Here's the best way to describe the principle of adaptation.**

**It's looking at what another successful business, product, or service is doing. Next, it's finding a way to adapt it to your business, product or service.**

**For example, Henry Ford did it when he adapted the assembly line concept to make the model T Ford.**

**The fast food industry did it when they adapted the assembly line concept from the automobile industry.**

**And the oil industry did it when they adapted the self-service convenience store concept from the 7-Eleven type outlets.**

**Because of this principle, it's getting harder and harder to tell where an original idea came from.**

**If an idea works in one business or industry, the next step is for a business in another industry to see if they can adapt it. This can give any business a decisive advantage over their competition if they're the first to make it work.**

**The main question to ask before applying the principle of adaptation is "*will feature A work with my feature B?*" Will the feature or activity you're trying to adapt work in your business or industry?**

**Microsoft did it when they adapted the windows point and click concept**

from Apple Computer.

Show me a successful business and I'll show you a business that has adapted some aspect of what they do from other places.

You can find endless examples of products and services that use the principle of adaptation. In fact, a fun exercise you can play is to see how many ads you can find that apply adaptation to their product or service.

By the end of this book you'll have the ability to watch a 30 second T.V commercial and pick out what niche principle they're emphasizing. You'll discover 99% of the time it's one of the 15 principles in this book.

You'll do the same with radio and print ads too, within seconds. Do you think having the skill to do this would give you an edge over someone who couldn't do this ... You bet it would!

For example, I saw an ad pushing the virtues of time-released deodorant. I can name at least 10 products that use the time-release concept in their products.

For example, time-release cold medicine, pain capsules, vitamins, insect killers, plant food, and more. See a sample list later in this chapter. This principle is a powerful tool for improving niche products and services.

Notice how many products were mentioned in the short list above. Notice how many different industries adapted the time-release idea to their product.

The pharmacy industry, the hair care industry, the garden industry, the chemical industry all from that one idea.

And I can guarantee you the first companies in their industry to adapt the idea carved a strong niche position. That simple action placed many at or near the top of their industry.

Are you starting to see the potential value of learning how to adapt a successful idea? Are you starting to see how you can adapt a successful idea from another business, product, or industry?

If you can it could make the difference between success or failure. It could fling you ahead of your competition almost overnight.

When you apply the principle of adaptation, like all the other principles in

**this book, you're doing the following:**

**You're using the natural process of how your brain works. No stress required.**

**That's why anyone can do this; it doesn't require a college degree, or even a high school diploma.**

**All that's needed is your attention, along with a pen and paper to write down the ideas your brain spits out.**

**The principle of adaptation is used in thousands of products and services today.**

**For example, Velcro is used as a fastener for clothing and shoes. It's also used to hold down items in case of earthquakes, in caps, sports uniforms and the list goes on.**

**Manufacturers have adapted Velcro into hundreds of different products. This is not a commercial for Velcro. But this demonstrates how the principle of adaptation is being used all around us.**

### **Example Of The Principle Of Adaptation**

**A simple "why didn't I think of that" type product came from the 3M company. You know that sticky substance they place on the back of those yellow notepads?**

**Since their invention, there have been dozens of ways to use these two products alone. They're used in the home as well as the office.**

**The company that makes baking soda is one more example of how the principle of adaptation is used.**

**They're dozens of books on the market such as "101 Uses For Baking Soda," and the like. These books show the many uses for baking soda, everything from deodorizer and toothpaste to drain cleaner.**

**Maybe you can't adapt your product or service to as many uses as Velcro or Baking Soda. Don't worry. If you can adapt your product to 1 or 2 other uses or markets, guess what? That alone could be the difference between success or failure.**

**The principle of adaptation isn't re-inventing the wheel, it's simply finding more uses for the wheel. And the other uses can mean a valuable niche**

that can set your product or service apart and ahead of your competition.

A two-prong approach comes through seeing how you can adapt your business, product, or service to other markets. You can also look to see how you can adapt other markets to your business, product, or service.

### Examples Of The Principle Of Adaptation

1. The basketball team that adapts ballet techniques to improve footwork.
2. The power drill adapted to be used as a screwdriver or paint mixer.
3. The drive-thru concept used in everything from banking to wedding chapels.
4. The sowing thimble adapted by carpenters to protect fingers when hammering.
5. Computer simulator adapted to sports, law enforcement, and pilot training.
6. Bank ATM adapted to stores, gas stations, amusement parks and other places.
7. Auto shock absorbers adapted to baby strollers.
8. Fire science knowledge adapted to baby clothes.
9. The many uses of Velcro fasteners.
10. Computer industry adapts leasing concept from the auto industry.
11. Stores adapt credit card concepts from the banking industry.
12. Veterinarians adapt health insurance for pets from the insurance industry.
13. Puppy carrier adapted from human baby carrier.
14. Dog seatbelt adapted from human seatbelt.
15. Vitamins for dogs and cats.
16. Wedding gown industry adapting Rent-A-Tux concept.
17. Ballet dancers who practice boxing techniques for endurance.
18. Gospel choir who adapts long distance running for voice improvement.

These are a few examples of the principle of adaptation. In the coming days you may find yourself noticing more examples of this principle.

What's the one thing that jumps out at you concerning the above examples? Can you guess the one thing they all have in common?

They were all successful.

Here's a vital tip: Always look for things that are successful before you attempt to adapt them to your business, product, or service.

**Always keep your eyes and ears open for successful products, ideas, and concepts. No problem, they're easy to find, right?**

**You never know where a valuable idea may come from that you can adapt to your business, product, or service.**

**An idea that could be the difference between success or failure could come from an entirely different business or industry.**

**A quick and easy game you can play is to read and watch ads on T.V, radio and magazines that apply the principle of adaptation. Now that you've read this you'll notice them more - naturally.**

**Notice how car companies use rock songs to sell cars or tire companies use sexy actresses to sell tires. All the successful ads reveal at least one of the principles you'll learn in this guide book.**

### **How To Apply The Principle Of Adaptation In Your Business, Product Or Service.**

**You can apply the "Principle of Adaptation" to your business, product or service by doing the following steps:**

- 1. By Emphasizing Free Trial or Special Guarantee!**
- 2. By Emphasizing More Value!**
- 3. By Emphasizing More Service!**

**Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.**

#### **1. Emphasize Free Trial or Special Guarantee!**

**Whenever you apply the principle of adaptation to your business, product or service, here's a quick tip.**

**It's a good idea to offer a free trial or special guarantee. You do this because many of your customers may be hesitant to try or buy your new adaptation.**

**So, giving them a free trial will work to persuade them to try what you've adapted.**

**Another reason to emphasize the free trial or special guarantee is so you can test if what you've adapted will work. This is the ultimate test.**

**Let's stop here and do a quick review:**

**Step 1 - is to find a successful idea being used by another business.**

**Step 2 - is to adapt the idea to your own business, product, or service.**

**Step 3 - the final test is seeing if your customers like it.**

**The main question to ask yourself regarding the principle of adaptation will always be, if it worked for them, will it work for me?"**

**To get the answer to this question you must get the final opinion from the ultimate judge, your target customers.**

**Yes, after you've done your research, brainstorming, and other strategies your customers will have the final say.**

**Resist going all out with an adaptation without first testing it on a small scale.**

**Don't let your excitement overcome your common sense. The principle of adaptation is one area you should proceed with slowly and with caution.**

**I don't want to scare you away from using the principle of adaptation, just caution you to test it first. Testing is the habit of intelligent marketers.**

**With the time it takes to do a small test, the results can be huge and far reaching. Most successful businesses, products and services you see today apply the principle of adaptation. But few, if any, talk about it in detail.**

**You'd be hard pressed to find a business, product or service that hasn't applied the principle of adaptation. No matter how unique the business, product, or service. Most have used the principle of adaptation in some shape or form. Why do they do it, because it works.**

**Most of the time if you know your product or service thoroughly (and you should), here's another secret. Your intuition will tell you if you can adapt an idea successfully or not. Here's a quick way.**

**Take the time to test your new idea on a small scale. A small test will help to either confirm what you already know or protect you from what you don't know. Either way you win. This simple tip can save you tons of money and time.**

## **2. Emphasize More Value!**

**Adding more value to your product or service is another plus your customers will welcome and find hard to pass up.**

**Work to find ways to add more value to your product or service.**

**Here's a few examples to spark your creative imagination.**

**For instance, make it more affordable, allow monthly payments, offer low or no down payment.**

**You can also offer customized services, consultation or other little extras. (We'll discuss these in more detail in upcoming chapters).**

**You should seek ideas that will add more value to your product or service everywhere. You should seek them from other businesses or even other industries.**

**Remember, you're doing this with a mind to “adapt” them to your business, product or service. Taking these simple actions will help add value.**

**You should always work at finding ways to increase the value of your product or service for your customers.**

**Whether your product is a stick of gum or a 747 Jet, always work to add more value to it. Doing this will help you find niche opportunities others miss.**

**If you'll walk through the average toy store you can see little 4, 5, and 6 year old children looking at toys and judging value. How? They hold, bounce, squeeze and roll it. Am I right?**

**Why do they do this? That's the way they judge value.**

**Think about it, little babies judge value without having to go to a seminar, read a book, or take a class. We all do it naturally almost from birth. And we tend to judge value automatically, often without thinking about it.**

**People are always on the look out for more value. It's your duty as an entrepreneur to help bring more value to your target market. This guide book gives you scores of ideas, tips and examples from cover to cover.**

**The purpose of using the principle of adaptation is to add value to your product or service. Remembering that point does wonders in helping you**

apply the principle of adaptation to your business, product or service.

### **3. Emphasize Better Service!**

If you can give better service, you can justify getting referrals, repeat customers or even a price increase.

Better customer service will often save you when all else fails. I've seen it cover dozens of mistakes. Customer service is the shock absorber of business.

Whatever product or service you offer, always look for ways to provide better service than your competition.

One of the best ways to get better customer service ideas is to study other businesses and industries.

What successful customer service ideas can you adapt to your own business? Look for it like a hungry dog looking for a bone and you'll find it.

That's the question to ask yourself everyday, it will pay big dividends.

You can start giving better customer service instantly. You don't have to wait months to start improving customer service. For example, it doesn't take government approval or a major bank loan to do it.

What does giving better customer service require? It requires desire, commitment and the right attitude. Nothing to buy, no risk.

Today you find more people buying customer service as well as the product that comes with it. In fact, you can hear people starting to ask more questions about customer service issues than the actual product.

You can find a growing number of people getting serious about getting better customer service. In fact, most will walk if they don't get it, even if they desperately needed the product. I know I have, many times.

Products and services continue to grow more alike in both price and quality. That's why customer service can make the difference apparent.

You're starting to see more and more "look and sound alike" products and services. So, service will often stand as the deciding factor in more purchases.

The world seems cluttered with more me-too products and services. In fact, the number of different product brands made by the same company would

shock you. So, the only niche most products have is the service that comes with it.

## **The Service Edge**

These days mountains of products appear the same in quality and price, especially to the general public.

Often the only difference comes through the quality of service they offer.

Yes, customer service often stands as the deciding factor in many customers mind on who to purchase from.

Question! Where does your business, product or service stand in the customer service department?

Have you asked your customers their thoughts and opinions lately?

Never forget this fact: One of the strongest niches a business can have often comes through giving better customer service than your competition.

If you fail to keep improving your customer service, your business will suffer. Why? Because your customers will fail to buy from you.

Always working to improve customer service can be your biggest edge over your competitors. It can also be your biggest nightmare if you neglect it.

Other than your product, giving outstanding customer service stands as one of the best ways for your customers to remember you. Fanatical customer service is the best way to stimulate your repeat business and referrals.

Many businesses who neglected to improve their customer service was soon replaced by new ones that *out-customer serviced* them. People want to spend their money where they feel valued (don't you?). Good customer service is the best way to tell people you value them.

If I haven't convinced you to make it a priority to give better and better customer service yet, think about this.

Try to imagine for a minute companies that have been in business the longest. Whether it's a multi-national corporation or a small mom and pop business in your local neighborhood.

Most likely they not only provide good products they also provide excellent

**customer service. At least better than their competition.**

**The companies who neglect improving customer service will eventually be replaced by others who do. The customer will do it as soon as they're presented with a better choice. Your job is to make sure they never have one.**

**In fact, this remains a quick and easy way to snatch customers from your competitors. Just find the ones who neglect improving customer service.**

**You'll soon develop the habit of spotting them like a shark smelling blood in the water. These days it's a sure sign of weakness for any business, big or small, to neglect fanatical customer service.**

**Many businesses find themselves busy thinking about sales goals, cost control, purchasing, dealing with employee issues and other concerns. It's easy to place customer service down the priority list if you're not careful.**

**Many can slip and forget about giving customer service top priority. You see it everyday, from the largest companies to the smallest.**

**Being fanatical about customer service can pay great dividends, especially if you're in a highly competitive market. That small crack in your competitors armor can work to your advantage, no matter how big they are.**

**Notice how your competitors handle, miss-handle, or don't handle customer service. Many have been labeled customer "No Service" by consumers.**

**If you're small you can actually use your smallness to your advantage. How? By giving more personalized customer service than most of your larger competitors.**

**Because their BIGNESS can cause them to overlook a lot of the small (but important) things.**

**For example, imagine the huge numbers of customers they process each day. Your larger competitors don't have the time to give the personalized service you can when you're small. So, if you're smaller you have a big edge, when you know how to use it.**

**We'll discuss this in more detail in the upcoming chapters. You'll learn how to give more customized and personalized service your bigger competitors only wish they could give. It's David and Goliath, again! Same result.**

**Use this powerful tip and never feel bad about being a small business again.**

Small is good when you know how to use it - like I'm about to show you in coming pages.

## **Exercises For Improving Your Ability To Apply The Principle of Adaptation.**

The following exercises will help you apply the principle of adaptation more effectively to your business, product or service.

- 1. Everyday for the next 7 days brainstorm at least 3 things you can do to apply the principle of adaptation to your business, product or service.**
- 2. Get a notebook, place the date at the top of the page. Then start with number 1 (meaning idea number 1), then 2, 3 on down the page.**
- 3. You may notice that some days you'll rattle off the 3 ideas with ease and other days may require a little more thought to get the 3 ideas.**

But if you persist for the 7 days, you'll find your ability to apply the principle of adaptation improving.

- 4. Make sure you keep your journal organized. Why? Because you'll find yourself referring back to it over the next few months, or even years for inspiration.**
- 5. Remember, as you do this exercise don't over analyze or judge your ideas too soon (See chapter on Brainstorming). You'll come up with the workable ideas soon enough, don't get ahead of yourself. Evaluate on day 8.**

Right now just focus on doing the exercises each day and getting your 3 ideas on paper. Don't judge your ideas too harshly, that's your biggest challenge.

- 6. Here's another tip. Try and do this exercise the same time each day and preferably the same place each day.**

For example, if you're a morning person like me, do this exercise when you first wake up - while you're fresh.

Or if you need a little more time to warm up before your brain peaks. For instance, you're an afternoon person, do it then. Whatever time or place works best for you. The most important thing? Just do it.

- 7. An easy way to get started on this exercise is to look for examples of the principle of adaptation. How? By looking in magazine ads. Plus, T.V and**

**radio commercials.**

**Make it a fun exercise. And remember as you do it you're training your brain to apply the principle of adaptation.**

**So, instead of dreading the commercials or blankly staring at them, exercise your brain with the principles in this book.**

**8. Another good exercise is to take 5 minutes and line up 3 products on a table. You can choose the products from your bathroom, kitchen or from your bedroom.**

**After you've lined them up in front of you try to apply the principle of adaptation to each product. With an imaginary target customer in mind.**

**The above examples are a small sample of items you could use to practice with. You could use anything in your house, office or car.**

**The most important point is to work at eventually applying this exercise to aspects and areas of your own business, product or service.**

## Chapter 2

# The Principle Of Addition

**“Adding benefits will keep you on top,  
It keeps your business hot;  
You won't regret,  
The good ideas you'll get  
And the ways it makes your competition stop.”**

**Your Goal: What positive benefits can I add to make my business, product, or service more valuable for my target market?**

The words *more, extra, enriched, thicker, richer, stronger* and other similar words are small examples of the principle of addition.

Most successful products and services use this principle to improve products and services. It's also the most widely used and the easiest to apply.

For instance, walk with me down the aisle of your local supermarket and see the principle of addition in action. It's reflected on the packages, boxes, bags, and bottles of cereals, drinks, soaps, and other products.

So, can you add anything to your product or service to instantly give it more value to your target customers? Of course you can if you keep reading this chapter.

Think about it, just a simple addition to your product or service can quickly separate you from the herd. A simple addition can help you attract more customers and keep your competitors from stealing your old ones.

The principle of addition can range from something as simple as adding a small service that cost little or nothing. Or it can range to a major investment such as retooling a factory.

In between these two extremes is the niche you can fill with your product or service.

Yes, the principle of addition works. It's so simple I wonder why more ambitious people neglect creating or improving niche products or services using it.

You'd have to look hard to find anything that can't be added to, increased,

**made thicker, bigger, stronger, or more appealing in some way.**

**By applying the principle of addition you'll make your product or service more attractive to a larger segment of people.**

**Your assignment? To find ways to apply the principle of addition to your specific business, product, or service. If you keep reading this book I'll show you how.**

**Today people respond to product and services with added benefits and extra features. In fact, many products have used this principle alone to create a whole product line or even industry.**

**For example, could you imagine buying a breakfast cereal that wasn't fortified with something?**

**Could you imagine going through a whole year without hearing a car ad or commercial bragging about having a more powerful engine? Zoom, zoom!**

**Or a Beer company offering a better tasting or satisfying beer. An insurance company offering better protection. Or a TV offering a sharper picture? The examples are endless.**

**Virtually every product or service tries to add something to keep up with the more demanding consumer. If you don't, the competition will leave you behind. So, read this chapter with care.**

**Can you find ways to add something extra that your competitors don't have? Then you could attract a whole new market of customers. You can also solidify the loyalty of your established customers.**

**Here's a key question to ask yourself. "Would my customers like my product or service more if I added \_\_\_\_\_ (Brainstorm possible ideas to fill in the blank)?"**

**Just taking the time to ask the above question will work wonders for your business, product, or service. It will help to give you another special niche.**

**People always like to have "more" of what benefits them. Don't you?**

**Notice the products and services that have stood the test of time. You'll find the principle of addition in use.**

**New products are added to their lines, new features, new ingredients, new uses, new benefits, services, even new locations.**

The principle of addition gives a business, product or service a sense of growth. It's harder for a customer to get tired or bored with a business, product or service that appears to always continue adding benefits. As a customer you tend to think "what will they come up with next?"

Like all 15 principles in this book, the principle of addition doesn't require huge amounts of time or money to start seeing the benefits.

All it requires is your focused attention and following the simple suggestions in each chapter. Don't make it complicated.

Using the principle of addition is vital in getting new customers, referrals, and repeat customers. It also helps you avoid the curse of *rut thinking*.

So, what's the danger of rut thinking? It makes you more vulnerable to competition. It's risky not to stay open to new ideas, especially if you're in a highly competitive market.

You can use the principle of addition as well as other principles in this book to help protect your business from direct competition.

You can also use them as a tool to make yourself a better competitor. From now on if you ever notice your competitors failing to use the principles in this book properly - or at all, do this. See that as your opportunity to out-*niche* them (attract their customers).

This book assumes you know your target customer inside and out. You know their habits, likes, dislikes, problems, desires, obstacles, income, and goals, etc.

So, the only thing to do is read and do the time tested ideas in this book, and enjoy the benefits.

You can use the principle of addition to protect and gain. Meaning you can use it to protect your customers from the competition. You can also use it to gain more customers from your competition.

This tactic represents the double-barrel power of the 15 principles of niche creation and improvement found throughout this book.

Here's an additional tip. When applying the principle of addition, always start slow and test your new ideas with your customers. They'll tell you if your new idea is good or bad, if you'll just observe and seek customer feedback. You'll at least know if you're going in the right direction.

