

Hey, how's it going guys? Welcome to this module, which is all about picking a profitable niche. Now, I actually call it niche now because I live in the US but in the UK and in Australia, we call it niche, but in America it's called niche or niches. And the reason why I like to actually use the niches now more is because it rhymes with, there's riches in niches, and I do not know who came up with that quote or that phrase, but it's very true.

Picking the right niche is really the difference between success and failure because if you go into the wrong niche, maybe it's the wrong niche for you, a niche that's particularly crowded, or you bring the wrong offer to the right niche or the wrong niche with the right offer, then nothing's going to actually make sense, okay. So, not to overwhelm you at this point, but I wanted to just frame that because there are lots of riches in niches. And seriously, what I mean by niches is, I mean different types of businesses and also different types of services as well, which we'll get into in just a second, okay.

So, there are lots and lots of niches and I want to show you just a handful of niches, just so you can see how many niches there are because sometimes people say, if everyone's offering lead generation services to businesses, isn't it going to get saturated? Isn't it going to get crowded? Is there space for me? Is it too late? It is not too late because businesses will always need leads and there are always new niches to go into. And also as well, niches go through cycles, okay, because niches can get used to a certain type of offer and then when someone comes and a little bit more innovative, which I'll talk about in another module, then you can actually penetrate a niche again, okay, because there are some niches that are very popular, niches like dentists and chiropractors, obviously very popular because they spend money on advertising, they have money as well, they're usually a great clients. So lots of lots of businesses go in there.

But that doesn't mean that it's too saturated for you. If you come in with the right angle, the right messaging, which again I'll talk about in later modules, and you come in with the right hook and the right offer, okay? So that's really something that's important to understand is that although some niches are very popular, you can come in, you can beat the crowd and stand out from the crowd with something that's very different, okay.

So, I want to show you some niches and just show you just some niches and show you how many there actually are. So I actually just opened up Google and typed in local business niches, okay. And if you click here, there's 2,205 local business niches you can target. If you look here, there is a whole list of niches. I'll zoom in for y'all. I see y'all now more and more often the more I'm in America. If you can see here, look you've got engine pods, overhead doors, packaging, environmental natural resources, attorneys, specialty schools, consultants.

And here's the great thing guys, there's niches within niches which we'll get to in SAC because like consultants, there's different types of consultants, there's HR consultants, there's business consultants, there's life coaches and life consultants, right. There's different types of attorneys, accident attorneys here. And so it's just crazy, right. Accounting and bookkeeping, painters, book keeping services, accounts receivable loans, loans is a huge niche, supplies, exporters. I mean, guys the list goes on and there are just tons and tons and tons of niches. So for someone to say, is it too late to get into this guys, if you can curve out yourself into a niche and position yourself as a specialist, that's going to allow you to really cut through the noise and stand out and then people will listen and you can get their business, okay.

And if you can see, I mean, we can just keep going but if you want to go on that website, you can go onto Google, type in local business niches, this particular website is marketing cheat guides, but there are many, many more. 42 best business to target for SEO, 122 profitable niches, there's a lot of stuff, discover almost 2000 profitable niche markets. So it's just crazy here guys. Look more niches here. Another website with 1,999, I mean, it just goes on and on. So you should not have a problem with finding niches because there are so many niches and there are riches in niches, okay. If you can specialize, if you can niche down and you can provide a service and be a specialist in that niche.

And that doesn't mean you just stay in one niche by the way, you can have a lead gen business that goes in multiple niches but when you target those niches, you can tell them that you are specialists in that niche, okay. And what a lot of people do, they tend to just specialize in just a handful of niches. Usually people will have four, five, six niches that they get really good in, and that way then you can get a bunch of clients. If you get just 10 clients in each niche, that's 50, 60 clients, they're paying you 5,000 a month, that's a 300,000 a month business you have there of six niches. And hey, why not go to 60 niches if you really want to keep growing or not just get 10 clients, get 20 clients, or 30 clients? So, hopefully you can see the scale here, this is absolutely huge, okay.

So, my secret and how we get amazing results and how we really stand out when we reach out to business owners using our multichannel approach, which again will be in another training, another video in this training, the secret is to focus on niches within niches, okay, and let me explain. So, for example, one niche will be dentists, the niche within the niche is dental implant leads. So essentially, dentists offer multiple services, dental implants, teeth whitening, teeth straightening, multiple services, dental cleaning. And what you do is you would reach out to dentists and go, "Hey, I specialize in generating dental implant leads, I can guarantee 50 leads a month or your money back. Would you like to potentially chat and see if we can help you?" Just give you an example here off the top of my head.

