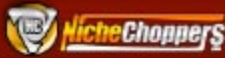




2009/10 Market Projections & Predictions





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Business Models Doomed To Fail In 2009-2010:

Do to the economic downturn, and judging by what we see going on around us with all the affiliate networks from both the publisher and affiliate sides of our world: We predict these niches to fall with a brief synopsis behind each. Followed by a list of potential top niches and those that have most to gain.

* Retail / Product sites / drop ship: If you're thinking of starting a mini ebay or running a mall type environment or physical distribution chain, you'll more than likely need more marketing and awareness money than it will be worth to push clicks to your items, let alone try to wrap an affiliate program around it. Competing in this niche now as a startup is corporate suicide, as the bigger moguls focus on retention campaigns and cut throat competitor acquisition campaigns. For those with smaller ad-budgets, do not get a pre-made mall script you'll drive yourself crazy trying to monetize it. Focus on product specific or brand specific campaigns, that are accustomed to market shifts or in favor during the downturn (essentials/alternatives).

* Automotive / Performance: The cars themselves have stopped selling, the after market performance parts and high-end products are taking a hit as well. Perhaps however; the sub-level aftermarket cheap alternative types of models may do well. Existing car shop/dealership owners will be on the hunt to get their business out there and cars moving off the lot, potential profit pockets for those that offer marketing services.

* Ad based websites: If you're thinking of launching and attracting a general audience for the sake of directory listings, or auto-generated content filled with adsense or adbrite etc. you're probably going hate the fact that you're giving away





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your traffic in these hard times for pennies instead of monetizing them in more creative ways. Niche targetting may be the answer - look for products and websites that compliment your site no matter how general it is, and either plug their affiliate programs in place, or approach site owners to plug their ads for a monthly fee among your ad inventory. Ad dollars are going to be conservative among the online media buys through this eco phase (imo), the big providers are going to take in a lot more than usual but buy for cheaper and pay out less per click (again - only imo).

* Shipping/Handling new 'free trial' offers and products: Probably a horrible time to get into the new miracle product niche unless it is aimed at solving financial problems/worries... Infomercials on TV are on the rise as people fall into depression (if there is such a voluntary thing) and watch more late night TV with nothing to do... That's usually a bad sign for most of the online world, however it usually causes a spike for certain niches as well. The cost of your product, the ware-housing, distribution/fulfilment house, shipping/handling, chargebacks/refunds, network fees, affiliate problems, and messy ad spend are quite difficult to maintain during a downturn. Again, mine the markets well and seek out niches that perform best (just so happens we outline them for you ahead).

* Blogging for money: Blogs will always be used, and thousands more are popping up daily, the only thing blogs will really be useful for are backlinks, simple SEO friendly landing/presell pagaes, networks of sites for PR juice, or pushing a niche aff program that is recession proof. Simply creating one master blog and hoping for millions of hits/views/clicks/monetization like some of the bigheads do - is a cry out for attention at least, and a few bucks here and there at most.





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* PLR Membership sites: Everyone and their mama knows someone that just launched an uber site where you get miracle tools, monthly ebooks, audios, articles, full site templates blah blah blah. All in hopes of retaining you for at least 6-12 months while they pour their hearts into the projects. Signing up to anything long term during uncertainty or panic is not in the avg consumers best interest (again except for certain niches that are recession proof or even recession aimed... food for thought ;)).

* The Housing/Mortgage markets: Going to predict that the various online marketplaces are going to notice a shift in their trends, perhaps a loss followed by a gain with the sub-prime crisis and a spike in 're-location' for families downsizing, selling, or being forced out of their mortgages. There will also be micro market winners within this niche, time will tell who and how.

* Affiliate Networks: I think both the CPA and the CPS (including digital products) will also have various trend shifts as certain niches spike and others fall. Those that have products based on vanity and non-essential items may see a big hit overall in their affiliate performance and numbers, while other niches will probably bring certain networks up via the few winners this pulls up through the ranks of the shift. Starting your own affiliate network right now is do or die, be prepared to die randomly with most variables working against you. I think the key here is to survive within other networks eco-system (no pun) and maximize their outreach through carefully mined and planned campaigns (as either affiliate or publisher/product owner).





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Business Models & Niches That May Profit:

* Financial Guidance/Grant/Bizop/Education: It's already happening, tons of marketers are trying to cash in on the prediction that during a recession, more avg consumers/citizens are looking for extra income at various levels/costs/strategies. Whether it's moving their investment portfolio around through a new provider or seeking a new revenue stream(s), or gaining financial guidance, or grants, education, or literally anything money & goal oriented that can help them with their uncertainty of what tomorrow may bring to an already bad situation.