## **Examples Of The Principle Of Addition**

- 1. The Laundry detergent with extra cleaning agents or whiteners.**
- 2. The Gasoline with extra cleaning agents (drive your engine clean).**
- 3. The hamburger that's extra thick.**
- 4. The television with extra large screen or sharper picture.**
- 5. Stereo with extra bass sound or sound quality.**
- 6. Cookies with extra frosting in the middle.**
- 7. Auto seats with heating and cooling element added.**
- 8. Television with Internet Connection.**
- 9. Lawn fertilizer with added weed killer.**
- 10. Carpet with added stain resisters (Scotchgard).**
- 11. Toothpaste with extra whitening agents added.**
- 12. Chair with messaging vibrator added.**
- 13. Tires with pressure indicator added.**
- 14. Refrigerator with water dispenser added.**
- 15. Stove voice activation added.**
- 16. Hand mirror with lighting element added.**
- 17. Syrup with butter added.**
- 18. Catsup with mustard added.**
- 19. Cell phone with GPS added.**
- 20. Wristwatch with chiming alarm added.**
- 21. Shoes with arch supports added.**
- 22. Note pad with sticky backing added.**
- 23. Mattress with heating element added.**
- 24. Pen with gel-grip added (for comfort).**
- 25. Razor with moistening strip added.**

**Notice how you can renew each product by simply adding a new feature or benefit. Products who've stood the test of time do it, like Gillette, Arm & Hammer, and Lux.**

**Most of the products mentioned above have been around for years, and in some cases over a hundred years or more. But by simply adding a new feature or benefit they continue to stand the test of time.**

**What can you add to your product or service to keep it vital and useful? Are you brainstorming for ideas each day? More customers and money await you if you do.**

## **How To Apply The Principle Of Addition To Your Business, Product Or Service.**

**You can start applying the principle of addition by doing the following steps:**

- 1. Emphasize More Choices!**
- 2. Emphasize More Value!**

**Now let's examine the above steps in more detail.**

### **1. Emphasize More Choices!**

**People love more choices, more selection, and more variety (why do you think people love Costco and Walmart so much?)**

**After you've sold your customers on your product or service, What's the next logical step? To add more choices, options, selections or suggestions that relate to their previous choice.**

**For example, does it come in another color? A smaller size? A larger size? With fancier options? Can I get it on CD or DVD? How many ways can I pay for it? Etc.**

**The above examples represent some of the most well known customer upsell request.**

**You can emphasize more choices in many ways for your business, product or service. And you can do it even if you only offer one product or service.**

**For example ...**

- 1. You can offer a variety of payment plans, i.e. Visa, MasterCard, American Express, ATM, Check by Phone, Pay Online, 30 days same as cash, etc.**
- 2. You can offer choices of discounts. For instance, by 5 get 1 FREE. Or give an extra service for those who purchase extra. Or give a special deal to those who commit to a long term contract. Bottom line, the more choices you offer the more chances for a sale.**
- 3. You can offer the largest selection of \_\_\_\_\_ in town, in the city, the county, the state, the nation, or the world.**

**Try to have the largest or the largest selection of something if possible. Use your imagination. Just saying you have the largest selection of something is an automatic attention getter. Just make sure it's true before saying it.**

**One of the best ways to improve a niche product or service is to give extra. Extra service, extra attention, extra incentives.**

**Try to find something extra you can mention, or provide to your customers to give them that feeling of more choices.**

**How can you give your customers more choices, even if you offer only one product or service? Partner with another business.**

**Many of the smallest but most successful companies do this all the time. It's a way of seeming bigger without the hassles of being big.**

**You see computer companies partnering with online service providers, supermarkets partnering with banks, and even dog grooming services partnering with pet stores. The list grows by the day.**

**Like any good relationship, the only caution here is making sure you both compliment each other.**

**Use this powerful information to spark your imagination and add more choices for your customers.**

**Don't limit yourself, brainstorm ways you can emphasize more choices for your customers.**

## **2. Emphasize More Value!**

**When you're applying the principle of addition, the first thing that should come to your customers mind is MORE VALUE!**

**If it doesn't you've missed the mark. Because that's the foundation of what the principle of addition is ... the "addition of perceived value" in the minds of your customers.**

**Applying the principle of addition instills an added sense of value in the mind of your customers. Whether you're offering your product or service to a savvy corporate buyer or to 5 year olds.**

**The principle of addition is based on the fact that people love to get the most for their money.**

In physics, it's said "for every action there is an equal and opposite reaction."

But with the principle of addition it can be said, "for every *principle of addition* action" applied - there can be 3 or 4 reactions. How's that for efficiency?

Imagine getting multiple positive reactions from just one action. You now have that kind of powerful information before your eyes. The trick is to start using it.

As you find and develop more product or service benefits, be sure to emphasize *how* this has added benefits for your customers. Mention it in your marketing, ads, promotions and sales letters, videos.

While some of the additions you insert will seem obvious to you, don't assume everyone will get it the first time.

For example, 'show' your customers how they'll benefit - don't just tell.

- Buy 10 and Save 25% (A \$17 savings)!
- Order Now and Avoid the Price Increase!
- Buy One \_\_\_\_\_ Now and get an Extra \_\_\_\_\_ (valued at \$\_\_\_)!

Showing the dollar value or savings of the extra incentive makes it easy for your customers to see the value at a glance.

Here's another way to promote the principle of addition. Emphasize more value by offering your customers a Free Trial - or Free Sample of the new addition.

Let them try it, taste it, play it, play with it, read it, or sit on it, first.

After they try it for awhile they'll see the added value, or they won't see it. In any case you'll know, and that alone means valuable information to you.

## **Exercises For Improving Your Ability To Apply The Principle Of Addition.**

**The following exercises will help you apply the principle of addition more effectively to your own business, product or service.**

- 1. Everyday for the next 7 days brainstorm at least 3 things you can do to apply the principle of addition to your business, product or service.**
- 2. Get a notebook and place the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. You may notice that some days you'll quickly rattle off the 3 ideas with ease.**

**And other days may require a little more thought to get the 3 ideas. But if you persist for the 7 days you'll discover the following results.**

**You're ability to apply the principle of addition to your business, product, or service will greatly improve.**

- 4. Make sure you keep your journal organized. Why? Because you'll want to refer back to it over the next few months, or even years for inspiration and motivation.**
- 5. Remember, as you do this exercise don't make the mistake of analyzing, criticizing, or judging your ideas too soon. Evaluate on day 8.**

**The purpose is to practice the principle of addition. You'll start coming up with more and more workable solutions the more you practice.**

- 6. Another tip is to try and do this exercise at the same time and preferably at the same place each day. For example, if you're a morning person like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, then you're an afternoon person. Do it then.**

**Whatever time or place is most comfortable or convenient for you, the most important thing is to do it!**

- 7. An easy way to get started on this exercise is to look for examples of the principle of addition in magazine ads, T.V commercials and radio ads.**

**This can be a fun exercise and at the same time you're training your brain to apply the principle of addition.**

**8. Another good exercise is to line up 3 products on a table. You can choose the products from your bathroom, kitchen or from your bedroom.**

**Take 5 Minutes and line up the 3 products on a table in front of you and try to apply the principle of addition to each one. With an imaginary target customer in mind.**

**For example, I lined up a can of deodorizer. I imagined adding a pleasant food scent such as pizza, roast beef, chocolate, peanuts, or buttered popcorn. I imagine my target customer is a free spirit, adventurous, college student.**

**The above example is a small sample of items you could use to practice with. You could use anything in your house, office or car - even your child's toys.**

**After you've done this exercise for the 7 days work toward applying this exercise to your own business, product or service.**

## Chapter 3

### Principle Of Combination

**“Combining benefits together  
Is a trait of a strong go-getter,  
When you combine the best  
You'll find success  
And make your niche improvements better.”**

**Your Goal: What benefits can I combine from another successful business, product, or service to make my business, product or service better for my target customers?**

The principle of combination has helped to create thousands of niche products and services each year.

At the time of this writing, the principle of combination is being used in record numbers. So much so that a phrase has been coined, it's called “merger mania.”

This phrase reflects the companies that are combining forces to fill new market niches.

Oil companies are combining with fast food companies, banks are combining with supermarkets, even gourmet coffee shops are combining with bookstores. I doubt if even George Orwell could have envisioned this.

The depths of corporate combining or mergers that continue to develop boggles the mind and imagination.

There seems to be no limit. Why? Because the principle of combination is unlimited.

And best of all, like the huge multi-national companies, you can benefit from this principle - even if you work out of your bedroom.

Yes, you can use this same principle to create a powerful niche for your business, product or service.

It doesn't mean you have to merge your business, product or service with

another. But you could merge an idea, technique or benefit/feature from another business, product or service.

And how to you do this? I'm glad you asked!

Step 1. Find and observe a successful business or industry.

Step 2. Ask this simple question. "*What positive benefits can I combine from a successful product, service or business to make mine better?*"

Try saying this question 3 times to yourself right now before reading any further, I'll wait for you ... tick, tick, tick!

If you took the time to repeat that powerful phrase (you did do it didn't you?) you discovered one unique secret.

As you repeated that statement it became easier to say, and as a result it will soon become easier to do.

By asking yourself this powerful question you are literally grabbing the handles of your brain. You're helping it to give you ideas to improve your business, product, or service.

I strongly urge you to write, type, or print the above question and place it where you can see it everyday as a reminder. Stop reading and do it now, then return.

What if by doing this one simple act (and you must admit it is simple, no slide ruler needed) you get one idea? What if that idea put more green stuff in your pocket (no not grass clippings - dollars silly), would you see it as a good investment of your time?

So, let's review the enormous cost of doing this powerful exercise:

1. Paper cost (1 page) ..... 1 cent.
2. One Pencil ..... 5 cent.
3. One Brain ..... FREE!

---

.06 cents      Total Cost!

Now I repeat again, for all the skeptics and lazy people.

Based on the numbers above, if you can get one idea that puts more money in your pocket in relation to your investment of 6 cents. Do you think the above exercise would be worth doing or at least trying for 30 days?

**Note: For those who still don't agree with the above numbers please consult your financial consultant for further explanation.**

**So, what positive benefits can I combine from this product or service to make my product or service better? Yes, simply asking that question everyday will produce more niche improvement ideas for your business, product or service than you can use. And that's what I call a good problem.**

**Do you realize many companies pay hundreds, even thousands of dollars to people for creating the same quality of ideas you'll soon create?**

**Now you'll soon create, develop and improve niche ideas and keep the hundreds or thousands of dollars in your own pocket.**

**Just walking down the average supermarket aisle will give you a treasure chest of examples of the principle of combining.**

**Food manufacturers are creating and maintaining their market niches by combining new flavors with established flavors.**

**They're combining new forms of marketing and promotions, and new forms of distribution. And as a result their raking in huge profits. Wal-Mart and Costco are two prime examples.**

**Are you starting to see how your business, product, or service can benefit more by applying the principle of combination?**

**Are you starting to observe how other businesses are using this principle to create and improve their market niches?**

**The more you observe the principle of combination the more ideas you'll discover.**

**Remember, this principle doesn't require a college degree, a \$5,000 seminar, or even digging through huge stacks of thick books. No! All it requires is ... (you should know this by heart now) your attention and action.**

**Research has proven long ago that your powerful brain naturally thinks in combinations. So, all you have to do is give it a little nudge and direction.**

**By reading and following the step-by-step techniques in this book, you're learning how to give your brain that vital nudge. Which I'll help you do shortly.**

**I often describe the principle of combination as taking what's old and making it new. That means taking proven established ideas, ingredients, or services, combining them - and coming up with a whole new idea, product or concept.**

**It's like the gourmet chef who combines glazed apples, white wine and pound cake. Next adding a cinnamon cream sauce he comes up with a whole new dish. Does that make you hungry, or is it just me?**

**Anyway, this is the essence of the principle of combination. You're like a gourmet chef. You're always searching for tasty combinations to improve your business, product or service.**

**You've seen the person who combines 2 or 3 simple everyday items and comes up with a unique product that sells millions. And everyone who sees it slaps their forehead and says those famous words ..."why didn't I think of that?"**

**I know you've said that, I've said it hundreds of times myself, everyone has.**

**My goal in writing this book and your goal in reading it should be to soon hear others say that about your ideas. And you quietly chuckling about it - all the way to the bank.**

## **Examples Of The Principle Of Combination**

- 1. Hotel combined with a popular restaurant.**
- 2. A gas station combines with a fast food franchise.**
- 3. A bank combines with a supermarket.**
- 4. A computer manufacturer combines with a software manufacturer.**
- 5. A candy bar combines chocolate and peanut butter.**
- 6. A real estate company combines with a title company.**
- 7. A product that combines a watch and G.P.S navigation.**
- 8. A church combines with a school and Daycare.**
- 9. A landscaping company combines with a nursery.**
- 10. A hardware store combines with a building contractor.**
- 11. A barber shop combines with a hair supply company.**
- 12. An auto dealer combines with an auto accessory installer.**
- 13. A product that combines a fan and a heater.**
- 14. An airline that combines with a resort hotel.**
- 15. A hotel that combines with a rental car agency.**
- 16. A pizza restaurant combines with a soft drink manufacturer.**
- 17. A television set that combines with a major social network company.**

18. A cell phone that combines with a online provider.
19. A convenience store that combines with a photo developer.
20. A motivational speaker that combines with a hotel chain.
21. A breakfast cereal manufacturer combines with a dairy.
22. A tennis shoe manufacturer combines with a sports drink company.
23. A television retailer combines with a cable provider.
24. A tuxedo rental company that combines with a limousine company.
25. Combination tools (wrench, screwdriver, flashlight, etc.).

As a quick exercise take note of the principle of combination as you go about your day.

There is an ancient biblical saying uttered thousands of years ago; “There is nothing new under the sun.” It’s true there is nothing new, there are only new combinations of old ideas, ingredients, and materials.

You can create an unlimited amount of niche improvement ideas by simply focusing on this one principle alone.

You’d be hard pressed to find a successful business, product or service that didn’t use the principle of combination in some shape or form. But by reading this book you’re learning the rest of the story. Yes, the who, what, when, where, why and how.

### **How To Apply The Principle Of Combination In Your Business, Product Or Service.**

You can start applying the “Principle Of Combination” to your business, product, or service by doing the following steps:

1. Offer Discounts!
2. Emphasize Cost Savings!
3. Emphasize Convenience!
4. Emphasize Compatibility!

Now let’s examine the above steps in more detail so you can see first hand the enormous benefits they contain.

#### **1. Offer Discounts!**

You see many examples of discounts being offered in your average Sunday paper.

For example, buy a gallon of ice cream and get a \$2 coupon off chocolate syrup. Or buy a 6 pack of soda and get a \$1 off coupon for potato chips.

You may also see a free bottle of soda when you buy a large pizza, etc.

You can promote the principle of combination to your customers by knowing their needs. Next, constantly be on the look out for ways to fill that need. If you have to, join forces with another non-competitive product or service provider in order to enhance your own.

A key to using this principle is that all must benefit. You, the company providing the other product or service and your customer. Always stay alert to find win-win situations like these.

Here's the beauty of the principle of combination. You don't need to be a Fortune 500 company to use it.

This idea works even if you're a one-person home based business. The key is to take the first steps and get started now.

## **2. Emphasize Cost Savings!**

The fact that everyone loves a bargain makes this idea work. For example, can you combine your product or service with something else and save money for your customers?

By rewarding your customers with savings, they'll often reward you with repeat business and referrals.

You can apply this idea to almost any product or service.

Many times competitors will merge to save cost and increase their buying power. So, you can use the principle of combining to save money for your customer and business.

You don't have to limit the principle of combination to other businesses, products, or services. You can combine cost saving ideas from other industries too.

Combining with other products or services can offer many benefits as well.

For example, the dog groomer that combined her business with an idea she got from a travel agent friend. She started a Club Med type resort for dogs (and their owners of course).

**She offers her dog grooming services as part of a package for her resort customers.**

**How about the hotel owners who combined an idea they took from a casino that saves customers money, by combining child care services.**

**Doing this saved their adult customers the cost of a baby sitter - while they enjoyed themselves.**

**Can you think of any money saving ways to use the principle of combination that would benefit your customers? If you can they'll fall in love with you.**

**You'll at least find more of your customers open to doing business with you instead of your competition.**

### **3. Emphasize Convenience!**

**You can promote the principle of combination by emphasizing greater convenience to your customers.**

**For example, what other business, product, service or idea can you combine to give more convenience to your customers.**

**In these hectic days where we all need to have it now (or even yesterday), people crave convenience.**

**The person or the business who can offer more convenience to people's lives will have larger profits as their reward.**

**We'll discuss specific ways to offer more convenience to your customers later in this book.**

**The time spent planning ways to add convenience to your product, service, or business will benefit you many times over.**

**Remember this ...**

**People may not always understand how your product or service will benefit them the first time you explain it.**

**They may not understand all the features or recall the name of the product or service. But they will instantly recall if it saved them money, time or convenience.**

**In this fast paced world more people crave convenience. And if you can provide it, they'll gladly trade you money for it.**

**So, you must always stay alert for ideas, products or services you can combine that will add convenience.**

#### **4. Emphasize Uniqueness!**

**One of the best ways to make the principle of combination work comes from thinking outside the box.**

**For example, take the popular candy bar that combines chocolate and peanut butter. This demonstrates a unique combination to say the least.**

**But this candy continues to sell millions world wide. In fact, I dare you to find a store or candy machine that didn't have this candy bar in it.**

**The principle of combination works so you can take two unrelated ideas, services or products and make a new one. It can create new profits and customers for you too.**

**Can you think of ways to use the principle of combination with your business, product or service? Don't say no too quickly. Have you tried?**

**Get a sheet of paper and pen now and brainstorm 3 ideas. Do it now and remember to avoid judging your idea too soon. You may surprise yourself with the seed of a profitable niche product, service or idea.**

#### **Exercises For Improving Your Ability To Apply The Principle Of Combination.**

**The following exercises will help you apply the principle of combination more effectively to your own business, product or service.**

**Remember, you're developing a financial skill that will pay you for years to come, so practice, practice, practice.**

**1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of combination.**

**2. Get a notebook and write the date at the top of the page. Then start with**

number 1 (meaning idea number 1) and then 2, 3 on down the page.

**3. You may notice that some days you'll rattle off the 3 ideas with ease. And other days may require a little more thought to get out the 3 ideas.**

**But if you persist for the 7 days you'll find your ability to apply the principle of combination improving.**

**4. Make sure you keep your journal organized. Why? Because you'll find yourself referring back to it in the coming months for or even years for inspiration and motivation.**

**5. Remember, as you do this exercise don't make the mistake of analyzing, criticizing or judging your ideas too soon. Evaluate on day 8.**

**The fastest improvement comes from practicing the principle of combination on purpose.**

**You'll come up with more workable ideas soon enough, don't get ahead of yourself. Right now just focus on doing the exercise each day, getting 3 minimum daily ideas and writing them in your notebook.**

**6. Here's a valuable tip! Try to do this exercise at the same time and preferably in the same place.**

**For example, if you're a morning person like me, do this exercise when you first wake up and you're refreshed. Or if you need a little more time to warm up before your brain peaks, you're an afternoon person, do it then.**

**7. An easy way to get started on this exercise is to look for examples of the principle of combination in magazine, T.V, and radio ads.**

**This can be a fun exercise and at the same time you're training your brain to apply the principle of combination.**

**8. A good exercise is to line up 3 different products on a table in front of you.**

**The products can come from any place in your home or office.**

**Next try to apply the principle of combination to each one. What can you combine with the product to give it more value? Have an imaginary customer in mind.**

**As you practice this simple exercise you'll start growing more and more**

**comfortable using the principle of combination.**

**The most important goal is to work toward applying this exercise to items and areas in your own business, product or service.**

# Chapter 4

## The Principle Of Customization

**Personalize benefits for me  
No one wants to be a faceless number,  
Sell to me personally  
Mass marketing is a bummer,  
If you want to succeed  
Customize it, that's the key,  
Fill my personal need. - (Your Customer)**

**Your Goal:** What aspects of my business, product or service can I customize to add more value for my target customers?

**More and more people want to be recognized as individuals.**

**People want to be seen as people with individual taste, wants, and needs.  
People want personal attention.**

**In short, they want to buy products and services built more to their own specific taste.**

**The days of the cookie cutter, one size fits all products and services continues to fade in popularity.**

**The products and services of the future will cater to customers individual needs. People have grown so accustomed to being treated like a number or or seen as a group. The business who can show them individual attention will stand out.**

**One of your goals as an entrepreneur is to find ways to meet the personal needs of your customers more each day.**

**This makes people feel special, especially if your competitors are still in the one - size fits all mode of doing business.**

**Finding little ways to customize your product or service is a quick, easy, and economical way to create or improve a market niche.**

**For example, if your competitors offer one color, you try offering an assortment of colors.**

**If your competitors offer 2 or 3 sizes. For example, small, medium, and large. What if you offered extra large, extra wide, or slim?**

**If your competitors offer 5 choices, you offer 5 choices plus let your customers choose their own custom version.**

**Today many businesses with household names achieved that status by allowing people to personalized their service.**

**Now you can build your own burger, design your own car, and even pick your price for airline tickets or hotels.**

**Can you think of ways to customize your product or service for your customers? If you can you'll compel a large number customers to buy from you.**

**We live in a faceless age where everyone's a number. So, anything you can do to meet people's individual needs through your product or service will stand out.**

**Believe it or not, many people will gladly pay for a product or service that meets their personal needs. In the past, customized products and services was something people were used to paying extra for.**

**But now more than ever, consumers demand customized products and services.**

**Yes, before many of today's savvy consumers will part with their money - they'll expect customized products and services.**

**Shame on the business or person who ignore individual needs of customers. Ignoring this demand could force them to step aside and make room for the business, product or service that fill personal needs.**

**The bar continues to raise daily. What business, product and service can best meet the personal needs of the people they serve?**

**Are you a small business? Your instant advantage over bigger competitors is your ability to customize your product or service more and faster!**

**You should take advantage of the opportunity to customize your product or service before your competitors do. The following pages will show you how.**

## **Examples Of The Principle Of Customization**

- 1. Customized cars.**
- 2. Tailor made clothes.**
- 3. Customized homes.**
- 4. Customized furniture.**
- 5. Customized vacations.**
- 6. Customized computer software.**
- 7. Customized workstations.**
- 8. Customized medications.**
- 9. Customized golf clubs.**
- 10. Extra leg room.**
- 11. Customized meals. (For Allergies, High-Blood Pressure, etc.)**
- 12. Customized financial planning.**
- 13. Petite clothing.**
- 14. Big and Tall clothing.**
- 15. Customized diet foods.**
- 16. Customized learning tools.**
- 17. Customized closets.**
- 18. Customized sporting equipment.**
- 19. Customized consultations.**
- 20. Customized products for the mentally or physically challenged.**
- 21. Customized beauty aids.**
- 22. Customized toys.**
- 23. Customized (foreign language) books, publications.**
- 24. Customized meals for diabetics.**
- 25. Customized products for the blind or hearing impaired.**

**Can you think of more ways you can personalize your own product or service?**

**Look how other businesses customize their product or service. Can you adapt any to your own business, product or service? Remember the principle of adaptation? Look for opportunities to use it here too!**

**Customization can separate one similar product or service from another. It can literally mean success or failure to you. The better you can provide personalized service the more customers you will attract.**

**The more you make your product or service less cookie-cutter and more personal the more it stands out.**

**With the glut of products and services flooding the marketplace each day, the principle of customization grows more important.**

## **How To Apply The Principle Of Customization To Your Business, Product, Or Service.**

**You can start applying the “Principle of Customization” to your business, product or service by doing the following steps:**

- 1. Know Your Target Customers Current Needs!**
- 2. Emphasize The Personal Touch!**
- 3. Emphasize Special or Unique Needs You Can Fill!**
- 4. Go The Extra Mile With Fanatical Customer Service!**
- 5. Offer More Choices!**

**Now let’s examine the above steps in more detail so you can see first hand the enormous benefits they contain.**

### **1. Know Your Target Customers!**

**The first step in effectively applying the principle of customization is to always know your target markets *current* needs and wants. You should do constant research of customer complaints and suggestions.**

**In an ever changing world, what your customers liked last year may not be the same this year.**

**Never assume because they adored some aspect of your product or service 2 years ago (or even 2 months ago) they still do now.**

**With new technologies, services and products being invented daily it’s important to keep current with your customers needs.**

**You should always look and listen for customer feedback. Use suggestion boxes, suggestions cards, and surveys, or simply ask. Do whatever it takes to get current customer feedback on a regular basis.**

**As a customer incentive, give a gift to customers who hand in a survey or questionnaire. For example, you could give them a discount coupon on their next order or other free - but valuable gift.**

**Another way to apply the principle of customization to your product or service is to see what routine features can be customized.**

**If you focus on this for a week you could brainstorm dozens of ideas. Look**

at the routine features and see if you can personalize any for your target customers.