And it just really stands out. And why it stands out is not every agency or marketing company does this. A lot of marketing companies are just Jack of all trades. They're just like, hey, we can help you with your marketing and that's all they do. Some of the smarter ones will do dentists and now I think going down again is even better and the reason why is you can pick services, okay, which we'll get to in a moment. You can pick services which are high ticket, services which are valuable and they make sense for people to get leads because an average, if I just look on Google here, if I type this in, average dental implant price, okay. And so people are selling [inaudible 00:07:31] for \$2,000 a tooth, okay. So that's just one implant.

If you look \$1,000 to \$3,000 for one implant. Now what if people are missing multiple teeth, or what if people have no teeth and they have dentures, they need a full mouth? Then you're looking at like 30, 40, 50 grand. And so one patient for that can be worth a lot of money. So that's why dentists who do dental implants, not all dentists do it, but dentists that do dental implants, they like a dental implant patients because they are worth a lot of money. Worth a lot more than people who just have teeth cleaned, right. Which is \$90 or whatever, depending on where you're at. And so a dental implant lead could be worth \$30,000 to a dentist. So how much are they going to pay a month for dozens of leads or hundreds of leads if you want to go big time with them? A lot of money. And so this is why there's big money in these niches and picking profitable niches.

So, another example is loan officers. So a niche inside a niche is first time home buyers, okay. So people that are buying a home for the first time, that's another niche. Med spas. So Medical spas are like

aesthetic clinics, beauty salons, but like more advanced and they have actual doctors doing the work. And so med spas will do higher end stuff, laser hair removal, sometimes hair replacement sometimes they do. CoolSculpting is an awesome niche. It's basically a fat loss treatment. So they basically freeze the fat and people can go in for an hour in the lunchtime, get the fat frozen off and lose some pounds in stubborn fat areas that have to go.

And a CoolSculpting machine alone for the med spas costs about \$50,000 to \$100,000, and so they need patients coming in for the machine, and CoolSculpting patients will spend usually about \$3,000 on average, \$3,000-\$4,000 on average let's say. And so a patient of CoolSculpting is worth a lot of money to them as well. So there's another niche within a niche rather than just saying, hey, I can help med spas, go in and help med spas that actually have a CoolSculpting machine get leads and these med spas have other services as well. They do lip fillers, and Botox, and things like that, and so there are lots of other services that you can offer them once they become clients. And so you can just sell them leads from multiple services eventually as well, which is very powerful.

Chiropractors, you can specialize in knee pain leads, or back pain leads, or fibromyalgia leads, or sciatica leads. Different treatments and different services for different problems and pains and ailments because some chiropractors just love knee pain people because people with knee pain tend to stick longer. So you have to look at these things and find out what chiropractors would like particularly, what patients they like, and then you can specialize the campaigns, be different, bring in the right people, bringing customers, patients, or clients that are worth a lot of money to these people, okay.

Retail as well. Another niche, retail. Another one is mattress leads. In fact, one of the students in the local boss program, James, who I've already mentioned who got the car, he's big in the mattress industry. He's generating lots of leads for mattress companies and they love him. And mattresses can be worth anywhere from \$1,000 to \$2,000 and so you can cut some really nice deals with these people, that's the really cool thing.

So, three things I look for when picking a niche, okay, because there are lots of niches and it can be overwhelming wondering which one you should go into. But there's three things that I really look for when I pick them. And one of the things is high ticket pricing, okay. So things that are priced high, services that are priced high because that way then if the services are high, they're going to be willing to pay a lot more for leads and they're going to probably have a bigger budget as well, okay, because businesses tend to be willing to spend more for high ticket leads because if they're only selling a yoga class for \$20, they're probably not going to sign up for a \$6,000 contract for that because they're going to need to sell a lot of classes for that to work. Not saying that that's not going to happen because there are yoga studios that are big yoga studios, those studios which have multiple locations which you can do.

But just generally, and there's also yoga studios which sell high priced stuff and they'll make you sign up to a monthly contract which may cost \$500, \$600 but they're still not going to be in the thousands generally, okay. And some industries that are always going to be high ticket. And so, businesses are willing to spend more of high ticket leads, you can charge more for your services as well, which is obviously a bonus. And only a few sales are needed for your client to get great results as well, which is cool.

So, if you generate them 100 leads and their service is \$2,000, they're only going to need three sales to make \$6,000 in revenue. And if they have good profit margins as well. They could be break even point if you're selling a service for \$3,000 to \$4,000 a month. And obviously if it's more than you need to close more, but imagine just closing three leads out of 100, that's the stuff when people hear those numbers, they're like, yeah, we can do that let's do it. And that's how you can close the deal. And obviously then if you're doing that, you have higher priced clients, clients paying you more, then you actually need fewer clients as well, and you can live an amazing lifestyle business with only just a handful of clients. Literally five to 10 clients and you're living pretty nice with profits of \$15,000 to \$35,000, which is nice with only a handful of clients really, which are very, very easy to manage if that's what you want to do. If you want to go to the moon and back then you can do that as well, right.

