

NICHE ATTACK

TIME MANAGEMENT & PRODUCTIVITY

Insider Report On The Productivity Niche
And How YOU Can Profit!



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OVERVIEW

Time Management may not sound very sexy, but it's a massive niche market within the personal development field. More and more people are finding less hours in the day to get things done. From parents to CEOs, students to self-employed adults.

Time management has always been an issue for people, but in today's competitive and hectic world, people are stretched and pressured more than ever... and this means they have more demands on their time.

But people also realize that better time management means more money and freedom too. As somebody who works from home, I can tell you, I would rather be finished by 3.30pm each day and have achieved three days worth of work, than to be working late every single night of the week.

The secret is in time management, which also includes **effective goal setting** and various **mindset shifts** too.

This represents a massive opportunity for you, as a marketer at any level, to create a substantial income from one of the **most lucrative and growing areas of the self help industry; time management and goal setting.**

The good news is, you don't have to be a time management expert to make money in this market. There are several ways you can collect a daily pay check from this niche, even if you're a time management rookie.

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This report will show you how, by showing you **how to enter the market despite the competition, what people want to buy from you, how to push their hot buttons** and **how to put it all together and start actually making money.**

EARNING POTENTIAL

With so many different sub-niches to enter (which I'll cover in the next section) and with certain advertisers spending over \$10 per click in Google Adwords, you can be sure there is a lot of money flying around in the time management industry. As a solo entrepreneur, there is definitely six figures to be made with the right website, products and content.

There are multiple products that this market purchases, from **low ticket items** such as reports and courses, through to **high end offers** like seminars and personal coaching. **Your earning potential is massive with this market...** especially if you build an email list and regularly send out relevant offers to them.

THE MOST VALUABLE SEARCH TERMS

The following keywords have the highest bid prices per click in Google Adwords.

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Each keyword below has between \$6 - \$10 per click value. They also have significant search volumes each month:

- ▶ staff time management software
- ▶ employee time management software
- ▶ online project management
- ▶ project and time management software
- ▶ project time management software
- ▶ time and project management software
- ▶ time project management software
- ▶ time management course online
- ▶ project management software
- ▶ time management courses online
- ▶ employee time management system
- ▶ online time management course
- ▶ time management online courses
- ▶ small business time management
- ▶ online time management courses
- ▶ timesheet software
- ▶ time management online course
- ▶ software project management
- ▶ employee time management
- ▶ time management classes online

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- ▶ time management training online
- ▶ time management software reviews
- ▶ staff time management
- ▶ time management software review
- ▶ time management tracking
- ▶ time management for employees
- ▶ time management online training
- ▶ online time management training
- ▶ time management log template
- ▶ web based time management software
- ▶ call center time management
- ▶ web based time management
- ▶ time sheet management software
- ▶ cursus time management
- ▶ online time management software
- ▶ project management courses
- ▶ time management inventory
- ▶ time management web based
- ▶ project time management tools
- ▶ google time management software
- ▶ best time management software
- ▶ program management
- ▶ time management cursus

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- ▶ time management software
- ▶ time management for lawyers
- ▶ time management statistics
- ▶ software time management

As you can see, there are lots of sub-niches you can explore based on this list.

Clearly, a general theme is time management for employees. This is a great niche to explore, because you can target business owners who have a lot of money to spend on other things too.

You will also notice a lot of searches are for ***time management software***. Advertisers are paying \$5 or more per click for this traffic, so it's obviously making good money for people selling the software.

Where do you come in? Well, you don't need to develop any software... you can simply become an affiliate instead. In fact, some of these search terms are people looking for ***time management software reviews***... perfect.

The great thing is, you can simply "repurpose" existing PLR content for any of these sub-niches. For example, time management information for employees could easily translate into time management information for self employed people, or parents etc.

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WHAT ARE PEOPLE BUYING?

Amazon

There are many best selling books that focus on time management. They all seem to be generic and only a few are aimed at entrepreneurs and students.

Themes include:

- ▶ Stress Free Productivity
- ▶ Overcoming Procrastination
- ▶ Time Management for Entrepreneurs/Students
- ▶ [View the Time Management category in Amazon](#) (over 1,500 results!)

Google PPC Ads

In Google, products and advertisers are a mixed bag. There are courses, software and services being sold under the keyword "Time Management."

Here are a few samples:

- ▶ <http://www.harpar.com/> (aimed at professional women, selling an info product for £39/\$60)
- ▶ <http://generic.quartztimemanagement.com/> (time management software)

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- ▶ <http://www.mosaic-learning.co.uk/timemanagementcourse.html?gclid=CMuFzfm-6oCFYYmtAodUEM90A> (time management course selling for £295/\$500)

Clickbank

Time management products in Clickbank seem to be tapping into the software angle that I mentioned earlier, which is a smart move.