* Pills/medicine: Personally, I hate them, won't even touch a tylenol or advil... but unfortunately many do, and while there is a general over all fear stimulated into everyone, the need to ease stress is greater, and or the ease of being influenced into a 'fix all' solution is ruthlessly easy... You'll probably start noticing more depression, sleeping pills, numbing agents, 'feel good/energy' products, and the not so liked random other 'symptom treatments' campaigns out there... If I may - The increase in male enhancement solutions will more than likely increase quite a bit as well. (Lord help those that promote some of this stuff, however facts are facts here, many men will get financially limp among other things...).

* Energy Solutions: Even on the new agenda for top level USA government, the energy niche is going to continue to explode, and marketers are already cashing in on the various angles one can take to create outreach campaigns. Online info products, offline distribution partnerships, start up money for energy focused businesses, lot's of buzz and attention will be given to this sector from lighting, to power use, gas use, energy use as a whole and as an individual. Mine this market well and think big, you just might find yourself doing something great and with good cause.





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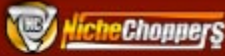
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* MMO: Close to the first point, however more focused on the online niches and minimal risk campaigns/learning curves re time and money. Much like what you are reading in this business edition, there will be a lot of awareness given to the online money making and work from home sector. Subsequently there will also be a huge influx of horrible spammy 'make moniez' wannabee guides as well - the cycle doesn't end, however only the top of this niche seem to survive no matter how many new guys come around. Good time to say the money is in the lists this year and abroad, especially for second level marketing or tiered marketing as publishers/product owners are going to be recruiting heavily into their bases - from both a list growing effort to a finer mined buyer/re-purchase list... (Hope you got that! - basically filtering and refining big lists again, buying trends change and new offers may do wonders for mmo right now).

* Health/WeightLoss: As with most bad habits, there will be an increase in food consumption by those that indulge too much... The reprocussion will hit them when they start seeing money dwindle on foods they don't need as they get fatter, and will attempt to diet. Random prediction? Perhaps, however as with every single new year since I can remember - the new year accounts for millions of resolutions being made, tons of new gym memberships, huge increases in online programs, weight loss food products (oxy-moron?)... all to lose weight fast... This niche tends to balance out shortly after the valentines day spike for the remainder of the year. This year though, the prediction is that it will remain a hot niche for a majority of the year.

* Webdesign/Professional Media Servicing: The second level of monetization from all the bizop and mmo spikes, is going to be from an increase in the need for new websites being built, re-designed/re-branded, new business owners are going to





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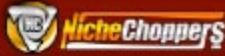
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rise due to all the 'be your own boss' lingo that will be drilled into the masses... Those with design and marketing sense will be able to find various pockets of profits, however so will offshore sectors and outsourcing agencies. Don't sell yourself short there will always be those that prefer local talent and business brains not just photoshop skills and an email...

* Media Upload Sites: Especially in the mobile arena (MMS). The increase in cell phones & personal devices is one thing that is going to increase for sure. The bigger boys may have to fluctuate their offers and monthly plans but the consumers won't stop buying. The fight for market share will enable more consumers to get higher quality phones with more techy features and the transition from phone to web & back will become more transparent. The amount of media is just growing, more pics, videos, multimedia sending happens by the day, a great time to get on board with some VC's or seek out a plan of attack on the media hosting/technology sector. While it seems saturated, as new widgets and third party providers keep the race up for new technology(ies), I feel it's still at its intermediate infancy - especially in terms of monetization.

* Casino/Gambling: This is a loose prediction, those with habits and impulse attempts to flip money may be drawn to the online world to spend their last few bucks on a lucky poker tourney or table... These guys are all probably fighting for market share right now too potentially expecting a spike or even already getting one. Starting a casino or poker site may not be the best move, however joining a strong and popular affiliate program may be a wise move if you understand the gaming world as a marketer well.





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* Adult/Porn: Seems silly to add, but screw it we're going to be real here! This is a niche that few survive in on the top level. Home to the worlds best and most advanced developers, designers, marketers, webmasters, actionscribers, recruiters, managers, and the list goes on... The quickest fix for most guys when they are down and out is... well sex/porn, perhaps a horrible observation yes, but the truth. I think adult sites, escort sites and the whole industry is probably going to see a rise in both number\$, traffic, content, competitors, affiliates, and a few market shifts as only the strongest survive and weakest fade out.