The other thing is, I like niches that solve a common problem because they're easy to generate leads for generally. The more pain, the bigger the problem the better I find because it gets motivated buyers and then when my businesses I work with get those people on the phone, they have a problem that needs solving, and then it's easy for them to sell the high priced service, okay. So that's why I do like niches that solve a common problem. That doesn't mean that you shouldn't go into niches and have people to have new kitchens because that isn't really solving a problem. Don't get me wrong, I'm not completely discounting this, I'm just telling you what I like to look for.

High ticket is a must for me, but this one that solves a common problem I usually do like it, but again, there are some niches like people who want brand new kitchens and some construction stuff as well, sometimes there's some anomalies there, but at the same time, I wanted to mention this because I do feel like these are the things I look for that solves a problem. And also I like the buyers with a problem tend to be actively seeking for the solution as well. If actively seeking for it and then suddenly they see the ad, they're a lot more likely to convert, okay, because getting leads is fairly simple if you use the strategies which I'm going to share with you in the rest of the training.

But at the same time picking the right niches, getting the right people through the door for your clients is obviously going to really help retention and stick rate as well for your clients. And so an example is people who hate their dentures, that's a big problem, they're sick of their dentures, they hate their dentures, and the solution is dental implants, okay. So leads for dental implants, people tend to have a tooth missing and so there's usually an emotional thing behind that, a frustration which they want to get solved. Either they're embarrassed to smile, they cover their mouth when they smile, they look down, they're not as confident. That's a big thing that businesses can then use to create the sale by really focusing on that pain that people are going through and making them aware of it, which they usually already are, and so that makes it easy to convert the leads as well.

The other thing is businesses in the niche already advertise the product or service already. So I like businesses that already advertised somewhere, okay, because if they advertise somewhere they already have a sales process to handle leads, because businesses that have never advertised, they don't have a salesperson, they don't understand lead generation. If they're only used to getting referrals and people walking in, or people calling them up with a credit card hanging out, then usually it's the team that needs to then be trained up to handle leads, and call the leads, and call them quickly, and be able to handle the volume, and know what to say on the phone to someone who isn't just throwing a credit card at you. There's a process to take them through the sales cycle because often times these leads will be what is called, top of the funnel, they're just getting in the funnel and when they're at the bottom

they'll close, but if they're at the top of the funnel there's a lot of work to be done to get them to go down because they can just bounce out and leave the funnel and not come through.

And so what I like here is because they understand you need to spend money to acquire a customer, they get it, they're like yep, I'm only doing this, sounds good. How much? What can we do? How many inquiries can you deliver? And they already have some sort of sales process dialed in like I mentioned. And so, if the service is being advertised successfully on TV, radio, magazine, or an online platform, that's a great sign. I love that.

I want to see success. And here's the thing, maybe the business you're working with doesn't absolutely have to be advertising, but at least the service is being advertised by other businesses, okay. But I do like businesses already advertising much, much more of course. But the actual business itself doesn't actually have to be advertising. I will still take them on, just I understand that they're going to have a learning process here to get to do leads, but the other thing I like is if their service is generally being advertised, it's generally pretty popular, then that's a good sign for me because I know it's going to be easy to generate leads for.

But again, there's rules, there's anomalies in these things. These are just things that I tend to look for, but it's not always the set rule, I will sometimes make exceptions to the rule. But I'm just giving you this. I'm just being completely honest with you. These are the things I like to see. And so if you're going after your first niche especially, you should probably follow these rules to a T and then you can get a little bit more experimental afterwards once you get good at generating leads, you build that skillset up. You learn that skill, you learn that asset that you have in your own mind, in your own business, that you can actually generate inquiries for businesses because what a skill to learn, it's an amazing skill and at the end of the day business and how well you do, and how much money you make is all relevant to the skill set you have.

If you have low skillset, then you're going to be mowing lawns because it doesn't take skill to mow lawns, right? \$10 an hour job. But again, if you have a good skill set, a high skill set like heart surgery, then you're going to get paid a lot more money because not many people can do it. It's all economics, it's supply and demand. And so the cool thing about learning how to generate leads is, not many people know how to do it. There's even some top marketers that struggle with this stuff as well. So, this is a great skill set that you can take with you for life, for yourself, for your business, for your family, and for essentially being able to write your own paycheck. That's why I love the lead generation business.

So, look around at what ad you see on TV, online, in the mail and on billboards because that will give you an idea of some niches as well. In fact, I found a niche from a flyer in the mail. It was a nonsurgical facelift for a med spa and that flyer came in the mail and my team called up that med spa immediately to try and sell them some inquiries. So if you see businesses advertising, you know they're spending money, give them a call, tell them that you can generate leads for them, there's business everywhere guys seriously, it's crazy. And also it gives you lots of niche ideas as well. Niches you never even heard of on TV, flyers, radio, magazines. Thumb through that, see what's being sold, find some niches.