Every product or service has routine aspects to it, no matter how unique your product or service.

For the next week (brainstorm) make a list of the routine aspects of your business, product or service.

This may challenge some people. Why? Because no one wants to think of their business, product or service as routine. But routine features exist in every business, product or service.

After you've made a list, go back over it and think or brainstorm ways to customize or personalize those routine aspects. Find ways that could possibly benefit your target customers no matter how small.

Next, go over your suggestions. Pick the ones most practical to do in relation to your money, equipment or personnel (see brainstorming section).

You should then number them in order of importance and do-ability.

Next take action.

Brainstorming can turn the routine parts of your business, product or service into a profitable niche. Now you know how.

## **2. Emphasize The Personal Touch!**

“The personal touch that means so much.” That's the title from a popular ad campaign from the past. Although created years ago the ad reflects something most people still feel today.

Everyone craves to feel special. Don't you?

Yes, whether young or old, rich or poor, we all want that personal touch that means so much.

We all appreciate a personal touch. Remembering a customers name instead of a number, remembering to smile or thanking someone. Or talking to an important customer on the phone or Skype instead of email, can go a long way.

People can sense the personal touch, even though they may not

consciously notice it, they can feel it.

Think of ways you can apply the personal touch even more. If you can do it people will reward you with more repeat business.

Applying the personal touch works as simple as applying the “golden rule”. Treat customers the way you'd like to be treated. It's doing the little extras.

Yes, giving the personal touch is a wise investment that cost little or nothing. But it can pay enormous dividends for years to come.

People who spend their hard earned money with you appreciate a little *personal touch service*.

Give people that personal touch, you'll be glad you did - all the way to the bank.

### 3. Emphasize Special or Unique Needs You Can Fill

A segment of the population has special or unique needs when it comes to your product or service. Taking the small amount of time to find them (*before your competition does*) could give you a profitable niche.

It would surprise you how much this principle can build customer loyalty. Especially if you're the only one who serves their special need.

If you market the same or similar product or service as others this could give you an edge. Finding and filling special needs builds market niches.

Meeting the special needs of your customers, that your competitors aren't, can give you a powerful edge. For example ...

- Can you stay open at lunchtime to accommodate people who prefer to do business then (if your competitors normally close)?
- Can you open on Saturdays if most of your competitors are closed?
- Can you arrange financing for hard-to-finance customers?
- Can you produce a stronger guarantee? Or reduce the risk of buying from you?

Think! Brainstorm.

These are examples of applying and filling the special needs of prospects & customers.

**Take the time to brainstorm ideas for your own specific business, product or service.**

**It will surprise you what niches you'll discover that can fill a special need.**

#### **4. Going The Extra Mile with Fanatical Customer Service!**

**Most people do just enough to get by. So, going the extra mile for a customer causes you to stand out, fast!**

**As a result, customers will feel compelled to remember you next time they need your product or service.**

**That reminds me of a story of John McNett, my auto insurance agent. John came to pick me up on a rainy Saturday afternoon and gave me a ride to his office. He did this so I wouldn't have to drive my car without insurance. Who does that?**

**21 years later I still do business with this agent. Not because his policies are the cheapest, or unique from others. But because he still gives extra mile service.**

**I've watched John go from a tiny office on the outskirts of town, to a spacious ocean view office. He did this all by giving a little more than his competition - as a habit, not just once in awhile!**

**Giving *fanatical extra mile service* always gives others the impression of getting more value for their money. And you really care.**

**As you give more service than expected you give people the impression of value. People want to return to where they feel they can get the most value (don't you?).**

**Yes, the successful businesses of the future will aggressively look for ways to give extra mile service. And those who don't will soon get left behind scratching their heads and wondering what happened.**

**You'll find that giving extra mile service doesn't cost - it pays, and pays in more ways than you can imagine. And the benefits? Far reaching and long term.**

**It helps to encourage customer loyalty, repeat business and customer referrals. They're all essential elements of a successful business, product, or service.**

## **5. Offer More Choices!**

**You can often build a niche for your business, product or service by simply offering more choices than your competitors.**

**Today people want more options, choices and variety if possible.**

**For example, a choice of color, fit, style, payment plan, location or time. The more options you can offer your customers, the more they'll like it and return for more.**

**Yes, this is the age of choices. The more choices you can offer your customers the better chance you have of selling them your product or service.**

**Thinking of ways to offer more choices could open a new market of customers and opportunities for you.**

**Many competitive industries exist on the principle of offering more choices. For example, the auto industry continues to sell cars year after year by offering newer choices.**

**Here's a small example of the choices they offer. They offer payment choices, service warranty choices, more optional equipment choices and more luxury package choices every year.**

**The hair care industry has to offer more choices in solving hair care problems. And the choices demand easier solutions (see Principle of Easier), get quicker results (see Principle of Speed) or they're soon out of business.**

**And need I mention the electronic and computer industries. Talk about choices, they allow other industries to offer more choices and options to their customers.**

**What business, product or service hasn't been influenced by the high-tech industry? I can answer that question for you, None!**

**At this point many will say, "but Roy, I sell newspapers, have a hot dog cart or wash windows. How can I offer more choices to my customers?" The answer is simple. Offer something extra.**

**It's surprising how many of today's largest corporations started with one product or service. Next, they started offering something extra - and**

gradually added more services and products.

Companies like Proctor and Gamble, General Mills, and DuPont to name a few. Ever heard of them?

So you see, no matter how small you start you can apply the principle of *offering more choices* and stay competitive.

You should add more choices carefully. Avoid adding choices that take you away from your core business, product or service. But do it!

### **Exercises For Improving Your Ability To Apply The Principle Of Customization.**

The following exercises will help you apply the principle of customization to your product or service.

1. Everyday for the next 7 days think of (brainstorm) at least 3 things you can do to apply the principle of customization - to your business, product or service.
2. Get a notebook and write the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.
3. You may notice that some days you'll quickly rattle off the 3 ideas with ease. And other days may require a little more time and thought to get your 3 ideas.

But if you persist for the 7 days, you'll find your ability to apply the principle of customization improving.

4. Make sure you keep your journal organized. Because you'll want to refer back to it in the coming months for inspiration and motivation.
5. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing or judging your ideas too soon. Evaluate on day 8.

The purpose is to practice the principle of customization on purpose. You'll come up with the workable ideas soon enough, don't get ahead of yourself.

Right now focus on doing the exercise each day, getting your 3 ideas and writing them down in your notebook

**6. Another tip is to try and do this exercise and the same time and preferably in the same place.**

**For example, if you're a morning person, do this exercise when you first wake up and you're refreshed.**

**Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**Whatever time or place is most comfortable for you, do it then. The most important thing is to do it.**

**7. An easy way to get started on this exercise is to look for examples of this principle of customization in magazine, T.V, and radio ads.**

**This can be a fun exercise and at the same time help train your brain to apply the principle of customization.**

**8. Another good exercise is to line up 3 products on a table. Now try to apply the principle of customization to each one of them.**

**Brainstorm ways you can customize a feature or benefit for an imaginary target customer.**

**The most important thing now is to work toward eventually applying these principles toward your own business, product or service.**

## Chapter 5

# The Principle Of Ease and Convenience

**Can you make a hard thing easier to do,  
I want to be sure before I buy it  
Or even try it  
Make my life easier and I'll buy it from you. - (Your Prospect)**

**Your Goal:** How can I make it easier for my target customers to buy, use, own and/or enjoy my product or service?

People have called this age, the generation of ease and convenience. For example, we have easier ways to shop, buy and spend our money than ever before in history.

We can shop while laying in bed and have it delivered the next day from thousands of miles away.

We can even buy products online and receive it in seconds from across the globe. 20 years ago that same order would have taken weeks or months.

Yes, this is truly the age of ease and convenience. We have convenience stores, convenience foods and convenience shopping. We have remote control this, and voice activated that.

So, any business or person who can offer or make anything easier to buy, use, own or repair will get instant attention.

People not only crave to have things easier, their demanding it. It's becoming a necessity.

So much to do - and so little time is the motto of this high tech age. If it's not on everyone's lips it's on everyone's mind.

Consumers future loyalty, and dollars, will go to those who can provide the most ease and convenience.

So, what if you want to carve out a solid niche, get an edge, or keep your customers coming back? You must find ways to make your product or service easier and more convenient to buy, use and own.

**You should continue to ask yourself ...**

**“How can I make \_\_\_(Fill In the Blank)\_\_\_ easier for my target customers?”**

**Those who ignore this vital question leaves an open door for competition to come in and steal their customers. So, never stop asking the above question.**

**If you're a new business, using the principle of easier is a fast way to get many of your competitors customers.**

**Make it easier for those people on the fence with your competitors product or service to think about yours.**

**If you're an established business, applying this principle will help to keep your customers loyalty.**

**Applying the principle of easier will make you harder to compete with. In addition, it will help to protect you from the new upstarts.**

**In today's fast paced world, customer loyalty continues to decline. People are loyal to a business, product or service because it gives them results with the least amount of effort.**

**Once the bar is raised and people grow used to having something easier, it becomes hard to do without it.**

**For example, would you give up your remote control T.V, your microwave oven, or even your cell phone? I don't think so. But would you believe just a few decades ago most people lived happily without these inventions.**

**Life is complicated enough, your target customers are always craving for ways to make their life easier.**

**It's your duty to seek, create and develop ways to provide it to them through your product or service. Use this book as your roadmap.**

**Many businesses have established solid niche products and services, and made themselves lots of money. They didn't do it by inventing a new product, slashing their price or curing a stubborn disease.**

**They did it by simply making it easier for people to buy, use and own their product or service. And they did it a little better than the competition. Now you can do the same.**

**You may recall many powerful businesses that existed in the past that no longer exist today.**

**If you'll research those businesses you'll see a surprising discovery. Most failed because they stopped seeking ways to make things easier and more convenient for their customers. As a result they were soon replaced by companies, products and services that did.**

**Are you making it easier for your customers to spend money with you than your competition?**

**Your customers are constantly whispering these 9 revealing words to you and to anyone with the mind-set to hear it. "Make something easier for me and I'll buy it!"**

**Yes, did you know millions of people exist who will pay you to make something easier for them?**

**The person who will always hear those 9 words ringing in their ears and - responds, will soon hear their cash registers ringing.**

**On the other hand, those who ignore those 9 revealing words will soon cease to hear their cash registers ringing. Which will you choose?**

**Please don't ignore this vital secret. Read and follow the suggestions in this book. Do the exercises and you'll discover ideas and solutions that will add more ease and convenience for your target customers.**

**You're customers depend on you to make it easier for them to buy from you, whether they tell you or not.**

**People have a constant demand for more ease and convenience. If you ignore keeping up with your customers current demands for ease and convenience, they'll soon ignore your business.**

**Make it a habit to always look for ways to make it easier for your customers to buy.**

**Observe the amount of products and services that are a necessity to us now, that were once a luxury - it's staggering.**

**For example, the remote control (could you imagine not having it?), the microwave oven, satellite T.V, and the list could go on and on. In fact, the list**

**is growing while you read these words.**

**All the products mentioned above and thousands more come from the principle of easier. And as a result whole new industries have been created that didn't exist 10 years ago.**

**But more important, there's still thousands more to be created and improved upon. Will yours be in that number? It will if you continue reading and following the ideas in this book.**

**I predict someone reading these words will now improve or create a niche idea born out of the principle of easier. A niche idea that could create a whole new industry, create jobs or pave the way for a new line of entrepreneurs.**

**If you read the following pages, do the exercises and continue to brainstorm for niche ideas, you could be that someone.**

**Don't laugh. If you have the strong desire (sorry, you have to supply that), I have the solid information to help you get where you want to go.**

**As you use the knowledge in this book you'll increase the value of your business, product or service.**

**A wise man once said, "to get the right answers, you must ask the right questions."**

**So, the question you should continue to ask is this. "How can I make it easier for my customers to buy, use, own and enjoy my product or service?"**

**Here's another powerful question to ask. "How can I make a benefit of my product or service easier to recommend to others than my competitors?" The list could be endless.**

**Just asking the above questions each day could give you the edge you need over your competition. Don't underestimate it.**

**But the good news is that's just the beginning. As you remain alert to your customers problems and complaints you also get the following benefit.**

**You'll start noticing more and more ways to apply the principle of easier to your product or service.**

## **Examples Of The Principle Of Easier**

- 1. Easier technical instructions.**
- 2. Easier lawn care.**
- 3. Easier supermarket checkout.**
- 4. Easier online ordering.**
- 5. Easier income prep and tax filing.**
- 6. Easier returns.**
- 7. Easier marital solutions.**
- 8. Easier do-it-yourself home repairs.**
- 9. Assembly(bicycles, furniture, etc.).**
- 10. Easier bill paying.**
- 11. Easier banking.**
- 12. Easier holiday shopping.**
- 13. Easier car buying.**
- 14. Easier airline travel.**
- 15. Easier hotel check-in and out.**
- 16. Easier dental visits.**
- 17. Easier hospital stays.**
- 18. Easier handling of difficult people.**
- 19. Easier communications.**
- 20. Easier auto repairs and maintenance.**
- 21. Easier ways to remember and recall.**
- 22. Easier food preparation.**
- 23. Easier hair preparation and maintenance.**
- 24. Easier make-up application.**
- 25. Easier clean-up.**

**Now just stop and think of how many industries, businesses and jobs have been created from the 25 examples you've just read. And you must admit that's merely a slither of examples. You could probably think of 25 more very easily (pardon the pun).**

**The main point I want to show you is how you're literally surrounded with niche product and service opportunities everyday.**

**We blindly walk pass, over, and through them without barely a notice. But not anymore, as you read the words in this book you'll amaze yourself with the niche opportunities that you'll notice.**

**They'll tap you on the shoulder, jump up and down and wave their hands at you. The more you use the information in this book the more niches you'll notice.**

**You'll increase your ability to tell if a product or service will succeed based**

on how many of the 15 niche principles it contains.

Imagine the thousands of dollars and hours you'll avoid wasting just with this one secret alone.

Continue to ask yourself "how you can make something easier for my target customers"?

If you ask this question to yourself long and often enough your brain will start to give you ideas. Or it will show or bring you to the answers and solutions. The key is consistency. You can't do it every now and then and expect results.

Try it for 30 days and see what happens. What have you got to lose? If it doesn't work you're not worse off, after all it didn't cost you anything.

But if it does work it could be the key to your success like many others who've tried it.

The principle of easier is one of the easiest principles to apply. Why? Because it's something everyone craves.

I dare you to find one person who wouldn't like some task in their life made easier. That includes your target prospects and customers. Your job is to find it.

## **How To Apply The Principle Of Easier To A Business, Product, Or Service (The Four Step Method)**

You can start applying the principle of easier to your business, product or service by doing the following these 4 steps:

- 1. Emphasize Added Prestige!**
- 2. Emphasize Added Savings!**
- 3. Emphasize Irritation Elimination!**
- 4. Emphasize Less Wear and Tear On Customers!**

Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain for you.

### **1. Emphasize Added Prestige!**

You can promote the principle of easier by emphasizing a sense of prestige. It's something most people are willing to pay extra for. Ease and convenience is a major part of prestige.

**For example, many cars exist that people could use for basic transportation. So, why are so many Mercedes Benz, BMW, and Lexus automobiles sold each year?**

**Added prestige that's why.**

**Many people hesitate to admit it, but prestige plays a big part in why and how they spend their money.**

**It's your duty as an entrepreneur to brainstorm ways to give your customers an added sense of prestige - through your product or service.**

**At this point you may be asking "how can I give my customers added prestige? I sell hot dogs or hammers, not Bonds or Bentley's." You do it by giving the little extras.**

**Yes, the little extras you give customers will help give that added sense of prestige.**

**The little extras provide something any business can do no matter how large or small.**

**For example, I know of an auto body shop that offers to give customers rides to and from work - while their car is repaired.**

**Many other examples exist, such as the hot dog vendor who serves his steaming Vienna beef hot dogs in a tuxedo.**

**Or how about the grocery store who picks up their customer's and shuttles them back home after shopping at their store.**

**All these examples demonstrate how many types of businesses can give their customer's a sense of prestige. The key is to give little extras where you can. It works the best if you're the first to do it. Can you say "good publicity op."**

**Cloth napkins, when others are using paper. Having a free coloring book for your child while your waiting for your dinner to be served. Or a free gift for the 100th customer to enter your store today, etc.**

**Just giving little extra attention to details your competitors tend to overlook can add a feeling of prestige. Extra clean bathrooms if you're a gas station or restaurant for example.**

**A drive thru intercom that's static free is a little extra. Even a little thing such as having a cashier that hands the customer's their change instead of throwing it in their hands is a little extra.**

**The list is endless when you really start thinking (brainstorming) about it. Find ways to make it easier for your customers to do business with you again and again. Make the experience as pleasant as possible from entry to exit.**

**All the previous items are small things, but they add up. Plus, they're vital in giving your customers the sense of prestige he or she craves.**

**Look for small ways to make your customers feel extra special. Whether Fortune 500 company or lemonade stand, you'll discover any business can add a sense of prestige. The key is to focus on it consistently.**

## **2. Emphasize Time Savings!**

**You can apply the principle of easier to your business, product or service by emphasizing time savings. One of the reasons we buy the latest cell phone, instant soup or microwave oven is they save us time.**

**Can you ever recall buying a product or service because it wasted your time? No way!**

**Yes, 99.9% of the products and services we buy get purchased because it saves us time in some way.**

**Think back to the last 3 products you purchased, chances are you bought them because they saved you time, directly or indirectly.**

**For example, you purchased that cheeseburger and fries instead of cooking it yourself because it saved you time.**

**You bought groceries at the supermarket instead of taking the time to grow them yourself. And you buy clothes because it saves you time from having to sew them.**

**Yes, we are so used to buying what we need, it's hard to believe just a few generations ago most people did the following:**

- 1. Grew their own food**
- 2. Made their own clothes.**
- 3. Built their own homes.**

In fact, in many areas of the globe people still grow their own food, make their own clothes and build their own homes.

Let me tell you a secret. The time saving concept works so powerfully I've purchases an inferior product at a higher price. Why? Because at the time it would have cost me too much time to try and find another similar product.

We've all been in that position, where you have so much to do - in so little time. That's why it's smart to always include a time saving benefit to your customers.

Saving time is the one thing most people are willing to trade their money for. Why? Because there's only so much of it available, 24 hours each day. No matter how rich you are, you can't buy more time, you can only save it.

The product or service that has a time saving element will appeal to potential buyers. So make sure you place an emphasis on the time saving benefit in your marketing mix.

Yes, every time we spend money we're looking to save time. It took time to earn our money. So, the things we always see as a valuable trade-off is anything that saves us time. Think about it.

### **3. Emphasize Irritation Elimination!**

Let's face it, no one likes to be irritated. We avoid it, we delay it, and we even try to ignore anything that causes it. We'll even pay thousands of dollars to people who will help us eliminate it from our lives.

A big part of using the principle of easier is working to remove little irritations your customers have, through your product or service. Things like limited choices, slow service, or low quality products, etc.

You can also add things like not enough tellers at the post office during lunch time and sticky grocery cart wheels.

Plus, let's not forget everyone's biggest irritation, gas station bathrooms. You know the type of bathrooms where you hold your breath or fear touching anything with your hands (yuk). Ever flush with your foot? Of course you have.

What small irritation do your customers see or experience in your business, product or service? Do you know? Do you care? Have you

asked them lately?

A good practice is to secretly shop or do business with your competitors. Now wait, please don't drop your coffee on the floor or shout me down, hear me out first.

Secretly shopping at your competitors can be one of the cheapest and most effective market research tools you can use.

While you're shopping at your competitors you should notice any little irritations you experience.

The irritations you find in your competitors can be areas you can improve on or remove from your own business, product or service.

Not all businesses can remove every irritation. Some seem to just come with the territory. So, the next best thing is to give little extras to offset the irritations your customers must put up with.

For example, have magazines, television, a snack machine, or kids play area, if your business requires customers to wait. (See principle of entertainment later in this book for further details).

### **5. Emphasize Less Wear And Tear On Your Customers!**

Point out less wear and tear on your customers possessions - or your customers. Yes, people will view that as a product or service worth buying.

The fast food industry grew fast by emphasizing less wear and tear on working mom's.

The gardening industry sold millions of powered lawn equipment because they emphasized less wear and tear on dad's. And everyone has seen the dishwashing liquid that's *tough on grease* but *gentle on hands*.

Children are even included in this marketing strategy. Cereal and snack companies constantly research to create snacks and cereals that have less wear and tear on children's teeth.

Find ways your product or service can put less wear and tear on your customers possessions - or your customers, This adds value. No matter what your product or service.