* DIY/INFO: With a rise on impulse NOW solutions, and the conditioning of society into the whole idea of reading a book online or printing a .pdf (ebook), many consumers are going to finally take the plunge into solving problems, getting educated, purchasing content, and getting their goods instantly and via digital download. More and more devices are able to read the various filetypes and conversions that both computers and personal devices have. As the gap between the laptop and personal device gets slimmer and smaller, the ability to monetize on screen or online downloadable products and services will more than likely see a rise over all. Some niches will obviously fluctuate a lot more than others.

* Movies, Movie rentals (maybe even a few spikes for Music): As more and more people are bogged down to less expensive leisure time activities, the good old movie and popcorn at theatres or at home on the bigscreen will always be a favorite. Perhaps a good time to try out a few related affiliate programs in this niche, even the TV on PC may be getting another spike as IPTV is further explored and the transition from TV to online viewing gap also slims out. Personal device services and mp3/content downloads may also continue to rise despite the economy.





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* Dating/Social sites: With more time on their hands, and while trying to be efficient, I feel that more people will be using online dating and social networking tools/sites more and more. Perhaps a release, a chance to re-connect with old lost loves, friends, or new potential partners. The niche itself is oversaturated however the market will probably increase in this sector over all.

Publishing A Product vs. Affiliate Marketing vs Servicing:

Scenarios:

Publishing a product: You create or buy the license to a product (a software, an ebook, some type of digital content you can monetize and recruit affiliates to sell).

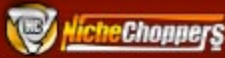
Affiliate marketing: Selling somebody elses product(s) for a high commission.

Servicing: Offereing a service per client either automated or person to person (design, SEO, copywriting, dating, banking...).

Which one is the best?

All of them. Don't think of the internet as a single focal point of monetization. Be aware of any and all of the puzzle pieces, and which ones you are best at. Perhaps you are even best at just networking and pulling in all the puzzle pieces to a centralized collective focus. The internet is a battlefield and a playground for new revenue opportunities, instead of just focusing on one campaign or one set of campaigns in one network, don't be shy to step out of your comfort zone and try to diversify your offerings and efforts. It's all about mining markets, trends, keywods





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and supply/demand. The projections in this report are potentially the best ways to start mining what to monetize.

Picking Your Business Model(s) With Minimal Risk:

This will greatly depend on your level of current expertise in the online arena and your marketing swagger. Some of you may have already been through years of this stuff and understand the playing field well, while others may be lost already with all this banter. If you've been trying to find that perfect balance of risk vs. reward through various online ventures, chances are that you have a broad awareness of many factors in what makes a website or venture its money.

You more than likely understand the various ways to get traffic, or how to push the newest CPA or CB offer, you probably have the knowledge base to do a heck of a lot more than you're currently doing but something is holding you back (your uncertainty of your potential success/failure, and of course, your financial capital). Right now, it would a huge risk to go ask a bank for a \$xxx,xxx loan to start up a business online or offline. It WOULD however be wise to figure out how much money you have to play with if any. Figure out how much you are willing to spend over all on your whole objective (which is to flip that money in any creative way you can).

Don't be afraid of your own knowledge base outside of the marketing arena. Perhaps choose a sector in your life you excel at - that may match up with a market trend above and see if there is room to develop your own info product or ride the coat-tail of a successful program, or start that darn list already so you can filter buyers and grow your residuals. The most common mistakes are usually made when a marketer or newbie get to what I call the 'Progress Plateau'. You've





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maximized your current attempts and or mastered them to some extent with viable proof. It's time to rise above the plateau and think outside the box, you're worth more than you think, you just need to take action.

Your Newbie internet Business Essentials: *No affiliate links:

Must haves, and must be a member of:

<http://www.paypal.com>

<http://www.clickbank.com>

<http://www.paydotcom.com>

<http://www.ebay.com>

<http://www.youtube.com>

<http://www.google.com> (advertising sections)

Forums you should be on:

<http://forums.nichechoppers.com>

<http://www.wickedfire.com>

<http://www.warriorforums.com>

<http://www.sitepoint.com>

<http://www.5staraffiliateprograms.com>

(there's tons more but focus on these for big money - trust me)

Software to consider:

<http://www.adobe.com> (photoshop, dreamweaver, flash, premiere are the usual suspects).

<http://www.aweber.com> (Listbuilding software)

<http://www.godaddy.com> (don't bother buying domain names anywhere else)

<http://www.scalahosting.com> (reliable hosting)





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<http://www.1and1.com> (reliable hosting)

<http://www.hostgator.com> (reliable hosting) (all hosting plans have pros/cons none will ever be perfect 100% of the time).