And the people in magazines usually they're making that work and if they're in there for weeks on end, if it works in a magazine, it's going to work on a Facebook and Instagram for sure.

And so, the next thing I want to cover is my first ever deal. So I want to just give you an idea and understanding of how I came around about it, how I picked my niche and this is my first ever niche, my first ever deal. And it was CoolSculpting. Like I said, CoolSculpting machines reduce body fat in patients. There's thousands of local CoolSculpting providers that need more patients, okay, and they don't compete with themselves, okay. A CoolSculpting practice in Kentucky is not going to compete with a CoolSculpting practice in Ohio, it's just not going to happen. No one is going to travel more than 45 minutes CoolSculpting, maybe an hour if they live out in the sticks.

But essentially you've got 30 minutes to an hour radius around any local business really, whereby you can just help that local business in that area as well. But then you can help people just outside the radius of where they are and you can just help more and more locations and you just keep building up clients. And the patients are worth around \$2,000 to \$3,000 an average to the business, sometimes three to four, about 2,500 average for the business. And then what I did, I promised to deliver them 100 targeted leads for \$4,900 a month and they paid up front as well for that, okay. So that was my first ever coolsculpting deal, and the results have been phenomenal. CoolSculpting is a great niche. It's not a huge niche, but it's a great niche. People like spending money, they need inquiries, they spend a lot of money on the machines and so they are always prepared to try something new and try something out, which is why I love the CoolSculpting niche.

And essentially they're paying about \$49 bucks a lead. And as you can see down here, I actually have a screenshot from my first four clients that I got, and you can see, they were paying \$49 a lead and this is how much the leads actually costs me. So one client was only \$7.92, another client, at the time of this I had generated 318 leads for them at \$10 each. So think of the margins on that. They've paid \$49 a lead, okay, and this is what I'm giving to them for, okay, because what I'm going to share with you a little bit later in the training is that I actually use my ad account. I use my own ad accounts so the clients actually can't see inside them what I'm doing. They can't see the ads I'm running, they can't see the leads that I'm running. So it gives me that edge that allows me to charge what I want and not have the clients steal the ideas off me, and fire me, and then use the stuff, and hire someone else. If we part ways then my campaigns come with me, okay.

Client three, \$13 a lead, thing 65 client four on average, 1,460. And as you can see, hundreds of leads generated there for clients two, three and four. Client one still working with and if you look there they paid about \$58,310, paid us up front for the leads we've guaranteed so far about \$15,419 ad spend using their money. Again, they paid me up front, I used their money, and the profit of just these four clients so far based on this diagram is \$41,908.10 profit and counting from just four small local business clients.

And I say and counting cause these are month to month contracts, okay, so it's going to keep going up and up for as long as we work together, okay. And so as you can see here, huge profits, huge margins. I mean how would an extra almost \$42,000 in your bank account profit be if you can have that come in literally over the course of, I think this is about five months here with just these clients here, literally this is just these clients. There's many, many more which is very, very cool.

And so what I want to share with you is I want to also show you lots of other niches that are very popular with my students and stuff. So I'll show you some results that they've got as well because that's CoolSculpting. Mrs. Dalton, he landed a dentist that \$4,000 a month and a chiropractor at \$2,400 a month while also split testing STEM cell therapy on their dime STEM cell therapy. Huge niche, very

lucrative. People are throwing money at advertisers right now. They want leads and they do seminars and different things like that they want leads for. So that's Dalton's results.

Drew. So drew did this impasse control, okay. He obviously landed a client there and he had an audit call there. And so pass control is another niche. In fact, Drew is also in the pool niche, as there are people who want pools. He actually literally messaged me this morning and told me that he's generating 300 leads a month for people who want swimming pools. And he said, "Profit margins are huge on that one." So he's in the pool niche.

This is Glen. He went in the dental implant niche. He started his first ever ad campaign following my training and he generated a 13 leads in less than 24 hours for dental implants. And he said, "Am I doing something wrong to get this many leads? All I can say right now is, wow, Adam is a genius." Well, the system works and at the end of the day you've got to put the work in, okay. And so, he said, "He has put this program together in such a straightforward and clear way that we can all be successful. Thank you. Thank you." Thank you, Glen.

Jay landed his first two clients plumber, okay, for \$2,000 a month and an electrician as well. Okay, so there's other niches here. Another niche is HVAC as well. Another niche solar \$4,000 a month deal. So, I wanted to just show you guys that using this system you can literally go after multiple different niches, there's riches in niches. And as you can see, myself and my clients, and soon to be you who are implementing this stuff can go in and generate lots and lots of money by providing a real service for real businesses that need help. And so that's how I pick profitable niches and also how you can do the same as well. And so I will see you in the next module.