If you walk into the average auto supply store, you'll see hundreds of

products devoted to saving wear and tear on your car. In fact, think of the hundreds of businesses that specialize in just saving the wear and tear on your car and home alone - it's mind-boggling.

Now can you see how saving the wear and tear on your customers and their possessions can add profit to your bottom line?

Whatever business you're in, it should cater to this vital need (niche). Are you using this principle in promoting or marketing your business, product or service? If you aren't you could be overlooking an important niche opportunity.

### **Exercises For Improving Your Ability To Apply The Principle Of Easier To Your Business, Product Or Service.**

The following exercises will help you apply the principle of easier more effectively to your own business, product or service.

1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of easier to your business, product or service.
2. Get a notebook and write the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.
3. You may notice that some day's you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought. But if you'll persist for the 7 days you'll find your ability to apply the principle of easier to your business, product or service will greatly improve.
4. Make sure you keep your journal organized. You'll want to refer back to it over the next few months for inspiration and motivation.
5. Remember, as you do these exercise don't make the mistake of analyzing, criticizing or judging your ideas too soon. The purpose is to practice the principle of ease and convenience on purpose. Evaluate on day 8.
6. Another tip is to try and do this exercise at the same time, and preferably in the same place. For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed.

Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.

**Whatever time or place is most comfortable for you, the most important thing is to do it.**

**7. An easy way to get started on this exercise is to look for examples of the principle of easier in magazine, TV, and radio ads. This can be a fun exercise and at the same time help train your brain to apply the principle of easier.**

**8. Another good exercise is to line up 3 products on a table. You can choose the products from the bathroom, kitchen or from your bedroom.**

**Take 5 Minutes and line up the 3 products on a table in front of you and try to apply the principle of easier to each one. With an imaginary target customer in mind.**

**The above examples are a small sample of items you could use to practice with. You could use anything in your house, office or car.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product or service.**

# Chapter 6

## The Principle Of Elimination

The negative, painful and unhealthy,  
I'll pay you to get rid of them for me;  
If you take them away  
To you big money I'll pay,  
Helping me eliminate the negatives is the key. - (Your Customer)

**Your Goal:** What negative or inconvenience can I eliminate from my product or service to make it better for my target market.

In today's cautious, label reading age, people will not only pay for what's in a product, but what's not in it too. Thousands of products owe their success to the principle of elimination.

This year some of the hottest ideas for increased sales is to stress what's not in the product.

The catchwords used to sell products include "Free"! For example, Salt-Free, Sugar-Free, Fat-Free, Caffeine-Free, Cholesterol-Free, Gluten-Free and more.

Anytime you see a product that claims to do something without including a negative, you're seeing the principle of elimination in action.

One of the key ways to reduce cost works by using the principle of elimination. For instance, many businesses use this principle by subcontracting much of their routine task.

The principle of elimination has helped create many businesses ... even industries!

If you'll look close, every thriving business includes this principle. Fast food removes our need to cook, videos remove boredom, and smart phones remove feeling isolated from current information.

Name one successful business - and I'll show you what negative it helps to eliminate.

In this chapter, we'll discuss ways to use the principle of elimination in places your competitors may be ignoring. If you have a service, your focus

should be to remove service problems for your customers. Think of how Henry Ford eliminated the problem of buying a car for the masses. How Thomas Edison eliminated darkness in our homes.

Think of the untold riches that's come from these two men alone - it's staggering to think about. Plus, Steve Jobs eliminated barriers to technology for the masses.

If you spent any money today, you probably spent it with someone who helped you eliminate a problem, inconvenience or irritation.

You pay insurance to help eliminate financial risk. You pay to eat out eliminating the need to cook or clean up. You pay your light bill to eliminate being in the dark. The list is endless.

The principle of elimination is weaved into almost everything we spend our money on.

You can use this principle to find a niche your competitors have neglected. Thinking of (brainstorming) ways you can eliminate customer problems can be like money in the bank to you. Tip: Sometimes the simple ideas work best.

For example, take simple niche ideas like the paper clip, the post-it pad or the manila folder.

Those are low-tech, mundane products. Yet they're products you'd still be irritated to do without if you work in the average office.

Yes, they're small products but they help eliminate big irritations for millions of office workers. Right?

You'll find as your customers needs change, their problems change also. This could guarantee you a steady stream of customers.

That's why it's important to keep in touch with their most current problems, concerns and complaints. Don't always assume no news is good news - you could miss something vital.

Your target customers may have what I call *hidden needs*. These are needs your customers never knew they had, until you tell them.

For example, whoever thought having a TV without a remote would be an inconvenience 40 years ago, until an alert marketer showed us.

Who knew re-heating leftovers in an oven would be a waste of time-until

someone showed us the microwave.

I'm willing to bet people living in the 1800's never dreamed a horse and buggy had disadvantages - until someone showed them the motor car.

So, even if your customers are satisfied now, never assume they'll stay that way. Keep raising the bar.

## **Examples Of The Principle Of Elimination**

1. Paint that eliminate splattering and odors.
2. Odor-less correction fluid.
3. Anti-Lock Brakes.
4. Anti-Glare computer screens.
5. Sugar Free Desserts.
6. Fat Free Snacks.
7. No Preservative Foods.
8. No Fade Bleach (safe on colors).
9. No Clothes Stain Deodorant.
10. No Nick Razor Blades.
11. Anti-Glare Sunglasses.
12. Vacuum that eliminates dust mites.
13. No Wax Floors.
14. Candy that melts in your mouth not in your hand.
15. Shoes that eliminate pain. (extra wide)
16. Detergents that eliminate the need for hot water.
17. Home care products that eliminate the need to go to hair care professionals.

## **How To Apply The Principle of Elimination To Your Business, Product or Service.**

You can start applying the principle of elimination to your business, product or service by doing the following steps:

1. **Emphasize More Freedom!**
2. **Emphasize More Comfort!**
3. **Emphasize Risk Elimination!**

Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.

### **1. Emphasize More Freedom!**

**As you eliminate a negative in your customer's life with your product or service, you're adding more freedom to their life. You should stress this point somewhere in your marketing strategy.**

**More freedom is a major customer benefit everyone desires. We want more freedom to travel, choose and explore.**

**Anything that ties us down to one choice, place, or opinion, we avoid if possible. Anything we can find that will give us more choices we tend to gravitate to.**

**People seek those products and services that give them more freedom to relax or the freedom to do more activities.**

**If it's a business or organization, they want whatever can give them the freedom to increase profits or cut cost.**

**Do you have a product or service that eliminates a negative in your customers life? Point out how your product or service will give them more freedom.**

**Whether it's freedom from pain, embarrassment, or limitations, the list is endless.**

**If you can show your prospect how your product or service can give them more freedom they'll notice you.**

**Yes, freedom can drive emotions in all people. Freedom is one of the few things people will risk their life to get.**

**Wars have been fought to achieve more freedom. People have risked their entire life savings to buy more freedom, that's how valuable freedom is.**

**Your product or service may not inspire people to go to war over it. But can you show them how your product or service will give them more freedom of choice in some area of their life?**

**Whether it's freedom from worry, pain or boredom, you're tapping into a basic human emotion when you provide more freedom.**

**Insurance companies give us freedom from worries in case of accidents or health problems. Retirement plans give us freedom from worries about our financial future during our senior years.**

Even satellite dishes, with 300 plus channels, help give us freedom from boredom.

You'd have to look far and wide to find a successful product or service that didn't give us a sense of freedom in some way.

Technology promised us more freedom many years ago, and we see that dream coming alive around us daily. Computers help give us more freedom from routine task and mind numbing calculations.

As you read this, companies continue to create more high tech products to give us even more freedom. And we wait (with money and credit cards in hand) to buy them as they're developed. Many of us will even wait in long lines overnight.

So, look closer at your product or service to find ways to give your target customer more freedom. They're waiting for you to show and tell them.

## **2. Emphasize "More" Comfort!**

Today some of the fastest growing products and services come from those that offer more comfort. We hate discomfort. If you have a product or service that will eliminate it we'll often risk our last dime to get it.

Whether it's physical, mental or emotional discomfort, we're all looking for products and services that help us to eliminate it.

In the summer we spend our money on products and services that make us cool. In the winter we spend our money on products and services that keep us warm and cozy.

But the desire to seek more comfort goes beyond the self-preservation stage these days. We want more *luxury* comforts too. Remote control this, instant that and automatic everything else.

You may have noticed that once we get certain comforts it's hard to do without them. In time they seem to turn into a need instead of a luxury.

Physical comforts are not the only comforts we look for. We spend billions of dollars on products and services that give us emotional and mental comfort too.

For example, food, alcohol, pills, tablets, and other stimulants - too many to mention here. They are all designed to give us inner comfort.

Bookstore shelves bulge with books that tell us how to live more comfortable lives. Whether it's earning or saving more money, learning yoga, or finding true love. Books that help give us more comfort often sell in the millions each year.

### **3. Emphasize Risk Elimination!**

Products and services that help your customer eliminate risk are always welcome. You can find many people not only willing to pay for it - but they're willing to pay "extra" for it. Elimination of risk is something we all desire.

Businesses rake in huge profits by offering the idea of limited risk. For instance, *free trial, test drive, guarantees, warranties, return policies, free consultation, tech support, etc.*

Anything you can do to limit risk for your customer before, during or after the purchase can give you a strong niche.

Brainstorm ways you can limit risk for your customers. This can cover your product, service or even after purchase follow-ups.

Finding ways to limit risk, however small, is one of the primary ways to overcome a buyers objections... or remorse.

Another way you can apply less risk to your business, product or service is to stress past history. For example, through track record and testimonials.

We tend to look to others for support. People often assume if others liked your product or service they may too. Experts have labeled this as "the herd mentality" or "social proof".

When they have no personal experience to draw from, people often look to others they trust to confirm a product or services value.

So, if you have a list of satisfied customers, tell it. If you don't have a list of satisfied customers make it a top priority to start building one.

A prime example comes from the famous McDonalds sign. Notice how they proudly display their billions of hamburgers sold for all to see.

So, find creative ways to display your track record, your history, your awards and other positives to your prospects. They all help to promote

customer confidence and less risk.

Another way to emphasize less risk can come by offering a free sample or trial. People love free product samples. Why? Because it gives them a chance to try something without risk of loss.

That's why you should constantly stay alert for ways to eliminate risk to your customer. That's another way to give you the *niche* you're looking for.

## **Exercises For Improving Your Ability To Apply The Principle Of Elimination.**

The following exercises will help you apply the principle of elimination more effectively to your own business, product or service.

1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of elimination to your business, product or service.
2. Get a notebook with the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.
3. You may notice that some days you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought to get out the 3 ideas. But if you persist for the next 7 days, you'll find your ability to apply the principle of elimination improving.
4. Make sure you keep your journal organized. You will want to refer back to it over the next months for inspiration and motivation.
5. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing or judging your ideas too soon. Evaluate on day 8.

The purpose is to practice the principle of elimination on purpose. You'll come up with more workable ideas soon enough, don't get ahead of yourself.

Right now just focus on doing the exercise each day, getting your 3 minimum daily ideas and writing them down in your notebook.

7. Another tip is to try and do this exercise at the same time, and preferably in the same place.

**For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**Whatever time or place is most comfortable or convenient for you, the most important thing is to do it!**

**8. An easy way to get you started on this exercise is to look for examples of the principle of elimination in magazine advertisements, and T.V or radio commercials. This can be a fun exercise and at the same time your training your brain to apply the principle of elimination. Notice medicine ads.**

**9. Another good exercise is to line up 3 products on a table. You can choose the products from the bathroom, kitchen or from the bedroom.**

**Take 5 Minutes and Line up the 3 products on a table in front of you and try to apply the principle of elimination to each one. Have an imaginary target customer in mind.**

**The above examples are a small sample of items you could use to practice with. You could use anything in your house, office or car.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product or service more.**

# Chapter 7

## The Principle Of Enlargement

**Enlarge a benefit  
So I can relate with it,  
I'll buy your product quicker  
Just make it longer, stronger, or thicker. - (Your Customer)**

**Your Goal:** What feature can I enlarge to make my product or service more appealing to my target customers?

Few products, features or services exist that cannot be enlarged in size, and made more appealing to someone.

Family pack, jumbo size, double burgers, king sized, deluxe service, extra, super size it. These are examples of the principle of enlargement. We now live in a world where if something is good, more is even better to many people.

The consumer not only wants their products and services faster, more convenient and free from negatives – they want more for their money.

Do you have you have customers who like your service or product? Then it's a sure-fire bet a part of that market would like even more of it.

By using the principle of enlargement, you can save money. We all know buying and selling in larger quantities cost less. So it would benefit you and your customers to apply it to your niche marketing plan.

But buying and selling in larger quantities is just one aspect of the principle of enlargement.

You can also enlarge your service to your customer. You can enlarge a feature of your product, a feature of your service or a feature of your sales offer.

*More, bigger, or larger* always fascinates people. The trick comes in finding what your customers want more of in relation to your product or service. For example, notice how other businesses apply the principle of enlargement to their products or services.

Look at your competitors. Can you enlarge on something they're already doing successfully? If you can that would give you an instant niche and edge.

If the enlargement you choose is too hard or inconvenient for your competitors to duplicate, you'd have a major *niche marketing edge*. Congratulations!

Many successful businesses have been built on selling the larger versions of products and services. For instance, Mitsubishi focused on big screen TV's first. Cadillac and Lincoln focused on limousines. And Ford and Chevrolet focused on extended pick-ups, to name a few.

Using the principle of enlargement is limited only by your imagination. You can get ideas from any place. My best ideas came from watching my competitors and choosing the things that would be good to enlarge on.

Another idea is to ask your customers. Ask them if they would like a larger version of something, more of something or something expanded?

If you look around, most successful businesses will use this principle of enlargement constantly in one or more places. Consumers are always looking for products and services that are bigger, larger, wider, thicker or longer etc.

You should ask this question each day, "How can I serve the unmet needs of my target market today?"

Remember, using the principle of enlargement could not only make you more money, it can save you money as well. You do it by selling your product or service in larger versions.

Using the principle of enlargement can be a win-win situation for everyone.

The principle of enlargement also means giving your customers more choices, and people love more choices. Don't you?

You can also use the principle of enlargement by focusing on how you can *package* or *bundle* your product or service. You can sell them in one huge package instead of separately.

Most successful businesses use the technique of bundling. For example, insurance companies, phone companies, even cable companies.

As an illustration, I am now holding in my hands a computer store ad. The ad says it will sell me a laptop, scanner and printer for almost half the cost of buying those same items separately. That's bundling.

**Because of the cost savings to the store, and to get me to come in, they can pass the savings on to me.**

**Auto dealers use bundling when they offer a sport, luxury, or touring package on a car.**

**Insurance companies bundle home, health, life, and auto into one deluxe policy for a lower price than if you purchased each one individually. Even the fast food industry is using bundling with their value meal menus.**

**Can you think of how you may use bundling as part of your product or service? Don't say no too fast, the time you spend can pay rich dividends.**

**Here's an idea stimulator. Another way to use this principle is to enlarge on your free services, premiums or discounts.**

**People adore free things they can use. For example, sports fans love sports magazines, cards, and posters. Music lovers cherish discounts for CD's and concerts. Housewives love home and beauty care supplies.**

**Many businesses have built themselves on giving away free things. Can you think of a low cost service or product to offer your customers? THINK BUNDLE.**

**Another way to use the principle of enlargement is to find a way to enlarge your market. You do this by testing ways to appeal to a wider range of people.**

**For instance, if you normally sell to young males 21-30, brainstorm ways to appeal to 40-65 year old males?**

**By slightly changing or adding something to your product or service, you could suddenly appeal to a larger market.**

**If you have women as your target customers, think (brainstorm) how you could appeal to men, or vice-a versa. Also, with the growing number of immigrants flowing into this country, could you do more to sell to them?**

**By selling to foreign speaking markets, you're applying the principle of enlargement. By using the ideas in this chapter, you'll have the tools and insight to get you to the next financial level.**

## **EXAMPLES OF THE PRINCIPLE OF ENLARGEMENT**

- 1. Big Screen Television.**
- 2. Extended Cab Pickups.**
- 3. King Sized Beds.**
- 4. Family Size Food (Supermarket) Packs.**
- 5. Jumbo Hair Curlers.**
- 6. Extra Wide Shoes.**
- 7. Extra Large Sandwiches (Party Subs).**
- 8. Stronger Cleaning Power**
- 9. Bigger Computer Monitors.**
- 10. Extra Wide Golf Clubs (Big Bertha).**
- 11. Jumbo Paper Clips.**
- 12. Thicker Burgers.**
- 13. Thicker, Richer Soups and Sauces.**
- 14. Super Size fast foods.**
- 15. Plus Size Designer Clothing.**

### **How To Apply The Principle Enlargement In Your Business, Product or Service.**

**You can start applying the Principle of Enlargement to your business, product or service by doing the following steps:**

- 1. Emphasize Cost savings!**
- 2. Emphasize More Durability!**
- 3. Emphasize More Prestige!**
- 4. Emphasize More Comforts!**
- 5. Enlarge Your Repeat Customers and Referrals!**

**Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.**

#### **1. Emphasize Cost Savings!**

**The more you buy, the less it cost the seller to produce, market, and distribute. Right? With few exceptions it cost more if you buy one than if you buy a dozen, especially for big-ticket items.**

**So, when promoting the principle of enlargement to your customers you should emphasize cost savings.**

**The more your customers buy (if you sell a product), or the more they use your service (if you sell a service) the more they save. This practice is so**

common today most savvy consumers demand a discount when they buy in volume.

Most businesses neglect stressing discounts for volume buying. And as a result risk losing sales.

To many people cost savings is number one. Stressing discounts on larger purchases can get you one step closer to the buying decision of your customer.

Many people in your target market would gladly purchase more of your product or service if their volume cost were less. Make it your goal to tell more of them. If you did this and received one volume order, I feel writing this section would not have been in vain.

So, stop letting your competitors get all the volume business.

Note: If you're not set-up to deal with volume customers, refer them to a wholesaler who does, for a fee of course. Whatever way you choose, stop leaving money on the table. Don't ignore this vital profit area.

## **2. Emphasize More Durability!**

Emphasizing durability is a smart way to promote your product or service. Think of the features or benefits of your product or service that's durable. By doing this you'll give your customers a sense of value.

No matter what you sell or service you provide, the longer the benefits last the more satisfied your customer. In addition, the better your chance of getting repeat customers and referrals.

Whether you sell bubble gum or Jumbo Jets, the principle of durability should sit somewhere in your offer.

Your customers want to know about the durability of your product, so tell them in your ads and promotions. You should play up the "durability" *niche* to your customers wherever possible.

What's the best way to play up the durability benefit to your customer? Demonstration. Show how tough, long lasting, or well made your product is.

The best way to demonstrate your product or service is to *show and tell* them. For example, the knobs won't wear out for years because they're

made of tempered steel instead of rubber. This cherry flavored gum will last 200 more chews than the leading brand. Our hairstyles will last through 50 mile an hour winds.

I encourage you to start brainstorming how you can begin applying this principle to your business, product or service.

### **3. Emphasize More Prestige!**

With all the reasons why people purchase one product or service over another, prestige has to rank toward the top of the list.

To have the biggest, the latest or the newest is a human trait we seem to have from birth. You can observe many children after Christmas, comparing whose toy is biggest, whose doll is prettier, or whose video game is coolest.

Yes, prestige does play a major role in our buying decisions. If our money can buy it, we tend to want it. That's why many new cars are sold even though the owner's current car still runs fine. That's why shoes are sold year after year even when the owner has a closet full.

Billions of dollars of new clothes will sell this year, despite us having clothes still in good condition. The reason is prestige.

People will go into debt to get the latest, newest or the biggest ... all because of prestige. You can sell anything from bubble gum to missiles by simply adding the prestige factor to your product or service.

Every successful industry adds the prestige factor to what they do. Whatever industry you're in, you should use the prestige factor as well.

### **4. Emphasize More Comforts!**

You can easily promote the principle of enlargement by giving more comfort through your product or service. It's a fact, people spend more when they're comfortable.

So, whatever hard task you can make more comforting for your customer will help enlarge your profits.

Any business that neglects seeking ways to make buying their product or service more comfortable is living on borrowed time. The *comfort factor*

can often tell you if the customer will make a purchase or not.

A comfortable price, terms, or atmosphere are a few examples that move people to buy now instead of later, or never.

Can you think of ways to make your customers more comfortable about buying your product or service? Every little bit helps.

If something is uncomfortable for your customer, it could halt or even cancel the sale. That's why it's vital that you keep looking for ways to make buying your product or service as comfortable as you can.

Enlarging ways to make your customers more comfortable with buying doesn't have to be a major expense in time or money. In fact, there's many things you can do that cost little or nothing. For example, things like a quick follow-up phone call or email after your customer buys your product or service.

See if they have any questions or issues. Offer discount coupons on their next order or offer an additional service your customer didn't expect. The list is endless, when you put your brainstorming to it.

Enlarging ways to make your customers more comfortable when ordering is vital. It can pay major dividends.

Secure and ease of ordering, for example. How many ways can a customer order your product or service? Credit and debit card, 800 numbers, check by phone, online etc.

It's amazing what you can brainstorm once you put your mind to it. A quick way to start is to think what would make you *more* comfortable if you were a potential customer?

Remember, the little comforts you provide for your customers can often translate into big dollars in your pocket. If your customers comfort level is too low you lose sales.

Make it one of your goals to constantly find ways to enlarge your customers comfort level when buying.

## **5. Enlarge Your Repeat Customers and Referrals!**

Do you know the difference between a business that's successful year

after year and one that's not? I can tell you in 4 short words. "***Repeat customers and referrals!***"

With the rising cost of advertising and marketing, it's almost impossible for a business, large or small, to survive without them.

You should have an ongoing program of how to enlarge your repeat customers and referrals, even if you don't have any customers yet! It's that important. Have a plan A, B and C if necessary.

Repeat customers are the lifeblood of your business. Few business firms can survive for long on one-time customers.

