

Picking a Profitable Niche

“There’s Riches In Niches”

- Unknown



There are SO many niches...



SECRET: Focus On Niches Within Niches

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Niche = Retail (e.g. [mattress](#) leads)

The 3 Things I look for when picking a niche



1) High Ticket Pricing

- Services priced at \$1,000-\$2,000+
- Businesses are willing to spend more for high ticket leads
- You can charge more for your services
- Only a few sales needed for your clients to get great results
- Need fewer clients

2) Solves a common problem

- The more “pain” the better
- Motivated buyers
- Buyers who would tend to be actively seeking for the solution

E.g. People who hate their dentures = dental implants

3) Businesses in the niche already advertise the product/service

- They understand you need to spend money to acquire a customer
- They already have some sort of sales process dialled in
- The service is being advertised successfully (TV, Radio, Magazine, Online)
- Look around at what ads you see on TV, online, in the mail and on billboards

E.g. I found a niche from a flyer in the mail (non-surgical facelifts)

My First Ever Deal

- CoolSculpting machines reduce body fat on patients
- Thousands of Local CoolSculpting providers need more patients
- Patients worth \$2,500+ on average for the business
- We promise to deliver 100 targeted leads for \$4,900 per month - paid upfront



First Niche: CoolSculpting

Local Businesses pay us \$4900/month for 100 leads UP FRONT (\$49/lead)

	Results	Cost per result ▲
Client 1:	38 Leads (Form)	\$7.92 Per Lead (Form)
Client 2:	318 Leads (Form)	\$10.78 Per Lead (Form)
Client 3:	530 Leads (Form)	\$13.65 Per Lead (Form)
Client 4:	304 Leads (Form)	\$14.60 Per Lead (Form)

+\$58,310.00 paid to us UPFRONT for the leads we've generated

-\$15,401.90 Ad Spend (using their money)

= +\$41,908.10 PROFIT (and counting...) from just FOUR small local business clients

Dalton

Not to mention I landed a dentist at 4k and a chiropractor at 2.4k while also split testing stem cell therapy on their dime 😊



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Drew



New member · 15 mins ·



Whooooossssss Readddyyy to take over the world! One business at a time! I'm Real excited to announce that today is officially ONE week in and I landed my first client on the audit call today! Pest Control that does Commercial and Residential sales

I just went out and got customers like Adam says and not even all the way knowing this process but I'm going to figure it out.



Glenn

28 mins •

▶ Local Boss™



I am super thrilled!! Started my first ad campaign at midnight and in less than 24 hours it produced 13 leads!!! Man oh man is this crazy or what? This is the first day of a 4 day trial for dental implant niche. Am I doing something wrong to get this many leads? All I can say right now is WOW!!!! 😄😄 Adam Davies is a genius! He has put this program together in such a straight forward and clear way that we can all be successful. Thank you. Thank you!!



Jay

52 mins · 



**Landed my first 2
clients today! Plummer
for 2k a month and I got
an Electrician! Whooohoo
big moves!**



You, Mike  and 6 others

1 Comment



Jay

Just now • 



**Just signed on another
contractor! HVAC for
\$3k/mo!! Let's Go!!!!**



Like



Comment



Preston [redacted] shared his first post.



New member · 9 hrs · 



I've got my first client and it's a Solar \$4,000 a month retainer plus 10% net profit online