The Big Launch: Step By Step.

Chances are you've done it, been there, launched a few products and have bombed/had mediocre success so far. There is no perfected sequence, and every marketer has their own tweaks/knowledge base of long term profits. This is what works for me when focusing on a bigger launch.

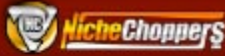
Publisher Mis-Conceptions.

I find that many times people are mis-informed about the publisher role in their marketing journey. There are millions to be made as both affiliate or product owner. Millions more in lists, recruitment, media buying/selling, monetizing your special talents, flipping money etc. Here are a list of tweaks that help me monetize early and long term per campaign/launch.

* Never think for ONE second that a low gravity means the product isn't converting or making money. I have accounts that have a gravity of less than 20 and they still bank 1-2K a week, sometimes less/more. As a publisher you do NOT need a triple figure gravity to be making great bank. You just need a good program that is backed by at least a few solid affiliates.

* Never create your program and half way through decide to rush it and just show up to market with it. Strategize your launch from step one to one thousand if you can. Think about the customer journey, what they buy, how you retain them, their





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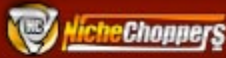
sales, their contact info, the backend, the backend to the backend, and so on.

* Think above and beyond this project - one product on a 'make or break' rollercoaster for a few months won't cut it - don't give up your other online efforts, don't 'expect' your first/fifth program to stay profitable right away and forever. Even with the formula and sequence above there are SO many other variables that your success will greatly be determined by your initial market research vs. time and resources.

* If your program does gain momentum and you find yourself making high volumes of sales, be prepared for a potential much higher need for customer support. Random things WILL happen, your customers WILL contact you believe me.

* No matter HOW GOOD your program is - EXPECT refunds. The markets online are starting to get more and more conditioned to the way our world works, and the ease of use with refund policies. Above and beyond that it's impossible to please 100% of your customers if you've made xxxx sales - however programs to go up to a 98% customer satisfaction rate with the product - along with a 95% technical satisfaction rate - while other more risky niches experience as little as 65% or less. Many times marketers enter these arenas averaging their refunds in advance, and over shooting - just because they've been through the loop before (the MMO gurus). They know to account for them, and it still banks them huge coin in the end, so don't be shy to enter higher risk niches just be prepared for higher refunds in advance. Having said that though, do your best to make sure your product is prime. Please.





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Tying It All In Together For A Profitable Overlap Every Day.

What do I mean?

Cherry picking profitable 'angles' of your monetization process and duplicating the ones that are most profitable is theoretically the fastest way to epic and focused growth, right? Sure, it can be, you get to stay focused on one path to profit and go big or go home... I'm going to share something with that most probably won't care to admit or would be shy to talk about.

I don't make my money from one method over another. I still experience fluctuations. Risk awareness and retention campaigns are BIG in my world. Daily overlapping programs along a diversified profitable portfolio of monetization strategies, all lined up to loop around, monetize, and grow (and repeat/loop). Ok I'll cut to the chase, I hate writing bulups and getting metaphorical but...

My portfolio currently sits at

Over 20 sites that are profitable, with no overhead other than hosting.

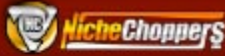
Over 10 email lists that are scattered from prospects, to buyers, to repeat buyers.

Over 20 ad campaigns running in adwards pushing various offers in various networks

Over 10 launches lined up (If I can duplicate my 2008 assets/campaigns a few times I'm retiring in a few years).

Over 10 clients and JV approaches a week from publishers or people seeking top level help (95% of which I now refuse and won't pass off/refer anywhere - I chased clients for 12 years whoring my media skills before diving into this business mode - now they chase me... feels damn good. However still the odd 'cool' or very interesting gig I will take on or partner up with)





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Over 3500 affiliates at my reach (combining my forum, my PDC account where you can reach your aff's directly - cool tool btw, my aweber accounts, and my top 10-20% earners on my MSN)

I don't spend a dime on advertising - literally

.. . . .

Not too shabby huh? So what's the point of me exposing this? To show you that diversity REALLY is KEY when building your empire. Being able to step back and just think "I'm trying to make money here, what are my options, what training/knowledge/inspiration/case studies do I need, what is proven?".

Remember, almost every idea and proven sequence has a very good chance of being profitable if executed correctly. Combining any and all aspects of monetizing your time, your capital, your outreach and your marketing prowess is what's going to separate you from every day average earners online and off.

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Hoping you have a profitable day today and every day going forward!

The NicheChoppers Team.



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