Aside from selling a quality product or service to your customers, the #1 area most businesses neglect is *after-purchase* services.

After purchase service is what separates the men from the boys in most customers eyes.

For example, do most places you spend your money at call or email to see if you were satisfied? I didn't think so. After purchase follow-ups could be a *niche* you can exploit. Why? Because so few businesses do it ... or do it well.

Most companies boast about how important their customers are, but most can't be bothered after they get the customers money.

Do you ever follow-up to see how your customers liked your product or service. Because so few companies do it, do you think people would remember you if you did it? You bet they would!

You'll have very little competition here. Another niche opportunity! Cha-Ching.

For investing a few minutes or seconds to send a courtesy email you can cultivate repeat customers. You could have an enormous return for such a small effort.

Another way to get referrals and repeat customers is to enlarge on the user friendliness of your product. User-friendliness is a word first coined from the hi-tech industry, but you can apply it to any product or service now.

Never assume your customers know all they need to know - to get the best use from your product or service. That's your job.

**Don't just depend on customers emailing you if they have a problem, go beyond that. For instance, you can offer a free webinar, video, or e-report download of the most frequently asked questions about your product or service.**

**If you sell a routine product, you can offer a humorous booklet. For example, "25 Unusual ways to use (Your Routine Product).**

**Can you think of ways to make your product or service more user-friendly? Don't say no too fast! You'll discover it's worth the small effort. Why? ...**

**... Because the customer who can get the best use out of your product or service will often turn into a repeat customer. Not only that, repeat customers often refer you to their friends and family too.**

**Making a feature of your business, product or service user-friendlier is a benefit you can't afford to neglect. This is another way you can out-*niche* your competition.**

**Can you make it easier for your customer to order? Get help? Get service? Or return it for a refund? Knowledge is power only if you use it.**

## **Exercises For The Improving Your Ability To Apply The Principle Of Enlargement**

**The following exercises will help you apply the principle of enlargement more effectively to your own business, product or service.**

- 1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of enlargement to your business, product or service.**
- 2. Get a notebook with the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. You may notice that some days you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought to get out the 3 ideas.**

**But if you persist for the 7 days, you'll find your ability to apply the principle of enlargement to your business, product or service will greatly improve.**

- 4. Make sure you keep your journal organized; you will want to refer back**

to it over the next months for inspiration and motivation.

**5. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing or judging your ideas too soon. Evaluate on day 8.**

**The purpose is to practice the principle of enlargement on purpose. You'll come up with the more workable ideas soon enough, don't get ahead of yourself.**

**Right now just focus on doing the exercise each day and getting your 3 minimum daily ideas and writing them down in your notebook.**

**6. Another tip is to try and do this exercise at the same time, and preferably in the same place.**

**For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**Whatever time or place is most comfortable or convenient for you, the most important thing is to do it!**

**7. An easy way to get started on this exercise is to look for examples of the principle of enlargement in magazine advertisements, and T.V and radio commercials.**

**This can be a fun exercise while your training your brain to apply the principle of enlargement.**

**8. Another good exercise is to line up 3 products on a table. You can choose the products from the bathroom, kitchen or from the bedroom.**

**Line up the 3 products on a table in front of you and try to apply the principle of enlargement to each one. What could you enlarge to make it unique? Have an imaginary target customer in mind.**

**The above examples are a small sample of items you could use to practice with. You could use anything in your house, office or car.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product or service more.**

# Chapter 8

## Principle Of Entertainment

**Amuse, entertain, fascinate.  
Waiting is what customers hate;  
Don't make buying from you boring  
Or your customers will be snoring,  
And lost sales could be your fate.**

**Your Goal:** How can I add the principle of entertainment to my business, product or service and appeal to more customers?

It would surprise you what most people will put up with, if you entertain them while doing it. People will stand in long lines, they'll sit in waiting rooms for hours, and even get their teeth drilled.

Think back to when you were a child, who were your best teachers? Probably the one's who were the most entertaining – while they taught. Am I right?

Yes, people crave to be entertained. To prove this point let me ask you this question. Who gets paid more, a movie star or the President of the United States? A rock star or a schoolteacher? An NBA basketball star or doctor? You see my point.

Although the President, schoolteacher or the doctor is extremely important to our society, we pay far more to those who simply entertain us, don't we? Why do we do that? Haven't you been listening? ...

*... People Love to Be Entertained!*

Why do most people spend more money on their vacations than medical checkups? Or the latest electronic gizmo than investing for retirement? You guessed it - people love to be entertained that's why.

What was once a luxury in the past is now a demand, a need for most people. From cradle to grave, we all have this inner urge to be entertained, amused, or fascinated - even while we're working or doing routine tasks. (Ever notice the background music in offices, elevators, and supermarkets).

**Now I can already here you thinking, “but Roy I sell iron pipes, hot dogs or dirty dishwater for a living. There is no way I can think of ways to use the principle of entertainment in my business.”**

**Just hang in there and keep reading my friend and I’ll show you creative ways to apply this to any product or service.**

**According to government statistics, people spend more money on entertainment than on retirement savings, medical care, or education.**

**You should tap into this basic human craving to sell more of your product or service. This chapter will show you how.**

### **Examples Of The Principle Of Entertainment**

- 1. Auto Stereos.**
- 2. Auto T.V Monitors.**
- 3. Background Music in Stores, Offices, and Elevators.**
- 4. Commercials that entertain while selling.**
- 5. Cereals that snap, crackle, and pop.**
- 6. Steaks that sizzle.**
- 7. Chefs that entertain you as they cut, slice, and stir - fry.**
- 8. Beauty salons that serve customers champagne while they wait.**
- 9. Auto repair shop waiting rooms with vending machines, and T.V.**
- 10. T.V monitors in post office, bank, and DMV office waiting lines.**
- 11. In- flight movies.**
- 12. T.V and magazines in Doctors waiting rooms.**
- 13. Viral Videos.**
- 14. Comedy Traffic Schools**
- 15. Churches that offer child-care while the parents worship.**
- 16. Hot dogs that plump when you cook them.**
- 17. Greeting cards that play tunes.**
- 18. Cough medicines that taste like fruit.**
- 19. Teachers who teach history and science by rapping.**
- 20. Diapers that play a tune when they get wet.**

### **How To Apply The Principle Of Entertainment In Your Business, Product or Service.**

**You can start applying the Principle of Entertainment in your business, product, or service by doing the following steps:**

- 1. If Your Customers Have To Wait – Find Little Ways To Entertain Them!**
- 2. Reward Your Customers!**

**3. Use Entertaining Ads, Commercials, and Promotions!**

**4. Sponsor Entertainment Contest or Charity Events!**

Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.

**1. If Your Customers Have To Wait – Find Little Ways To Entertain Them!**

Doctors, dentist, beauty salons, and barbershops have used this principle for decades. You'd be hard pressed to go to one of the above establishments and not find the latest magazines, see a T.V, or hear a radio. This is not by accident.

Finding ways to entertain your clients while they wait will make them more relaxed.

If you're a business that requires your customer to wait, are you taking advantage of the principle of entertainment? It's often as simple as putting something in your customer's hand. Offer them a cup of coffee or a soda, or at least have a vending machine.

Remember, people hate to wait. The only thing that can counter the pain of waiting is the distraction of entertainment, amusement or fascination.

Remember, the best entertainment for your customer is fast service. But in most businesses, instant service isn't possible. So, you should use the principle of entertainment to make waiting less painful for your customers.

**2. Reward Your Customers!**

This is a technique used by many businesses. Are you having a hard time applying the principle of entertainment directly to your product or service? You can get the same effect by rewarding your customers. You can reward them with gifts that entertain.

Often the good feeling your customers get from the entertaining gift will be linked to your business, product or service. A funny thing happens when you start to use the principle of entertainment, you begin to get more ideas for using it.

The gifts can be anything from a coupon for a free soda to a luxury cruise. So, don't let the fact that you sell a product or service that doesn't lend itself to the principle of entertainment stop you.

For example, I even know of a funeral home that gives lavish dinner parties for the families of the dearly departed every year.

Is your business more serious than the Funeral Industry? If they can find ways to use the principle of entertainment what's your excuse?

So, think of ways to reward your customers with a touch of entertainment or amusement . This is another weapon to keep in your *niche marketing* toolbox.

**Note:** Because so many businesses today abuse the “free gift” ploy, you must make sure the gift you give is of *value* to your customer. You do know your customers interests don't you? Make sure the gift is compatible with their interests. Remember, even your free gift reflects on your business.

The next best thing to an entertaining gift is a discount ticket to a theme park, movie or movie rental, etc.

For example, you could reward your customer with free movie tickets on their 10th visit. Or when they purchase X amount of merchandise. Or even when they refer X amount of friends. You're limited only by your imagination with this powerful idea.

### **3. Use Entertaining Ads, Commercials and Promotions!**

You can give your customers a sense of entertainment by sponsoring entertaining ads and promotions. Many of the most famous commercials and ads are the kinds that make us smile, chuckle, or laugh out loud.

Humorous ads help to make the company, product or service more memorable to the person who sees them.

But there's a caution, you don't want the humor in the ads to overshadow the sales message.

For example, how many times have you saw an ad that was so funny it made you roll on the floor? But you couldn't recall the name of the product.

Remember, you're walking a fine line when you include humor in your ads. A good copywriter will know how to walk that fine line of a humorous ad - without losing your sales message in the laughter.

### **4. Sponsor Entertainment Events, Contest or Charity Events!**

**You may not have the money to sponsor a Rolling Stones concert tour or a major golf tournament. But can you sponsor a contest or charity event? You can give out free prizes, have games for the kids, or offer other entertaining activities.**

**People love activities, big or small, as long as they're fun, entertaining and gives them a chance to win something.**

**You can host charity events. If you're not sure how, simply contact the charity you'd like to sponsor. Most have consultants that can help you set-up a charity event.**

**It's a way you can help people in your community and get your name, product or service out to the public at the same time.**

**You can even sponsor a little league sports team. To find out how you can sponsor a kid's sports team simply contact your city recreation department.**

## **EXERCISES FOR IMPROVING YOUR ABILITY TO APPLY THE PRINCIPLE OF ENTERTAINMENT**

**The following exercises will help you apply the principle of entertainment more effectively to your own business, product or service.**

- 1. Everyday for the next 3 days think (brainstorm) at least 3 different products or services you could apply the principle of entertainment to. Note: You don't have to see how possible it is to achieve.**
- 2. Get a notebook, write the date at the top of the page. Start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. Some days you'll pop out the 3 ideas with ease, and other days may take a little extra effort. By persisting for the 7 days your skill to apply the principle of entertainment will improve.**
- 4. Make sure you keep your notebook organized; you will want to refer back to it over the next months for inspiration and motivation.**
- 5. Remember, don't stifle your creativity by being over critical. Have fun with this exercise and let your imagination run wild. Evaluate on day 8.**
- 6. Try to do this exercise at the same time and preferably in the same place everyday.**

**7. Another fun exercise is to try and find examples of the principle of entertainment while you read magazine ads. You should also try to pick them out as you listen to radio commercials and T.V ads.**

**8. Line up 3 different products on a table and try to apply the principle of entertainment to each of them. Try to have an imaginary target customer in mind.**

**9. After you've done the above exercises, try and apply the principle of entertainment to your own business, product or service.**

## Chapter 9

# Principle Of Longevity

**"Can you make a benefit stronger?  
Or make the good feeling last longer  
If you can make what you sell last  
I'll buy it fast." - (Your Prospect)**

**Your Goal:** What feature can I make last longer in my product or service to make it more appealing to my target customers?

People are always in search of ways to buy *more* with *less* money. This chapter will help you find ways to make a product, service or a good feeling last longer. The principle of longevity will give you a *niche* that will attract more people to your product or service.

Longevity has always been linked with quality. If it last longer its quality, if it doesn't it's cheap. This is the one thing people are always willing to pay top price for above anything else.

The principle of longevity is twofold. It's making some aspect of your product or service last longer. It can also include making a positive experience or feeling last longer. If you can do either, you will have a *niche* that's hard to match.

Applying the principle of longevity raises the bar. Those who've used it have been known to put their competitors out of business.

Yes, the principle of longevity is a powerful *niche advantage* when used properly. It's so powerful that any business large or small that ignores it risks failure.

The business that will focus on it will be destined for success and growth. Think, what area of your business or service can you apply the principle of longevity to?

Always ask yourself "what features of my business, service or product can I make last longer for my target customers?" Or "how can I make my business, service or product last longer in my customers mind?"

Applying the principle of longevity to your product or service could push you ahead of your competition. On the other hand, if you're just starting, it

could quickly put you on the same level with them.

The Ritz Hotel, Rolls Royce, Gucci, Tiffany, Rolex, these names instantly give us a vision of quality and longevity.

Your product or service may not be as well known, so what do you do? You can use the principle of longevity like they do - and get an edge like they did.

By constantly asking yourself, "what can I make last longer in my product or service?" You'll start to see ideas you overlooked before.

Help your customers. They're looking for longevity in your product or service, whether it's in a feature, benefit or a good feeling that lasts.

Thinking of (brainstorming) ways to make the good feeling of using your product or service last longer would be a great start. For example, a gift with your companies name on it, or any other specialty item such as pens, notepads, calendars, pen lights etc.

With the previous examples noted, you can see you don't need to invest huge amounts of money to use the principle of longevity. There are many low and no cost ways to use it.

The principle of longevity is what your customers want, no matter what business you're in. If you can give it to them, you can establish a *niche* that could propel you past your competitors.

Out of all the other keys to improving a *niche*, this principle directly shows value-for-the money people can quickly see. The longer something last the greater the value.

The one thing people judge as to whether they got a good deal or ripped off isn't price. So, what is it? How long the product or benefits lasted.

If you'll examine all the products you've ever purchased, here's what you'll find. Your best buys were the products you used the longest.

The products that broke soon after you bought them or those you never liked using is just a bad memory. The same is true for any service you've bought.

No matter what your product or service, this chapter will show you how to apply the principle of longevity to it. You'll soon start noticing ways to use

it to enhance your product or service in your customer's eyes.

Let's pause for a second and do a self-check to see where we stand so far. I know all this information is great, but is it encouraging you to think? To think of how you can apply the principle of longevity to your business, product or service? I hope so, because you'll open new doors of opportunity.

Have you started to get any new ideas yet? Have you written them down?

## **Examples Of The Principle Of Longevity**

1. Longer life batteries.
2. Longer lasting paints.
3. Longer lasting relationships.
4. Longer lasting taste sensations.
5. Longer lasting memories.
6. Longer lasting mouthwash.
7. Longer lasting medicines.
8. Longer lasting clothing.
9. Longer lasting cosmetics.
10. Longer lasting hair-dos.
11. Longer lasting gum and candies.
12. Longer lasting pain-relief.
13. Longer lasting deodorant odor protection and wetness.
14. Longer lasting light bulbs.
15. Longer lasting tires and auto parts.
16. Longer lasting roses and flowers.
17. Longer lasting medications.
18. Longer lasting soapsuds.
19. Longer lasting marriages.
20. Longer lasting manicures.
21. Longer lasting breath mints.
22. Longer lasting furniture/carpeting.
23. Longer lasting employees.
24. Longer lasting job security.
25. Longer lasting money.

## **How To Apply The Principle Of Longevity To Your Business, Product, Or Service.**

You can start promoting the Principle of Longevity in your business, product or service by doing the following steps:

- 1. Offer A Radical Money-Back Guarantee!**
- 2. Be The Best At Doing Something In Your Industry (Even If It's Small)!**
- 3. Offer The Best After-Purchase Services!**

Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.

### **1. Offer A Radical Money-Back Guarantee!**

Nothing instills more confidence in a customer than knowing if they don't like a product they can return it and get their money back. The money-back guarantee is still the best way to soothe the doubts in a skeptical customer.

Most businesses stress the money back guarantee in their ads and other promotions. People expect it.

It's an implied law that anything you buy should work for a certain amount of time, unless it's stated the product is being sold "As Is".

The money back guarantee is a good way to instill the feeling of longevity to your customer.

Many will assume the product has longevity in it because of your guarantee. If it doesn't have a guarantee or if the guarantee has tight restrictions many will assume it doesn't have longevity in it. Period.

To carve out a strong *niche* with the principle of longevity you'll have to go beyond the usual money-back guarantee.

To stand out you'll have to give what I call a "RADICAL" money-back guarantee. I've seen many businesses use this and get incredible results. Keep in mind you don't have to give RADICAL money-back guarantees forever, just until you've won peoples attention and trust.

I've seen some businesses use the RADICAL money-back guarantee during grand openings. Others do it when they come out with a new product, and others use it at certain times of the year.

But many find giving a RADICAL money-back guarantee so profitable they use it year around. You may too.

The only way to find out if the RADICAL money-back guarantee works for you is to test it!

**A RADICAL money-back guarantee can be anything you can think of that goes beyond the usual.**

**For example, I've seen everything from double your money-back, to a lowest price guarantee. For instance, if you find a lower price anywhere bring us the ad or receipt and we'll beat it, etc.**

**You can also extend the time limit. I've seen everything from 1 year to a lifetime guarantee.**

**Brainstorm ideas for RADICAL money-back guarantees, you could come up with a new twist that puts you a "*niche*" ahead of your competition. After all that's why you're reading this book now, right?**

## **2. Be The Best In Your Industry At Doing Something (even if it's small)!**

**You can promote a sense of longevity by striving to be the best in your industry at something.**

**It can be something small, simple, or routine. Whatever it is make it your goal to be the best at it.**

**For example, you may serve donuts like 10 other places in town, but you make the best coffee. Or you may sell hot dogs like 20 other vendors, but you sell the best root beer or you offer free refills, get the picture.**

**Being the best at something, even if it's a small thing, can give you a *niche* that will separate you from the crowd of competition.**

**If you're in a highly competitive industry, it often comes down to the little things that separate you from the rest of the pack.**

**If you haven't already done it, take a few minutes now and brainstorm some ideas. Choose what little thing(s) you'll be best at in your market.**

**Try to brainstorm 10 ideas, out of those 10 you should be able to get at least 1 thing you can strive to be the best at in your market. Get a blank piece of paper and *do it now - then return here when you finish. Stop reading & do it!***

**If you took action on the above suggestion let me applaud you now. Because taking little actions like you did will help you create powerful *niches* that will propel you ahead of your competitors.**

If you didn't do the above exercise, beware: You may be missing many opportunities by not getting into the habit of taking little actions.

Remember, this is an *action* book, not a novel you sit back, read and set aside when finished. The only way for this action book to work is for *you* to take action.

Another way to emphasize a sense of longevity to your customer is by promoting superior quality.

If the buttons on your sport coat is sewn on with tough space age fishing line, say so. If your cosmetics line last longer than your competitors because of better ingredients, state them. If you have quicker customer service, tell them why.

All the above examples work to give a sense of longevity, and thus more value to your customer.

We're all looking for the best quality we can buy for the money, no matter what income level we're at.

More and more people are looking for superior quality, even if the product cost a few cents more. Strive to give top quality, in something, to your customers daily.

*Will it last? Can You Prove it?* Those two questions always come to mind in most consumers. It's your duty to answer those questions as clear and quickly as possible.

I call those "*longevity questions*". They're on every consumers mind as they decide whether to buy or not buy a product or service. The trick is to answer these "*longevity questions*" concerning your product or service - before your customers ask.

### **3. Offer The Best After-Purchase Services!**

Today's consumer is so used to getting at least a money back guarantee, it's almost impossible to sell them a big-ticket item without one. Try selling a home, car, stove, PC, or home repair without a guarantee of some kind. You need something more.

If you sell any of the above items you know this, but you may ask, "what if I am involved in a business that doesn't sell big-ticket products or services? How can I afford to give after purchase service if I charge \$10 - \$20 for my

**product or service?**

**Finding a way could be an enormous edge over your competition, wouldn't you agree?**

**Here's a tip, if giving broad money-back guarantees or consultation is not do-able for you now, how about selling a contract for your service or product?**

**For example, if you do auto detailing how about selling a 1 year contract at a discount.**

**If you charge \$100 to detail a car and he buys a 1-year contract, the customer could be entitled to 12 details for \$800 – that's a \$400 savings. Sell a product? Sell a contract to supply a person or business at a discount of course.**

**You could apply the above examples to any product or service, if you sell flowers or pizza you could sell a discount coupon that's good for 1 year. The coupon could allow your customer to get 10%-25% off of any purchase for 1 year.**

**If you sell a line of e-books, you could start a membership site that offers a sizable discount for members. The only limit to this idea is your imagination.**

**The key here is to get your customer to keep coming back. As they come back again and again and you're still there, this helps to instill the sense of longevity to your customer.**

**The above suggestions are examples of *niche ideas* you can start using right now to increase your profits.**

**But by no stretch of the imagination do I claim to suggest these are the only suggestions. In fact, they are meant only to spark your own imagination.**

**You have my permission to use the above ideas (or any ideas in this book) to make enormous profits.**

**Yes, you have my permission to use any of the ideas in this book. But if you just limit your ideas to the ones you find in this book I personally feel I have failed you.**

**My goal is not to just give you my ideas but to help *SPARK YOUR OWN IDEAS ... Tailor-made for your own product or service.***

**Yes, my goal is for you to use this book like a seed you can plant in your imagination (by study and action).**

**And because of planting (studying and acting) more of your own ideas sprout, take root and flourish. Yes, ideas you never thought you had in you, that's my goal - and the goal of this course.**

## **EXERCISES FOR IMPROVING YOUR ABILITY TO APPLY THE PRINCIPLE OF LONGEVITY**

**The following exercises will help you apply the principle of longevity more effectively to your own business, product or service.**

- 1. Everyday for the next 7 days think of (brainstorm) at least 3 different products or services you could apply the principle of longevity to. Don't be concerned how possible it is to achieve. This is a brain exercise.**
- 2. Get a notebook, write the date at the top of the page. Start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. Some days you'll pop out the 3 ideas with ease, and other days may take a little extra. By persisting for the 7 days, your skill to apply the principle of longevity will improve.**
- 4. Make sure you keep your notebook organized; you will want to refer back to it over the next months for inspiration and motivation.**
- 5. Remember, don't stifle your creativity by being over critical. Have fun with this exercise - let your imagination run wild. Evaluate on day 8.**
- 6. Try to do this exercise at the same time and preferably in the same place each day.**
- 7. Another fun exercise is trying to find examples of the principle of longevity while you read magazine ads. You should also try to pick them out as you listen to radio commercials and T.V ads.**

**8. Line up 3 different products on a table and try to apply the principle of longevity to each of them.**

**9. After you've done the above exercises, try and apply the principle of longevity to your own business, product or service.**

# Chapter 10

## THE PRINCIPLE OF PORTABILITY

Is your product or service portable?  
Can I use it in more than one spot?  
Can you bring it to me?  
Can I get it conveniently?  
Then I'll be happy to buy what you've got. (- Your Customer)

**Your Goal:** How can I make a stationary product, service, feature or benefit portable? How can I bring my business to the customer, instead of forcing or waiting for my customers to come to me?

