

This book will show you how to get published in niche magazines. Interviews with niche editors and top writers will show you how to get started, where to find jobs, and how to beat out the competition.

Make Money Writing for Niche Markets

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Chapter 1

Why Niche, Why Now?

Market Smarts

The next time you're in the mood for a café latté, head for your local Borders or Barnes and Noble and browse the magazine section. Notice how most of the magazines are designed to appeal to a narrow population base. That's because publishers know their success comes from targeting a specific reading audience. As writers, we can profit from the same lesson.



More and more specialized magazines are hitting the newsstand each year. And, as baby boomers reach the peak of their buying power, you'll see even more niche publications being released.

Goodbye one-size-fits-all magazines—hello “Golf for Women Equestriennes”!

What does this mean for you, the writer? Work. And lots of it.

In the book, [22 Immutable Laws of Marketing](#), Al Ries and Jack Trout describe 22 strategic models which govern success or failure in the marketplace. Rule #13, is called “The Law of Sacrifice”.

The Law of Sacrifice says you have to give up something in order to get something.

In the real world that translates to focusing on a specific market. For example, Victoria's Secret specializes in sexy undergarments; Foot Locker on athletic shoes; and The Gap on upscale clothes for the young at heart.

This is the age of specialization, and to cash in as a writer, focus your attention, talents, and marketing savvy on the publishing world's niche markets.

Niche-dom is Everywhere!

- In an article written for ABC News, called *Niche Marketing Gets Specific*, Tom Parsons noted “We live in an age of **target marketing**. With more data being mined and recorded than ever, computers try to keep track of it all and demographic studies try to produce precision results. All companies with something to sell — including travel vendors — are taking notice.” Parsons goes on to note how travel vendors are targeting seniors for adventure travels. Niche market: **Senior Travel**.
- From an article in *Farm Options*: “Organic sales in the United States have reached more than \$2.8 billion in 1995 from very meager beginnings in 1980. The growth rates and use and consumption of organic products are expected to accelerate in the years to come and there are some estimates that U.S. organic sales will top \$4 billion shortly.” Niche Market: **Organic produce**.
- John Karnish of the Internet Marketing Professional website, <http://internet-marketingpro.com/> wrote “One common mistake small and home based businesses make when advertising on the internet is focusing on too broad an audience. You want to limit your advertising to groups of people that are certain to take an interest in your product. Niche market: **Specific interest group**.
- The Virginia Cooperative Extension writes “More and more Virginia farmers are supplementing their crop and livestock operations with niche products for specialized markets. . . The increasing national interest in alternative medicines has expanded the market for botanical herbs. Over 180 Virginia farmers are raising crops such as ginseng, goldenseal, echinacea, evening primrose, and milk thistle.” Niche market: **Botanical herbs**.

So what does marketing ginseng or adventure travel have to do with your career as a writer? **Everything.**

Publishers have a product to sell, just like every other industry. They know the demographics of their target industry and they know the types of articles which will keep a loyal readership.

Editors want writers who understand the magazine's market share—and who query with tightly focused ideas that fit the magazine's particular niche.

Corey Rudl of the [Internet Marketing Center](#) said “Find a problem [understand your editor's needs] and then offer a product or service [your article] to solve it. . . People will buy solutions to problems.”

For writers, Ries and Trout's Law of Sacrifice means you can be a successful writer by **marketing yourself** (which is the name of the game), as someone who specializes in a niche market.

What If You Are a Generalist?

Take heart.

Although you may see yourself as a generalist, it's likely you're really a specialist—however instead of specializing in just one niche area, you may specialize in two, three or even more.

During the ongoing writer's debate about “to specialize or not to specialize”, I always took the generalist's view because I like to write about a wide variety of subjects.

Fortunately I realized that I can **market myself as a specialist in more than one niche market.**

As far as my history clients know, I'm a history specialist. My collectibles markets think of me as a vintage collectible whiz. The genealogy editors who buy my work see me as a family tree expert. The people who buy my astronomy books and articles think of me as a science person.

Show Me the Money

Do you wonder if niche writing and marketing is an effective way to build your income? Yes it is. In fact, some writers make a career in specialized markets.

Last year, my niche writing invoices (not including other jobs like newsletter writing, editing, and e-books) were:

- \$12K Collectibles
- \$9K History
- \$10K Genealogy
- \$4K Science

If my Excel spreadsheet is correct, those markets alone earned \$35K. This year my goal is to expand into two more niche markets (health and technology), and increase my income by at least 25%. And, that's a goal I'm sure I can reach.

We're writing in an era of specialization. Let's take advantage of it.

Note: As I write this, the dotcom market is in flux, established magazines are closing their doors, and advertisers are tightening their belts. According to a recent report in Meg Weaver's newsletter [The Wooden Horse](#), although advertising is down in the magazine technology sector, it's actually up 20% in food and 16% in drugs.

Also, young girl magazines are maintaining popularity among advertisers. Meg wrote "Teen People, Seventeen and CosmoGirl! all had double-digit ad gains in February, according to Publishers Information Bureau. And look at this: Gruner + Jahr's YM had an ad spending increase of 125%!"

The bottom line: Make yourself indispensable, be flexible, and market yourself as creatively as possible!

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