In this fast paced world, more and more people seem to live on the run. Commuting is at an all time high. People travel more and move more.

Because we're moving around more, demand for products and services that can move around with us continues to grow.

Instead of customers having to come to your place of business, you bring your business to the customer. That's the beauty of the principle of portability. You see more and more successful businesses using the principle of portability.

People have less time to do things. So, any product or service you can provide to help save them time could give you an edge over your competitors. For example, products your customer can use in their car, at the beach, or outdoors describes this principle.

Products that help us eat on the go, drink while exercising or do while waiting in long lines. Those are products in demand. People continue demanding products they can operate on-the-go or use on-the-fly.

Multi-tasking (doing more than one thing at a time) is a demand for more and more people. If you have a product or service that allows people to multi-task, you have a valuable *niche* your customers will like.

You should stress this benefit if you have a product or service that fits into your customers busy "*don't have enough time*" lifestyles.

**Being able to use a product or service in more than one place gives any item a larger perceived value in the customers mind.**

**Overall, a portable product (or service) is worth more than a product that can only be used in one place. People hate to be tied down. So, if your product allows people the freedom to use in more than one place, that's a major plus.**

**The principle of portability is not just limited to products used in more than one place. The principle of portability can also work if you sell a service.**

**You can also make a service portable by going to the customer, instead of waiting for the customer to come to you. Your customers will love the convenience, time saved, and perceived value.**

**Popular examples of the principle of portability are the catering trucks that come to job sites, ice cream trucks that drive up and down our street. Plus, a host of other delivery services and vendors who come to us.**

**This chapter will give you ideas that will spark your brain on ways to use the principle of portability for your business, product or service.**

## **Examples Of The Principle Of Portability**

- 1. Tablet and Laptop Computers.**
- 2. Mobile Car Wash/Detailing**
- 3. Back Packs/Water Coolers.**
- 4. Smart Phones.**
- 5. Mobile Pet Grooming.**
- 6. Catering Trucks.**
- 7. Mobile Homes.**
- 8. Ipods.**
- 9. Sports Bottles (and other spill proof containers).**
- 10. Portable Meals. Sandwich wraps, Breakfast burritos.**
- 11. Portable travel iron.**
- 12. Mobile Broadband .**
- 13. Portable T.V**
- 14. Portable Copier, Scanner, Printer.**
- 15. Portable Stove (for camping)**
- 16. Portable Bed (Air Mattress).**
- 17. Portable Chairs (Folding).**
- 18. Portable Information Storage (CD Rom, DVD, Zip Disk, etc.).**
- 19. Free Pick up and/or Delivery Services.**

- 20. Battery operated anything.
- 21. Meals on wheels.

## **How To Apply the Principle Of Portability To Your Business, Product or Service**

**You can start promoting the principle of portability to your business, product or service by doing the following steps:**

- 1. Emphasize Time Saving!**
- 2. Emphasize Multi-Tasking!**
- 3. Emphasize Freedom Of Choice!**

**Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.**

### **1. Emphasize Time Saving!**

**If you have prospective customers you're trying to attract, it's a sure bet they want to save time anyway they can.**

**Time is so precious now you'll even notice retired people, the unemployed, or those living laid-back lifestyles short on time.**

**Our high speed, high-tech society is not giving us more leisure time as it was once predicted. Our high-tech living is merely giving us more time to cram more things into our 24-hour day.**

**Emphasizing the time saving factor of your product or service to your customers will get attention. No matter what business you're in - or who your target customer is.**

**Can you save your customer time by coming to where they are? Can your customer use your product while doing something else? Can they use your product while driving, waiting in line or just relaxing? Then you have a product or service that's portable.**

**Portability is a huge plus, especially if you have a business, product or service that's usually stationary (customer normally comes to your business or can only use it in one place or setting).**

**If you have a business where the customer can only come to you - can you make certain aspects of it portable?**

**Stay alert to ways you can save your customer time. You do this by constantly adding portability features to your product or service.**

## **2. Emphasize Multi-Tasking!**

**Can your product or service be used under different conditions or places? Can it be used while the customer is doing another task? If it allows your customer to multi-task, this benefit will be a major appeal to those busy people.**

**Multi-tasking is the new watchword today. Multi-tasking is a word few people knew about 30 years ago. Now it's on the lips, mind and attitude of everyone from Fortune 500 CEO's to 12 year olds.**

**Being able to do more than one thing at a time is now almost a necessity. Don't believe me? Follow a new mother around on an average day. Shadow a single mom for a week. You'll see multi-tasking at its best.**

**Most people would get buried by their "things to do list" if they didn't multi-task in some way or another.**

**Have you noticed some of the hottest selling products and services? They're the ones who help people multi-task smarter, safer, and more efficiently.**

**For example, you can balance your checking account on your Smart Phone while listening to Bach and texting friends. You can safely eat a breakfast burrito while driving to work, or you can exercise while talking on your cell phone headset.**

**These are tiny samples of products that help people multi-task. Multi-tasking is in. Yes, most of today's successful products and services have this essential quality. If they don't, a product or service is in great danger of being buried by other products that help people to multi-task.**

## **3. Emphasize Freedom of Choice!**

**Think back to when you were a little child. What was the one quality your favorite toy store always had? The most choices, right? Of course it did.**

**And as adults, we're still attracted to the many benefits of having choices, and we avoid situations where we have limited choices. That boxes us in.**

**Although we may end up making one choice, we still like to know we have**

**the option of having many choices. It makes us feel like we made a smarter decision.**

**Having more choices makes us feel our final decision is more dependable than if we only had one or two choices. The more choices we have the more informed we feel, all things being equal. Be careful of information overload.**

**We feel we've made the *best* choice only when we've had the *most* choices. That's why the principle of portability is so refreshing to people.**

**If you have a product or service that allows your customers more options, you're appealing to a ready-made desire in them.**

**No one likes to feel limited to only one choice, if possible. We all like multiple choices. Which may explain why places like Wal-Mart, Costco, Amazon, and Mega-shopping malls are so popular. They offer a wide selection of options to people, and as a result - they're hard to resist for most of us. Right?**

**Another reason we like choices is because we have different needs or requirements at different times. Conditions change and we like products and services that can change with us. That's the essence of the principle of portability.**

### **Exercises For Improving Your Ability To Apply The Principle Of Portability**

**The following exercises will help you apply the principle of portability more effectively to your own business, product, or service.**

- 1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of portability to your business, product or service.**
- 2. Get a notebook with the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. You may notice that some days you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought to get out the 3 ideas. But if you persist for the next 7 days, you'll find your ability to apply the principle of portability to your business, product or service will greatly improve.**
- 5. Make sure you keep your journal organized, you will want to refer back to it over the next months for inspiration and motivation.**

**6. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing, or judging your ideas too soon. Evaluate on day 8.**

**The purpose is to practice the principle of portability on purpose. You'll come up with more workable ideas soon enough, don't get ahead of yourself.**

**Right now just focus on doing the exercise each day and getting your 3 daily ideas and writing them down in your notebook.**

**7. Another tip is to try and do this exercise at the same time, and preferably in the same place.**

**For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**Whatever time or place is most comfortable or convenient for you, the most important thing is to do it!**

**8. An easy way to get started on this exercise is to look for examples of the principle of portability in magazine advertisements, and T.V and radio commercials.**

**This can be a fun exercise and at the same time help train your brain to apply the principle of portability.**

**9. Another good exercise is to think of 3 stationary businesses, services or products. Imagine applying the principle of portability to them. How would they look or operate?**

**Next, line up the 3 products on a table in front of you. How can you make the product or features more portable or usable if your customer needed to multi-task?**

**You may come up with some funny, zany ideas, allow your imagination to flow.**

**Remember, this is an exercise. You're giving your creative imagination a workout. It'll pay off by giving you creative ideas as it develops, be patient.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product or service.**

# Chapter 11

## Principle of Reduction

Anything can be reduced to fit  
To carry in your hand, pocket or budget,  
There's always people to target  
To create a special market  
And to make what you reduce a hit.

**Your Goal:** What feature can I reduce in size to make my product or service more appealing to my target market?

Notice as you sit in your home or office, notice how few items there are that can't be reduced in size. In fact, everything from airplanes to zoos can be reduced.

For example, I've seen the world's largest bible the size of a piece of furniture, to the world's smallest bible the size of your fingernail.

Computers have gone from room sized to hand-held in less than 50 years. Everything continues to conveniently shrink in size to match consumer demands.

Items you never thought of a few years ago have been reduced to fit. And as a result they tap into a whole new *niche* market. A perfect example of *less* being *more*.

Slimmer watch bands, mini-cameras, mini-computers. The principle of reduction could appeal to a whole new market for your product or service as well, if given a little thought.

Do you sell a product or service? Can you reduce a certain feature to make it more convenient, more portable or easier to use?

Can you reduce it and make it more affordable for another type of customer?

How about some feature that could be targeted to a different age group? Does your business cater to families, then what about catering to singles?

If you sell a service, how about having part of it self-service and *reducing* the price? This could attract a whole new market of people.

The self-service concept has worked well for gas stations, mini-markets, and even fast food establishments. So, maybe it could work for your business too. You'll never know until you test it.

As you can see from the examples, there's unlimited ways to use the principle of reduction. You can create a powerful *niche* for your product or service by using your head.

Putting the principle of reduction in your *niche* creation or improvement toolbox is a smart move. If a regular size is successful, a mini version will be welcomed in in many cases. It may even win you a whole new category of customer.

There is always a segment of the population who could use a pack of catsup instead of a bottle, or a 12 oz soda instead of a 36 oz. The same is true for other products and services as well. Can you make a portion of your product or service *Bite Sized*.

Can you see how ignoring the principle of reduction could mean you're leaving money on the table?

Are you neglecting to apply the principle of reduction to your product or service? Then you could be overlooking many people who like what you have, but don't need so much of it.

Reducing a feature or size in your product or service, along with the price may open the door to a new *niche* market for you. If your competitors haven't thought to do it, you could be a step ahead of them before they can react.

The principle of reduction can be vital in helping you sell more products and services.

With the drop in family size and people staying single longer, there's a growing demand for more "reduced sized" products and services. Are you preparing yourself to tap this growing market?

Plus, the rise in the number of *single senior citizens* (wow, say that 5 times fast) continues to grow. People who need smaller sizes and reduced amounts can help increase sales for you, if you prepare for them.

The principle of reduction is speaking to the needs of a growing chunk of the population. But remember, you can reduce the product size but never the product quality. In fact, this should cause you to improve it.

**People are demanding higher quality in the reduced versions of products and services.**

**So, take advantage of this. It's often a way to get customers to buy the larger version. Your smaller first version could open the door to a larger sized purchase in the future.**

**Never assume the reduction in size means reduction in quality or it will be to your peril. Because the size is reduced, people tend to focus more on the quality of the product or service.**

**As you read this section, start brainstorming ways you might use the principle of reduction to help create a niche for your product or service.**

### **Examples Of The Principle Of Reduction**

- 1. Micro computer chips.**
- 2. Single serving pizza.**
- 3. Mini DvD Player.**
- 4. Hand held Personal Computer.**
- 5. Cup of Soup.**
- 6. Mini Pies.**
- 7. Mini Camera.**
- 8. Reduced Calorie Desserts.**
- 9. Reduced Calorie Salad Dressings.**
- 10. Reduced Fat Dairy Products.**
- 11. Reduced Sugar Foods.**
- 12. Reduced Sodium Snacks and Foods.**
- 13. Mini Markets.**
- 14. Mini Checkout counters (10 items or less).**
- 15. Mini Shopping Malls.**
- 16. Mini Camps.**
- 17. Mini Stereo Speakers.**
- 18. Bite sized hamburgers, hot dogs, pizza etc.**
- 19. Bite sized chicken nuggets, fish etc.**
- 20. Mini travel iron.**
- 21. Mini hair dryer.**
- 22. Mini Vacuum Cleaner.**
- 23. Mini Car Fan.**
- 24. Mini Bulldozer.**
- 25. Walkmans and Ipods (Mini Stereo).**

## **How To Apply The Principle Of Reduction To Your Business, Product Or Service.**

**You can start promoting the Principle of Reduction in your business, product or service by doing the following steps:**

- 1. Emphasize Cost Savings!**
- 2. Emphasize Learning - For New Customers!**
- 3. Emphasize Easier Use, Handling And Storage!**

**Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.**

### **1. Emphasize Cost Savings!**

**A reduced version of a quality product or service could appeal to a larger amount of people.**

**Observe the number of products that have enjoyed great success when reduced in size. Many have not only sold more in its reduced versions but have out sold the older, larger versions. For example, mini vans and cross-overs, tablet computers, Ipods to name a few.**

**Due to the increase in population in our cities and suburbs, a demand for *space saving* products will grow far into the future.**

**If you can save your target customers money by offering a reduced version of your product or service, many will reward you with extra business.**

**A reduced version could make your product or service more affordable to first time buyers. That's one more benefit of this principle.**

**In this day of self-service this or that, the principle of reduction can be applied to most service related businesses. It can help to improve your customer base and profits.**

**Let's take a second to review. So, by finding (brainstorming) ways to reduce the size (not the quality) of your product or service you can promote cost savings.**

**Remember, don't make the mistake of limiting the principle of reduction to just products and services.**

**The principle of reductions uses is unlimited. You can apply this principle to any job, task, plan, or goal. In fact, all aspects of your business can benefit from this principle when it's applied right.**

**Just by asking this question consistently, *"What can I reduce without compromising quality?"* Will help you generate many ideas that will save you hundreds of times the cost of this book.**

**Keep a constant eye on things you can apply the principle of reduction to, and help save your customers money.**

## **2. Emphasize Learning - For New Customers!**

**We teach beginners how to perform new skills, in reduced versions first. For example, we teach our doctors how to perform surgery on a reduced version of (simulated) body parts.**

**Mechanics learn how to repair engines on reduced versions of an engine. Police officers train on reduced versions of different crime scene simulators. We learn the reduced version before we can learn the whole.**

**Think about it, whatever skill you were introduced to, you first learned a reduced version of it, we all have.**

**You can use the principle of reduction to introduce your product or service to new customers. You can provide a reduced version of your product or service at a reduced cost. Or even a free sample.**

**This technique has been used by many successful businesses for decades. It has been around for so long because it's worked for so long.**

**Book publishers and writers give away free (reduced) excerpts to sell more books. Manufacturers give away (reduced) samples. These are examples of the principle of reduction at work.**

**The principle of reduction is often a win-win situation. The customer wins because it gives them a chance to test the new product or service without risking large amounts of money. On the other hand, you win by introducing your product or service to larger numbers of people, quickly.**

**Show me a successful product or service, and I'll show you a business that has given away reduced versions. Businesses do this to boost future sales.**

**This technique has worked so well most businesses continue to do it to keep their customer base growing.**

**Follow other successful businesses and brainstorm ways you can offer reduced versions of your product or service. Doing this is like investing in the future of your business.**

### **3. Emphasize Easier Use, Handling or Storage!**

**The principle of reduction is an idea that caters to people who like the simple and convenient.**

**In a world that seems to grow more complicated and crowded, the principle of reduction fits right in (if you catch my drift).**

**If you can promote the principle of reduction, by stressing easier use, handling or storage you'll get the attention of many people. This is what many peoples life craves and screams for each day.**

**From cars to crayons, notice how many successful products emphasize easier use, handling or storage in their ads.**

**Yes, you'd be hard pressed to find a product that didn't stress at least one of the above benefits.**

**The best part of stressing the easier use, handling or storage benefit is more people demand it. Yes, here's a demand with no end in sight. People will always demand it in cars, vacuums, toys and thousands of other products, including yours.**

**You name the product, and one of the above benefits are always present in telling whether a customer will buy or not. It's a reason Tablet computers, e-books and Kindle readers are so popular now, they encourage easy storage. You can store thousands of songs on a tiny Ipod. And you can store hundreds of e-books on your tablet computer or Kindle. No need for a CD tower or bookshelves anymore.**

**You notice the best part about these examples? They don't require you to come up with an Einstein-like product that will change the world.**

**By making a product easier to use, handle or store than your competitors, you could have the market *niche* to put you ahead.**

**Think of how many times you've purchased a product because it was easier to use, handle or store than their competitors. You've done it so many times you probably couldn't count them, we all have.**

**Invest 10 minutes a day brainstorming ways to make your product easier to use, handle or store. A year from now you'll see those 10 minutes as your most valuable investment in relation to the return.**

## **EXERCISES FOR IMPROVING YOUR ABILITY TO APPLY THE PRINCIPLE OF REDUCTION**

**The following exercises will help you apply the principle of reduction more effectively to your own business, product or service.**

- 1. Everyday for the next 7 days think of (brainstorm) at least 3 different products or services you could apply the principle of reduction to. Note: Don't be concerned how possible it is to achieve. This is a brain exercise.**
- 2. Get a notebook. Write the date at the top of the page. Start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. Some days you'll pop out the 3 ideas with ease, and other days may take a little extra. By persisting for the 7 days, your skill to apply the principle of reduction to your business, product or service will greatly improve.**
- 4. Make sure you keep your notebook organized, you will want to refer back to it over the next months for inspiration and motivation.**
- 5. Remember: Don't stifle your creativity by being over critical. Have fun with this exercise and let your imagination run wild. Evaluate only after day 8.**
- 6. Try to do this exercise at the same time and preferably in the same place.**
- 7. Another fun exercise is try and find examples of the principle of reduction in magazines and as when you listen to radio ads. You should also try to identify them in T.V commercials.**
- 8. Line up 3 different products on a table and try to apply the principle of reduction to each of them.**

**9. After you've done the above exercises, try and apply the principle of reduction to your own business, product or service.**

## Chapter 12

# The Principle Of Reversal

Switch it, twist it, turn it around  
If it doesn't work or fit;  
Try doing the opposite,  
And watch it make your sales rebound.

**Your Goal:** What disadvantage, parts or feature can I reverse to make my product or service more appealing to my target customers?

Psychologist, Neuroscientists and other people who study such things, revealed long ago the brain reacts fastest when it relates to opposites.

Reversal is a natural brain activity. For example, if I say the word big you think small. If I say black, you think white. If I think hot, you instantly think cold.

With this simple grade school example, you've seen how quick your brain thinks in the reversal mode. You'll also see why the principle of reversal is one of the easiest ways to help you create or improve powerful *niche* ideas for your business, product or service.

Recognize the principle of reversal and its far-reaching power as a *niche creation* or improvement tool.

Once you learn this principle, it will become second nature for you to see a *niche* idea in more places and in more products and services . You'll find yourself catching up to, or flying ahead of your competitors the more you use it.

To see examples of reversal thinking in action, walk down a supermarket aisle. Notice that one bag of an item is family sized, while another bag is single sized.

One cola is robust caffeine flavored and the other taps a newer *niche* market with a lite cola.

One pack of cup cakes has a whopping 45 grams of sugar and another cup cake taps a health *niche* market by selling a tasty sugar-free cup cake.

By the examples just listed, you can see that opposites do attract. They attract customers, sales and profits.

**As you read these words, can you think of how you can apply the principle of reversal to your business, product or service?**

**Look at what features or services your competition is offering or not offering and reverse them. For example, I know of a snack bar that stayed open late when their competition closed early on weekdays and as a result almost doubled their gross profits.**

**This principle of reversal is so strong, whole industries have been created from it.**

**Look at your average T.V ad. The principle of reversal is applied to almost 50% of the ads that grab your attention. You know the ones with the dog that acts like the human and the human that acts like the dog.**

**Another ad has kids saying adult clichés, and the parents respond like children. Or how about the patient listening and taking notes, while the bearded psychiatrist lies on the couch pouring out his soul.**

**Madison Avenue ad men use the principle of reversal to grab your attention. So, they can tell you their sales story.**

**The principle of reversal is one of the most popular ways to grab your attention in an ad. The principle is simple, when your brain notices things out of the ordinary it stands out.**

**You can use the reversal technique to out-*niche* your competition. What's your competition doing that you can reverse and appeal to an unmet customer need?**

**Average people can now use the principle of reversal to create a new product or service, and attract new customers.**

### **Examples Of The Principle Of Reversal**

- 1. In the 1960's and 70's, Volkswagen motorcars uses the concept of reversal by putting the engine in the back. They then placed the trunk in the front, and as a result sold millions of cars.**
- 2. The fast food establishment who emphasizes no heating lamps, or deep fryers. Everything is made *Fresh*. Can you guess who they are? They just passed McDonalds for having the most stores. Subway.**

3. The monthly magazine that you listen to instead of read. It's on mp3's.
4. The business that shows you how to *not* spend money. Investment Advisor.
5. Larger print in contracts replacing the small print. Required in many states.
6. Reverse type in advertisements, designed to draw better attention.
7. The Nestle chocolate company discovered cold chocolate was good, but hot chocolate sells even better.
8. A watch that verbally tells you the time, instead of you having to look at it to tell the time.
9. A fast food franchise that specializes in the smallest burgers, while their competitors brag about having the biggest burgers.
10. Most comedians use the principle of reversal in their routines. For example, they'll set you up to make you think they're going to say one thing and say the opposite. A guaranteed laugh every time.
11. The T.V or stereo alarm that turns you on (wakes you) instead of you turning it on.
12. The banks that make mortgage payments to you (Reverse mortgages).
13. The copy machines that not only make copies but also make enlargements and reductions.
14. Make-up that looks like "no make-up" ... called natural look make-up.

### **How To Promote The Principle Of Reversal In Your Business, Product Or Service.**

**You can start promoting the principle of reversal in your business, product or service by doing the following steps:**

- 1. Emphasize Being The First!**
- 2. Emphasize Exclusivity!**
- 3. Emphasize Individuality!**

**Now let's examine the above steps in more detail so you can see first hand**

the enormous benefits they contain.

### **1. Emphasize Being The First!**

Everyone loves being the first at something, from the youngest baby to the oldest senior citizen. “Be the first on your block to” ... is still one of the most used advertising slogans.

Everyone from car dealers, who each new car year will urge us to be the first to own the new Tin Mobile.

In fact, the urge to be the first is so strong in people, many of the new cars have few changes from last years model. But the urge to be the first is so tempting many cars are sold on this factor alone.

The urge to be the first to have a new “you name it” works year after year, without fail.

No wonder new car dealers are some of the richest people in most communities. People have a basic desire to be the first to own something, the first on your block. If you have a teenager you know this in spades.

You should be taking advantage of this basic desire with your product or service, or you’re letting profits slip through your fingers.

The fashion industry is built on the fact that people want to be the first to wear this year’s new style. Isn’t it true? Who wants to wear last year’s style?

The skirt, shirt, blouse or shoes is still in good condition, but “so what, that’s last years style.” The key is to be the first to wear this year’s style. That’s been the quite message of the clothing industry for centuries, and it’s still alive and well today.

The auto and fashion industries have built themselves on this principle. The urge to be one of the first sells billions of dollars in products each year. And of course the tech industry. People wait in long lines overnight to be the first to ...

But the truth is, all products and services can use the *be the first principle*, including yours!

Of course when you emphasize being the first to do, try, or own something

it's always a plus to offer a trial, free sample or test drive.

Doing this helps overcome peoples natural skepticism to trying something new or different.

## **2. Emphasize Exclusivity!**

When you use the principle of reversal, you can easily promote the idea of exclusivity. Reversing a routine, feature or task that no one else has done before helps make it exclusive.

When you reverse what your competitors are doing, many times you appeal to people who like exclusivity. So, promote this fact to your customers.

When you reverse a product or service feature, you're also avoiding the "herd or crowd mentality". That alone is attractive to many people. In fact, all of us have a desire to be a part of something that's exclusive in some way.

Most products and services that are household names today use the principle of reversal, by stressing exclusivity. Rolls Royce, Channel, and Gucci give us the sense of exclusivity.

But you don't have to sell these products to give the sense of exclusivity to your customers. You can easily give your customers this sense by looking for ways to add more value to your product or service.

Exclusivity means something that's special when compared to the rest. That something special can be the small thing(s) you do. For example, the little extras your competitors neglect, ignore or don't take the time to do as well.

When you apply the principle of reversal, you do something different automatically. The key? Make sure it fills your target customers needs or wants.

When you do something that's opposite of what the crowd does, that's as exclusive as you can get. It pays huge rewards when done right. Today being exclusive appeals to a wider range of people than ever before.

## **3. Emphasize Individuality!**

Many products and services are sold to people based on the fact they help to express their individuality. "Dare to be different," is a slogan that

**describes the attitude of millions of people today.**

**From the way we think, act and talk - to what we buy, we want our individuality to show through.**

**The reason many people will buy a product, service or idea is because it helps them express their individuality.**

**Close your eyes and imagine the products that are sold to teenagers alone that cater to their individuality. Everything from Air Jordans to Zen is geared to help them express their own style.**

**Whole industries have been created in the last 100 years to help people express their individuality.**

**Look at the amount of ads geared to help women express their personal styles. The talk shows, women's magazines, movies and more - all geared to helping women do this.**

**Let's not forget the men in this equation. After all, what's more macho or manly than one who is independent? You know, like the swaggering sports hero, James Bond, or latest Hip Hop/Rock Stars.**

**Everything from T.V dinners, jeans and trucks and tatoos are sold to men based on helping them express their individuality.**

**Spend a little time observing T.V commercials and try to find the ones that imply helping you express individuality. They're endless!**

**Studying ads as suggested in this book will give you ideas for your business, product or service. You'll find most successful ads include appeals to people's individuality.**

**Almost every ad for clothes, cars, cologne, even food implies helping the person express their individuality.**

**You can find many unmet customer needs by helping your target customers express their individuality - through your product or service.**

**Choose a thing or task and try doing the opposite. For example, if your competitors are open early in the morning - you stay open later at night. If they cater to seniors - you cater to young adults or teens. If they offer discount products - you stress higher-end products or services. Get it?**

The principle of reversal comes from doing the opposite of what your competition does. This can help you discover an untapped niche.

Doing the opposite of what others do, without sacrificing quality of your product or service is the key to creating a *niche*.

Once you master the principle of reversal and how to use it, you'll start seeing more ways to use it. They'll help you create *niches* for your product or service. You'll start creating niches before your competition can react.

## **EXERCISES FOR IMPROVING YOUR ABILITY TO APPLY THE PRINCIPLE OF REVERSAL**

The following exercises help you apply the principle of reversal more effectively to your own business, product or service.

1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of reversal to your business, product or service.
2. Get a notebook with the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.
3. You may notice that some days you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought to get out the 3 ideas. But if you persist for the 7 days, you'll find your ability to apply the principle of reversal to your business, product or service will greatly improve.
5. Make sure you keep your journal organized; you'll want to refer back to it over the next months for inspiration and motivation.
6. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing, or judging your ideas too soon. Evaluate on day 8.

The purpose is to practice the principle of reversal on purpose. You'll come up with the more workable ideas soon enough, don't get ahead of yourself.

Right now just focus on doing the exercise each day and getting your 3 minimum daily ideas and writing them down in your notebook.

7. Another tip is to try and do this exercise at the same time, and preferably in the same place.

**For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**Whatever time or place is most comfortable or convenient for you, the most important thing is to do it!**

**8. An easy way to get started on this exercise is to look for examples of the principle of reversal in magazine advertisements, T.V and radio commercials. This can be a fun exercise and at the same time help train your brain to apply the principle of reversal.**

**9. Another good exercise is to line up 3 products on a table. You can choose the products from the bathroom, kitchen or from the bedroom. Line up the 3 products on a table in front of you and try to apply the principle of reversal to each one.**

**The above examples are a small sample of items you could use to practice with. You could use anything in your house, office or car.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product or service more.**

# Chapter 13

## The Principle of Safety

**Reduce my risk, help me avoid loss  
I'll pay extra for that, yes I'll pay almost any cost;  
If what you sell can protect me  
A strong customer to you I'll be,  
And more business to you I'll toss. - (Your Customer)**

**Your Goal:** How can I make my target customer feel more safe and secure *before, during or after* purchasing my product or service?

Safety is an ongoing need in our rapid paced culture. People have a basic need to feel secure. In fact, studies have shown people will put more effort and fight harder to protect what they have than they will to gain more.

The safety factor always comes into play in whatever we do, from the time we get up to the time we go to bed.

Every government, business and private organization is obsessed with safety. In fact, *safety first* is a phrase that's been coined to keep it on peoples mind.

You'd be hard pressed to walk into any factory or worksite and not see a safety poster hanging in clear view.

People are concerned with safety because without it quick losses, injury, and even death can occur. Many years of work, toil and sweat could be wiped out in seconds to those who neglect the vital principle of safety.

Every company on earth is concerned with safety, and is obsessed with improving their record. People are more and more concerned with things like safe drinking water, air and food than ever before. But that's not all.

We're alarmed daily about the safety of our children, the toys they play with and what they watch on television. We teach our children how to protect themselves in school and at home.

We're worried about the safety of our finances, how to protect them in shaky markets and from fast talking salespeople and lately, hackers!

Yes, the vital need for more safety is a daily need that never goes away. If

**you can show others how your product or service can add safety to their life you'd have a powerful *niche*. Don't you agree?**

**Entire industries have been built on the principle of safety alone. Modern *niche* creation and improvement thinkers will create the new industries of the future!**

**When it comes to safety, price is often no object. People will pay extra for the feeling of security, it's a basic human need we all have.**

**Physical safety is what all people desperately search for. After all, how can you relax, work, or learn if you don't feel safe. In most areas of life, safety really does come first!**

**We buy TV's and seek other entertaining gadgets to protect us from boredom. We buy books, and courses to protect us from ignorance. Politicians win or lose elections based on who promises to protect us the most.**

**In this chapter you'll discover ways to use your product or service to appeal to the need for safety we all crave.**

**Don't have a product or service? No problem. This chapter helps you to find a *niche* product or service that caters to peoples need for safety.**

**No matter what product or service you have, here's a promise. This chapter will show you how to use the principle of safety to sell more of your product or service.**

**Remember, you don't have to find a major safety break-through to benefit from the principle of safety. Most of your progress will come from small steps.**

**Whatever you can do to make potential customers feel more secure, however small, is a major plus in growing your profits.**

**People hate to experience loss, be ripped off or waste money. Try to think of little ways you can help people achieve the above goals with your product or service.**

**Helping people feel more safe and secure has a direct financial benefit most of us can instantly see.**

**Insurance companies give us safety from sudden loss, alarms give us a sense of physical safety, and facts give us safety from ignorance.**

**Think safety! Always stay alert for ways you can give your customers more safety and many will reward you with more business.**

### **Examples Of The Principle Of Safety**

- 1. Seat Belts**
- 2. Fire alarm, Burglar alarm, Car alarm.**
- 3. Air bags.**
- 4. Safety goggles.**
- 5. Work gloves.**
- 6. Safety helmets.**
- 7. Secure Internet Sites.**
- 8. Child car seats.**
- 9. Fire retardant materials.**
- 10. Anti-lock brakes.**
- 11. UV Sun eyeglasses.**
- 12. Insurance.**
- 13. Training aids, books, and films.**
- 14. Traffic laws.**
- 15. Safety auditors.**
- 16. Free Trials.**
- 17. Money Back Guarantees.**
- 18. Safety Committees.**
- 19. Safety (steel toe) shoes.**
- 20. Life jackets.**
- 21. Hand rails.**
- 22. Self-defense classes.**
- 23. Lighted parking lots, alleys, driveways, etc.**
- 24. Defensive driving techniques.**
- 25. Anti-Virus Software and Firewalls.**

### **How To Apply The Principle Of Safety To Your Business, Product Or Service.**

**You can start promoting the principle of safety in your business, product or service by doing the following steps:**

- 1. Emphasize The Feeling Of Security!**
- 2. Emphasize Less Risk!**
- 3. Emphasize Protection From Loss!**

**Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.**

## **1. Emphasize The Feeling Of Security!**

**People want and need to feel secure. Security is one of the few things in life they'll pay extra for and feel as though they received their money's worth. This explains why insurance is so valuable to the rich as well as the poor.**

**You can't touch, taste or feel security. For example, insurance is the one thing you can pay on for 10, 20 or 30 years and never make a claim and still feel you received good value.**

**Think about it, insurance is the only product that you pay for in advance and then get penalized (with higher premiums) if you use it – what a business.**

**Insurance isn't the only thing that can give us that sense of security. Most successful products and services do this too.**

**Features and benefits exist within your product or service that can give your customers that extra sense of security.**

**It could be found in a host of things – such as your money back guarantee, your fanatical customer service, your support desk, or your past reputation.**

**Many times, what gives your customer that sense of security isn't just one thing, it's often a combination of many things.**

**According to research, what's the one benefit that gives people the biggest feeling of security? It's making people feel you'll still be around after they buy from you, in case they have a problem.**

**Your customers want to feel you'll be just as concerned about their happiness after you get their money - as you were before you got it.**

**Think about it, don't you feel that way when you buy something? So, try to emphasize things that will give your customers that feeling of security, why? Because they're always looking for it.**

## **2. Emphasize Less Risk!**

**Life itself is a risk, so anything you can do to reduce people's risk could be a *niche* that's hard to beat.**

People pay big money to reduce their risk of loss, disappointment and embarrassment. We all crave to reduce the risk of being left out or left behind. We'll do almost anything to reduce our risk of physical, emotional, or financial harm.

Working to create *risk reducing* features and benefits in your product or service will be time wisely invested. It will give you the *niche* people always seek.

Yes, all people want to avoid risk. Even professional risk-takers like gamblers and speculators look for ways to reduce their risk, or hedge their bets. Can you think of ways to help your customers reduce risk in some way? If you can, you'd have another *niche* working for you.

If you're not coming up with ideas to lower your customer's risk, you're leaving money on the table. Risk has a way of sneaking into your affairs when you stop looking to reduce it.

People don't want to be hurt, ignored, swindled, abandoned or regretful. It's your job to create product and/or service *niches* that help reduce the above risk. If you can, people will reward you with customer loyalty, referrals and profits.

### **3. Emphasize Protection From Loss!**

It's a fact, people will fight harder, work more hours and take action quicker to protect what they have, than they will to gain more. People hate to lose what they've worked so hard to gain.

Do you have a product or service that will help people protect, preserve or conserve what they already have? Entire industries have been created around the above principles, and we're just seeing the tip of the iceberg. There is more than enough room for your new ideas.

Whether the economy is tight or booming, people seek products and services to help them protect, preserve and conserve what they have.

Everyone wants to protect his or her time. Can your product or service help your customer protect and conserve their time?

Everyone wants to preserve their health, protect their family, conserve their resources and hundreds of other things.

Make a list of all the things your product or service can help preserve for

**your customers.**

**Yes, hundreds of things exist that people want to protect, preserve and conserve. But what you need to know is how can *your* product or service help your potential customers protect, preserve and conserve? Right?**

**Taking the time to brainstorm and answer that question could be the *niche* that flings you ahead of your competition.**

**We all hate to lose, whether you're a professional athlete, a business executive or a stay-at-home mom. We hate to lose the prime parking spot at the mall, the date with the cute girl or guy, or the last pair of slacks that's on sale.**

**Can your product or service help your customer avoid loss in any shape, form, or fashion? Then play it up.**

### **Exercises For Improving Your Ability To Apply The Principle Of Safety**

**The following exercises will help you apply the principle of safety more effectively to your own business, product, or service.**

- 1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of safety to your business, product, or service.**
- 2. Get a notebook with the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**
- 3. You may notice that some days you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought to get out the 3 ideas. But if you persist for the next 7 days, you'll find your ability to apply the principle of safety to your business, product, or service will be greatly improved.**
- 5. Make sure you keep your journal organized you'll want to refer back to it over the next months, or even years for inspiration and motivation.**
- 6. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing, or judging your ideas too soon. Evaluate on day 8.**

**The purpose is to practice the principle of safety on purpose. You'll come up with the more workable ideas soon enough, don't get ahead of yourself.**

**Right now just focus on doing the exercise each day and getting your 3 minimum daily ideas and writing them down in your notebook.**

**7. Another tip is to try and do this exercise at the same time, and preferably in the same place. For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**Whatever time or place is most comfortable or convenient for you, the most important thing is to do it!**

**8. An easy way to get started on this exercise is to look for examples of the principle of safety in magazine advertisements, T.V and radio commercials. This can be a fun exercise and at the same help train your brain to apply the principle of safety.**

**9. Another good exercise is to line up 3 products on a table. You can choose the products from the bathroom, kitchen or from the bedroom.**

**Line up the 3 products on a table in front of you and try to apply the principle of safety to each one.**

**The above examples are a small sample of items you could use to practice with. You could use anything in your house, office, or car.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product, or service more.**

# CHAPTER 14

## The Principle of Speed

Can you serve me with more speed;  
The one thing I hate  
Is having to wait,  
Hurry! ...I have an urgent need. - (Your Customer)

**Your Goal:** What feature can I speed up to make my product or service better for my target customers?

You don't have to look far or think very long to figure out we're living in a fast paced - *got to have it yesterday* society.

Ironically, everyone wants to have things done faster so they can slow down and enjoy more leisure time. As of this writing, this dream hasn't happened yet for most people.

In this chapter you'll learn how to create or improve *niche* products and services that take advantage of the public's desire to get things quicker.

Fast food restaurants, instant meals, and microwave ovens cater to our "*got to have it now generation*".

In today's business climate the one who gets there fastest with the most wins. That's what this book is designed to help you do with your business, product or service.

If you can come up with a faster product or service for an *unmet* or *overlooked* customer need, you'll have a ready-made niche.

You should always be thinking, "What can I do faster than my competitors - without reducing quality?" Focus on your product or service and ask yourself the above question - daily.

Can you fill your orders faster? Can you give faster service? Can you speed up the promotional process? Can you speed up the customer feedback or complaint process?

Yes, seeking customer complaints can give you a valuable edge over your competitors. Why? Because most don't *seek* customer complaints. They often reveal unmet customer needs.

**The answer to using the principle of speed is to keep alert and keep the limits off your imagination.**

**Many businesses are thinking out side the box when using the principle of speed.**

**Like the bank that guarantees service in 5 minutes or they'll pay you \$5. Or the restaurant that will have your lunch order at your table in 10 minutes or your next order is free.**

**Another company promises to answer the phone before the third ring or they'll send you a gift. What can you do to demonstrate the principle of speed to your customers?**

**Things that took weeks for customers to get, now take a day with the creation of overnight (even same day) delivery service.**

**The word *slow* is getting to be a word customers don't want to accept in a product or service. Even government agencies like the Postal service, IRS, and DMV work hard to constantly find ways to speed up services.**

**The principle of speed is vital for more and more people. Many people will gladly pay more for the right to have it faster. There are businesses that deduct the price of a bill if it's paid faster.**

**The principle of speed has gone from a luxury to a need. The businesses that fail to include the principle of speed into their operation will soon go the way of the horse and buggy.**

**What if the production of your product takes time? What if it's handmade or labor-intensive? You can find ways to speed up other areas such as distribution, order filling, or customer service and more.**

**This chapter will show you ways to apply the principle of speed to your business, product or service.**

### **Examples Of The Principle Of Speed**

- 1. Next day delivery services.**
- 2. Faster acting medications.**
- 3. Fast food restaurants.**
- 4. Faster Internet connections.**
- 5. Quicker return on investments.**

6. Faster car acceleration.
7. Quicker stopping car brakes.
8. Faster tax refunds.
9. Faster package deliveries.
10. Faster cleaning power.
11. Faster commuting.
12. Faster bank loan approvals.
13. Faster auto repairs.
14. Faster downloading Internet connections.
15. Faster pain relief (sports cream).
16. Faster checkout times (hotel).
17. Faster learning techniques.
18. Faster cooling (air conditioner).
19. Faster weddings and faster divorces.
20. Faster paydays.

## **How To Apply The Principle Of Speed**

You can start applying the principle of speed to your business, product or service by doing the following steps:

1. **Emphasize Time Preservation!**
2. **Emphasize Quicker Results!**
3. **Emphasize Right Timing!**

Now let's examine the above steps in more detail so you can see first hand the enormous benefits they contain.

### **1. Emphasize Time Preservation!**

Despite the so-called time saving devices, like computers, microwave ovens and smart phones we seem to have less time for some reason. Have you noticed that?

Ironically, instead of our high-tech gadgets allowing us to slow down and relax more, they're giving us more time - to do more things. Yet time saving products and services will continue to be in high demand far into the future.

Anything you can do to show people how your product or service can help preserve their time will be in demand. Sales, profits and referrals will follow.

Products and services that preserve time is one of the best investments

most people feel they can make in our time-starved society.

Whether they're a globe trotting businessman or a retired housewife, no one wants to waste time.

You can even observe little children as they get ready to go someplace enjoyable. Even they don't want to waste any time getting there. One of the most famous sayings by impatient children is "Are we there yet?"

The preservation of time is a strong and constant desire we all seem to have in us from cradle to grave. Can you find a way to help your customers reach this goal with your product or service?

Because of the above reasons, you should constantly be thinking of ways to insert time saving benefits into your product or service.

Make it a point to let your customers know about your time saving benefits. Like most ideas and suggestions in this book, time saving benefits doesn't cost much to do, but the rewards can be far reaching.

Helping a customer preserve time is making sure your website visitors can find the information they need with easy navigation. Providing helpful links in case they want to research further, or offering free store maps to retail customers.

These are all small examples of things you can do that cost very little, but can help to save your customers time.

## **2. Emphasize Quicker Results and Solutions!**

A quick result is something everyone wants. No one who reads a book like this can honestly say, with a straight face, they don't desire quick results.

In many emergency cases quick results is the only thing that will do. Few things will please people more than getting quick results, whether it's big or small.

We've been programmed, especially in the last 20 years to demand quick results in all things. We want quick acting pain medicine, minute rice, and even fast plant growth (remember the Chia Pet?).

These days, the person or business who gives us the quickest results will get our business, all things being equal.

People are demanding quick results and woe to the business whose not

constantly seeking ways to provide them.

You may ask, "What if I have a product or business that can't provide quick results?" Or you may be saying "I can't provide quicker results without my quality suffering. I say, "you may be able to convince me, but not your customers, especially if your competitors do it first."

Your customers can stay loyal for only so long. Quick results is an inner desire we all have, so word of mouth will spread fast.

You never want to focus on quick results at the expense of quality. However, you should constantly be looking for ways to get quicker results for your customers. You must walk that fine line without losing balance.

If your product or service takes a certain amount of time to get results what can you do? Have something to occupy your customers while their waiting.

Take a lesson from barbers, doctors and dentists. They keep their clients occupied while they're waiting with magazines, music or T.V.

Take the time to brainstorm what you can do to keep your customers occupied while they wait?

You may not have a waiting room in your business, but you can do things to occupy your customers while they wait. A simple note thanking them for their order, a personal phone call or a little attention can go a long way. All these tips will help your customer wait more patiently.

Know this, in the back of your customers mind they're always expecting quick results, even though they know it takes time.

Work to keep your customers occupied until they can get the results or the solution. Whatever you can do to make the time go quicker for your customer will score points with them.

### **3. Emphasize Right Timing!**

As the saying goes - timing is everything. It works in creating a *niche* as well as anything else. In applying the principle of speed, timing can be another benefit you can stress.

Letting your customers know you can deliver - at the time they need it. That's an excellent way to establish a *niche*.

If your timing is wrong, nothing else matters. For example, delivering Christmas trees in May, Easter eggs in July or Halloween Pumpkins in March.

If you can get the reputation for getting results *on* or *ahead* of time, your customers will remember you with a smile.

If you can build a reputation for delivering results quicker than expected, you'll have a powerful niche. Plus, you'll build a loyal following.

This is not only the *got to have it now generation* - it's also the *wait until the last minute generation*. So, can you adapt your product or service to furnish the *wait until the last minute* customers? If you can, you'll be catering to a growing *niche* market.

Waiting until the last minute is almost an obsession with a growing number of people. For example, many will wait until December 24 to Christmas shop. In fact, many stores cater to the last minute Christmas shopper each year now.

To be "fashionably late" is not only a habit for parties and social events, but for other things as well. Catering to the *wait until the last minute* people is a growing market. Brainstorm ways you can serve them with your product or service.

We all know people like the ones described above, we may be one of those people.

There's enough people like the ones just mentioned that you could cater to. The key question to ask is "how can I cater to the *wait until the last minute* customers?"

Catering to last minute customers could be as simple as offering an express line or service. You could offer next day or same day delivery service, for example.

Another excellent way to serve the last minute crowd at the right time is to do like the Christmas ad I saw one morning. The bottom of the ad said, "We specialize in last minute shoppers"!

Can you insert these ideas anywhere in your ads, promotions or sales literature? For example, *we cater to people who need it yesterday, we specialize in people who are behind schedule, or we specialize in people who hate to wait.*

**All the above slogans speak directly to people who need it FAST. Feel free to use any of the above examples or create your own, but before you use them make sure you can deliver.**

**If you can deliver on the above slogans, you'll have a *niche* that could be hard for your competitors to match. In fact, many of your competitors may refer some of their last minute customers to you. I've done it on occasion.**

**By catering to last minute shoppers, you'll encourage many people to do business with you. Don't overlook this untapped and constantly growing market, especially if your competitors are neglecting them.**

**Dominate this niche and smile all the way to the bank.**

### **Exercises For Improving Your Ability To Apply The Principle Of Speed**

**The following exercises will help you apply the principle of speed more effectively to your own business, product or service.**

- 1. Everyday for the next 7 days think (brainstorm) at least 3 things you can do to apply the principle of speed to your business, product or service.**
- 2. Get a notebook with the date at the top of the page. Then start with number 1 (meaning idea number 1) and then 2, 3 on down the page.**

**You may notice that some days you'll quickly rattle off the 3 ideas with ease and other days may require a little more thought to get out the 3 ideas. But if you persist for the next 7 days, you'll find your ability to apply the principle of speed to your business, product or service will improve.**

- 3. Make sure you keep your journal organized; you'll want to refer back to it over the next months for inspiration and motivation.**
- 4. Remember, as you do this exercise don't make the mistake of over analyzing, criticizing or judging your ideas too soon. Evaluate on day 8.**

**The purpose is to practice the principle of speed on purpose. You'll come up with the more workable ideas soon enough, don't get ahead of yourself.**

**Right now just focus on doing the exercise each day, getting your 3 minimum daily ideas and writing them down in your notebook.**

**5. Another tip is to try and do this exercise at the same time, and preferably in the same place. For example, if you're a morning person, like me, do this exercise when you first wake up and you're refreshed. Or if you need a little time to warm up before your brain peaks, you're an afternoon person, do it then.**

**8. An easy way to get started on this exercise is to look for examples of the principle of speed in magazine advertisements, plus T.V and radio commercials. This can be a fun exercise and at the same time your training your brain to apply the principle of speed.**

**9. Another good exercise is to line up 3 products on a table. You can choose the products from the bathroom, kitchen or from the bedroom. Line up the 3 products on a table in front of you and try to apply the principle of speed to each one.**

**The most important point is to work toward applying this exercise to items and areas in your own business, product or service more.**

# Chapter 15

## Principle Of Yucky

**"The quickest way to wealth  
That I've found to be true;  
Is to stick out your chest  
Give your best,  
And do what others don't like to do!"**

**Your Goal:** What am I willing or able to do that my competitors can't or won't do for my target market?

It's been said the difference between the "haves" and the "have-nots" - can be traced back to the people who did ... and the people who did not!

When it comes to improving a product or service consider using what I call the principle of yucky. Using the principle of yucky is one of the quickest ways to make money you'll ever find. Period. No hype here.

Master this principle and I can guarantee you'll never be broke another day in your life. In fact, if everyone would use this principle the unemployment numbers would melt like an ice cube in July. The Welfare rolls would shrink like a cheap suit, and poverty would drastically decrease.

So, what exactly is the principle of yucky? I'm glad you asked, it's simply doing the yucky stuff. Or ...

*... Doing what other people find time-consuming, disgusting, irritating or in a word yucky.*

A billionaire once said, "The quickest way to success is to do what others don't like to do." Don't laugh, most people are willing to gladly pay money to people who will do the things they find disgusting, irritating or stressful. Wouldn't you?

For example, if you had rats running through your restaurant at lunchtime would you pay someone to get rid of them? Of course you would.

But rats aren't the only things people find disgusting or yucky. Thousands of yucky services exist that people will pay you to do.

The key point here is the task may be yucky to them, but not to you,

**especially if you can grow richer doing it. Believe me, money in your pocket will make it less yucky - whatever the task.**

**For example, take the man in Florida who has a business that makes over \$100,000 a year picking up dog poop in parks.**

**The single mother who started a business cleaning bathrooms earning over \$5,000 a week. Or the husband and wife team who clears \$2,000 a week bathing dogs in the clients home.**

**Yes, the list is endless, it's only limited by your imagination. You'd be surprised what people will pay you for just to get out of doing it themselves. Use this fact to make money. It's the ultimate tightwad convincer.**

**You'll discover the most penny-pinching, tightwad, miser will gladly throw money at you. Why? To get out of doing something they find yucky, disgusting, irritating or time consuming. Haven't you been paying attention?**

**That's what makes the principle of yucky so valuable, especially to the alert entrepreneurial-minded person.**

**In fact, if you are an entrepreneurial minded person \$ signs should be slowly swirling around your head as you read this.**

**You now have the start of a small niche business that could make you big money fast and with little or no risk. From a business point of view what could be better than that?**

**Thousands of people in your local area will gladly pay you to help them do the yucky routine stuff in their life. They're just waiting for you to offer your services to them. An added benefit will be little or no competition!**

**If you have an established business, you can use the principle of yucky to get an edge on your competition. You simply do what your competitors don't, can't or won't do. Believe me your customers will take notice. Wouldn't you? So remember, look for the little things your competitors hate to do and do it.**

## Chapter 15

### **Principle of Yucky - Continued**

You can see scores of product and service improvements that use what "I call the principle of yucky. The product or service improvement simply relieves the prospect from doing a routine task.

**Examples of The Latest Product and Service Improvement Ideas ...**

- The Self-squeezing mop - just turn a knob and mop squeezes water out.
- Self-cleaning knife blocks - just slide knife in holder then slide out ... and it's clean.
- No Scrub toilet bowl cleaner - apply with squeeze bottle, wait 3 minutes and flush.
- Washable keyboard - unplug and wash in sink with your dishes, dry and plug in. be extremely profitable to anyone who chooses to take it seriously.
- Line Stander/Sitter - people who will wait in line for you.
- Errand runners - people who'll run your errands for you.
- Animal Pooper Scooper - people who will pick up your pets poop (plus minor yard cleaning).
- Rent a Laugher - You can rent a person or people to laugh at you, your jokes or anyone.
- Writer-for-Rent - Most people hate to write, so hire someone to do it for you.
- Rent-a-Muscle Head - you can hire weight lifters to move heavy items for you.
- Rent-a-friend - get someone to go with you to places your friends don't like.
- Mailing List Cleaning Service - keep your mailings list clean and updated.

These are examples of products and services that people are willing to pay for to get out of doing it themselves. This is just a small example of ideas. It's meant only as an idea stimulator to get you thinking about your own ideas.

If I were a betting man (which I'm not), I'd bet you're beginning to think of how you can use the principle of yucky to boost your sales.

You'll find the more you observe and use this technique the more fun and profitable it will be for you.

You'll discover it's one of the easiest techniques to use, because it just requires observing what your competitors aren't doing and doing it.

You can also find what routine task people hate to do and do it for them, for a small fee of course.

## Conclusion

Now that you've started using the *niche creation & improvement* principles, you'll start to feel more confident and excited about what you can do - of you haven't already.

You'll start seeing routine things with fresher eyes. You'll start to notice details in products and services you neglected, ignored or overlooked before. High-five to you!

You now know more about creating and improving niche products and service than 90% of the world's population. How does it feel? It should give you a quiet sense of power and confidence you never had before.

Now I urge you to continue to review the principles in this book. They will encourage your continued growth. Remember, a niche idea can come from anywhere at anytime – but only to an open mind prepared to receive it.

Now that the foundation has been laid and the table set, now what? It's now up to you to decide how far you want to go with this new found knowledge. No one or nothing can stop you - but you.

Imagine having the skills to create valuable niche products and services at will. Imagine, while others pull their hair out to get ideas, you can create problem solving solutions on demand. How? By following the tips in this course.

You can do it because you now know the 15 principles of *niche creation and improvement* and most of your competitors don't. Use it to your advantage.

I predict the information in this course will help raise you to the next income level. Now you're ready to break new ground and get that extra edge that will get you to your goals. Now the only thing to stop you is inaction.

If you'll just take persistent actions on this powerful information, I predict you'll stand amazed and thrilled at the valuable ideas you'll come up with.

I am excited for you and the things you're about to achieve, because of the powerful knowledge you have now.

It is my prayer this course has served you well in helping to increase your value to others and to yourself. - To Your Success and May God Bless!

"That is a good book which is opened with expectation and closed with profit." - Louisa M. Alcott

**Now Turn To The Next Pages For Your FREE Bonuses!**

Niche Creation Secrets That Build Wealth ...

## **Bonus Section**

### ***Niche Creation and Improvement Checklist***

#### **Introduction**

This section has been included to give you an “at a glance” tool to judge what principle to apply to improve any product, service or idea.

If you take the time to learn it, your *niche creation and improvement* skills will multiply even faster.

I suggest you copy the *Niche Improvement Checklist* or write it on a 3 X 5 card. Then carry it around with you, hang it on your bathroom mirror, place it on your desk, refrigerator, screen saver or smart phone. Or wherever you can see it often.

Commit yourself to learning this *Niche Improvement Checklist*. It will pay you back many times for your small effort - for years to come.

The *Niche Improvement Checklist* will soon help you create and add value to *any product and service niches* at will.

Never again will you have to wait for lightning, inspiration or anything else to strike to get powerful ideas. It's a quick way to get you started using the principles in this book.

Want to know another tip for getting the most use from the information you've just read?

Read the *Niche Improvement Checklist* before going to bed at night and when you wake up in the morning. If you do this for 30 days, you'll be amazed at the results.

When you watch commercials on T.V or hear them on the radio, have the *Niche Improvement Checklist* handy and try to note which principle is being used.

Doing this simple exercise will work wonders in helping you sharpen your *niche creation, recognition and improvement* skills.

Do you know of any other valuable skill you can learn and sharpen while watching T.V or listening to the radio? Now you have a profitable way to watch T.V and listen to the radio that could help put money in your pocket.

If you have a partner, you can sharpen your skills by seeing who can come up with the most *niche improvement* ideas. Simply pick a product and try to apply the 15 principles to it. See which one of you can do it the fastest. (Hmm ... maybe an idea for a board game here.)

All the above suggestions will work wonders in helping you sharpen your *niche creation and improvement* skills. Take advantage of your newfound knowledge.

In a short time, you'll begin to come up with your own ideas for sharpening your skills. Then it's just a matter of focused effort. The only limitation is self-imposed.

You'll soon amaze people with your ability to come up with the right idea (at the right time) when it seemed hidden from everyone else. I'm excited for what the future holds for you.

---

## Niche Marketing Glossary of Terms

- Branding** - A focused identity that separates a business from the crowd.
- Brainstorm** - Technique used to stimulate new ideas and solutions.
- Buyers Market** - Market conditions beneficial to buyers of a specific product.
- Buyer's Remorse** - Having doubt (second thoughts) after making a purchase.
- Co-Branding** - When 2 or more businesses combine forces to get better results.
- Competitive Analysis** - Looking at strengths and weaknesses of competitors.
- Hot Buyer** - A person ready, willing, and able to buy now.
- Market Demand** - The need or want of ready, willing and able buyers.
- Market Research** - The act of gathering information to assess buying needs.
- Motivated Buyer** - Person who must buy because of present circumstances.
- Niche** - A special skill, strength, advantage or specialty. Or part of a market.
- Niche Business Opportunity** - Opportunities missed by most competitors.
- Niche Consultant** - A person who helps create niche marketing strategies.
- Niche Creation** - Creating unique products that fill unmet or underserved needs.
- Niche Ideas** - Ideas used to create or improve niche products and services.
- Niche Improvement** - Updating or enhancing a niche product or service.
- Niche Keyword Research** - Identifies searched words used by potential buyers.
- Niche Market** - Specific group of people with unique needs within a market.
- Niche Products and Services** - Meets specific demands of a niche market.
- Target Market** - People with highest likelihood to buy a specific product/Service.

# Niche Creation Checklist

## How To Use This Checklist:

1. Look at the **green** lettering to the far left. This will alert you to possible product or service niche opportunities.
2. Look to the **red** lettering to the far right for the best niche improvement principle to use.
3. Review Chapters when needed. (Note: **Red** links to Chapters)

### Look For a

Product or Service That's ... ↓ ↓ Apply Principle Of...

1. Already Successful or has been in the past .....>**Addition, Adaptation, Combination**
2. Inconvenient, Uncomfortable, Complicated....>**Easier**
3. Popular, Successful, in Demand, Established Market.....>**Enlargement**
4. Big, Hard To Store, Carry, Or Handle..... >**Reduction**
5. Wears Out or Used Up.....>**Longevity**
6. Impersonal, Cookie Cutter, Mass Produced.....>**Customization**
7. Fixed, Stationary, Can Only Be Used in One Place...>**Portability**
8. Boring, Routine, Sameness, Predictable..... >**Entertainment, Reversal**
9. Risky, Safety Hazard, Chance Of Loss.....>**Safety**
10. Too Slow, Requires Waiting, Time Factor.....>**Speed**
11. Has A Negative, Disadvantage, or Irritation....>**Elimination**
12. Irritating, Disgusting, Stressful, Time-Consuming to others.....>**Yucky**

## **Niche Improvement Idea Stimulator** (Note [Blue](#) Links to chapters)

### **When Examining a Product or Service Always Ask Yourself ...**

1. (The Principle Of Adaptation) - [Can you adapt something to improve it?](#)
2. (The Principle Of Addition) - [Can you add something to Improve it?](#)
3. (The Principle Of Combination) - [Can you combine it with something to improve it?](#)
4. (The Principle Of Customization) - [Can you customize or personalize something and improve it?](#)
5. (The Principle Of Ease & Convenience)- [Can you make something easier and improve it?](#)
6. (The Principle Of Elimination) - [Can you improve it by eliminating a negative, disadvantage or irritatin?](#)
7. (The Principle Of Enlargement) - [Can you improve it by making something larger, expanding it or increasing it?](#)
8. (The Principle Of Entertainment) - [Can you improve it by adding an entertaining element, distraction or interest?](#)
9. (The Principle Of Longevity) - [Can you improve it by making something last longer, more durable or help preserve something better?](#)
10. (The Principle Of Portability) - [Can you improve it by making something useful in multiple places, multi-task capable, or allows you to come to customer?](#)
11. (The Principle Of Reduction) - [Can you improve it by reducing something and making it easier to carry, consume, store, afford, or use to solve a customer problem?](#)
12. (The Principle Of Reversal) - [Can you improve it by reversing something, doing opposite](#)
13. (The Principle Of Safety) - [Can you improve it by making something safer or reducing risk of loss?](#)
14. (The Principle Of Speed) - [Can you improve it by making or doing something faster?](#)
15. (The Principle of Yucky) - [Can you do something others don't like to do?](#)

15. The Principle Of Yucky - **Can you do something others don't like to do?**

### **Brainstorming Action Steps Review**

1. Brainstorm – There are no bad ideas, write down everything.
2. Edit – Pick out the most do-able ideas.
3. Action – Do the most do-able ideas first.
4. Evaluation – Evaluate the results. Good, Bad or Needs Adjustments.
5. Persistence – Repeat these 5 steps until you succeed.

### **Think Niche How To Recognize Niche Opportunities ... Faster!**

The faster you get at recognizing niche opportunities - the quicker you'll get at creating, finding, and turning niche opportunities into -- *Quick Profits!*

Remember: To Recognize Niche Opportunities Look For ...

1. Problems
2. Irritations
3. Shortcomings
4. Disadvantages
5. Limitations
6. Handicaps
7. Challenges
8. Frustrations

Of Your Target Customers! = \$\$\$

### ***I Love To Hear Niche Creation and Improvement Success Stories ...***

If you have any success stories from using these Niche Creation and Improvement Principles I'd be glad to here from you. Enjoy This Course?

Share your experiences, at ... [publisher@thenicheman.com](mailto:publisher@thenicheman.com)

---

**Now Just Do It!**

**Remember: It's Not What You Know ...  
...It's What You Do With What You Know!**

**From The Book: [Success with Self Motivation](#)**

by Roy J. Primm

## **“Your Actions are Seeds”**

Your actions are seeds that you plant each day  
Your Actions Are Seeds...  
With what you think, do, and say  
Your Actions Are Seeds...  
That determines your future  
Your Actions Are Seeds...  
They alone tell if you will endure  
Your Actions are Seeds...  
It's how others judge you  
Your Actions Are Seeds...  
Because it's not what you say but what you do  
Your Actions Are Seeds...  
That determine your future success  
Your Actions Are Seeds...  
So, when you plant them plant your best  
Your Actions Are Seeds  
Don't take small things you do for granted  
Your Actions are seeds...  
The results you get will be what you've planted.

---

## **“Recognize Your Role” ... by Roy Primm**

Recognize Your Role...  
Stop worrying about who else will start  
Recognize Your Role...  
Think about your own individual part  
Recognize Your Role...  
Will you sit back and just wait  
Recognize Your Role...  
If you depend on others it may be too late  
Recognize Your Role...

That's often all it takes to light a fire  
Recognize Your Role...  
It's what solving big problems require  
Recognize Your Role  
Don't ask who else can do it  
Recognize Your Role...  
Stop waiting on others, do your own bit  
Recognize your Role...  
It's not just up to them or they  
Recognize Your Role...  
Don't depend on others to find a way  
Recognize Your Role...  
Don't wait to be convinced or told  
Stop pointing your finger and recognize your role.  
So the next time you see a problem that needs solving don't look for  
someone else  
Take a look in the mirror and say, "I'll do it myself."

## **Extra Bonuses!**

"Now That You Know The Basics ... Start Putting The Techniques To Use".  
"Start Cashing In By Taking Advantage of The 3 FREE Bonuses Below!"  
"Warning!" Use Them or ... Lose Them!

[Profitable Ways To Instantly Put the "Niche Ideas" You've Just Learned To Use](#)

[Discover More "Niche Ways" To Make Money ...Doing What You Already Love To Do](#)

[=>... Watch Free "Niche Business" Success Training Webinar - Here!](#)

## **Keep The Power of "Good Karma" Working For You ...**

You Received This Powerful Information FREE Because Others Donated. Now Pass it On ...  
... Then You'll Qualify to Receive More "Donate What Your Heart Feels" Offers For The Latest  
Cutting-Edge Sales Boosting Products, Services, Software and More!

Email: [publisher@TheNicheMan.com](mailto:publisher@TheNicheMan.com)

**=> Donate What Your Conscience Feels Here ...Through Paypal <=**

---

**Warning! Discover How To Motivate Yourself ... Or  
Negative Circumstances Will => [Click Here For Free Report.](#)**

**Help Us ... Help You. Any Questions on the content of this course? ... [publisher@thenicheman.com](mailto:publisher@thenicheman.com)**

---

**Did This Information Help You? ...Then Use it To Help Others  
Tell-A- Friend - Share as Bonus or Premium - Use To Build Your Own List  
Free Download Link at ... <http://TheNicheMan.com> ... Add to Your Website or Marketing Materials.**

---

## **Register For The Niche Insider's Newsletter**

- Stay Informed and Share Ideas With Top Niche Marketer/Insiders in the Country!
- Get The Latest Techniques We Discover - Before Sharing With The General Public!
- Discover Tiny Money-Making Niche Ideas Most People Miss or Ignore That Pay Big!
- Get Help, Exchange Ideas, Share Your Niche Ideas, Techniques and Methods and More!
- Have a Powerful Advantage Over Your Competitors (Who Don't Know This Information).

**[Join The "Niche Insider's Newsletter" ...Here!](#)**

**[Go To Front Page](#)**

**[Go To Table of Contents](#)**

**[TheNicheMan.com](http://TheNicheMan.com)**

**[Facebook - Share](#)**

[Twitter - Share](#)