There's also some other related angles that are working well, such as sleep management and how to stop procrastinating.

Here are some of the best sellers:

- ▶ <http://www.theactionmachine.com> (time management software)
- ▶ <http://www.sleephackdojo.com/sales-3-4> (sleep management info product – interesting niche!)
- ▶ <http://defeatingprocrastination.com> (procrastination info product)
- ▶ [View the Time Management category in Clickbank](#) (20+ results)

There's also some interesting products such as **speed reading**, **life planning** and **organization guides** which all slot nicely into the time management category.

Keep these in mind, as you may find these come in useful when thinking of cross sells, bonus reports and other content your audience will be interested in. We'll cover this in more detail later in this report.

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Here are some of the “hooks” or “buzzwords” that appeal to the market:

- ▶ Stress free productivity
- ▶ Getting things done
- ▶ The now habit
- ▶ No BS time management
- ▶ Get more done in less time
- ▶ More action, less time
- ▶ Simple formula
- ▶ Massive action

ENTRY POINTS

There are plenty of ways to enter the time management market based on the research I've just provided. You don't need to compete directly with the big players... ***you just need to be a little more creative and come from a different angle.***

Once you have the right path (or entry point) you will be able to actually start building the right website and bringing in the right traffic, which I'll show you in the next section.

To keep things simple, here's a list of ways I would personally enter this market today:

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- ▶ **Offer a free report on time management for employees.** This will be aimed at business owners and office managers, to pass onto their employees. There is huge demand for this, and you could even give this away for free, then sell some time management software on the backend (via email autoresponders).

Then with the leads I generate, I would look for other potential backend sales, such as business marketing services, insurance deals, public speaking, accountancy software, and so much more.

- ▶ **Offer a free time management and goal setting report for self employed people.** I'd use this report to build a list and then sell some time management software as an affiliate. After that, I would email multiple backend offers to them, such as marketing products and services, webinars, seminars, software and more.
- ▶ **Offer a free time management report for busy working parents.** Parents are a great demographic to aim for, as they have continual spending needs throughout the year. Just think: they buy their kids school gear, new clothes every few months, birthday presents, christmas presents, holidays... having a list full of parents is a huge goldmine.

These are just a few ways you can enter this industry with a specific audience in mind, to really clean up on the backend. Remember, the biggest time management targets are business owners, self employed, and parents. Aim for one of these groups and you'll be set for life.

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BIG TIP: You don't have to write these reports yourself. You can either hire a freelance writer to create these reports, or even better, you can source PLR content which is much more affordable than hiring a freelance writer.

We have plenty of ready-made articles covering dating and relationships issues, which you can put together to create your first lead generating report within seconds.

To get access to all the *Time Management products* and content you need, grab the complete *done for you package* here:

- ✓ <http://www.plr.me/time-management-plr-pack-1>
- ✓ <http://www.plr.me/time-management-plr-pack-2>

STEP BY STEP CHECKLIST

Once you've chosen a route to market (remember you can use the examples above if you're stuck) you need to put things into action.

Here's a proven path you should take to get your business off the ground:

- ▶ **STEP 1: Create a simple content website with squeeze page**
 - Register a domain related to your free report
 - Install Wordpress on your domain (See [YouTube for video tutorials](#))

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- Pick 10 article topics – write it yourself, outsource it, or invest in PLR – then publish to your blog.
- If you want ready-made, premium articles in the Time Management and Productivity niche, check out this content you have full usage rights to:
<http://www.plr.me/time-management-plr-pack-1>
<http://www.plr.me/time-management-plr-pack-2>
- Create a new list in [Aweber](#), to collect leads
- Create a simple squeeze page with an Aweber form. Use a separate directory on your domain (See [Aweber's video tutorial](#))

BIG TIP: If you want a **step by step visual guide to setup Aweber**, creating landing pages, inserting your email opt-in form and creating follow up messages, then check out the: [Aweber Email Marketing Strategy Guide](#).

- At the end of each blog post, create a simple text ad for your free report
- Create a simple download page with a link to your free report. Use a separate directory on your domain (eg. yourdomain.com/report/84514)

► STEP 2: Send traffic

- **Post on related forums, but try to use non-competitive ones.** For example, don't post on productivity forums, post on busy parent's or freelancer forums.

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BIG TIP: You can find a listing of relevant forums by going to: [Big-Boards](#).

- **Look for low cost advertising space on high ranked blogs in Google.** Try to find websites where they are already running AdSense ads. This shows they're willing to make money from their site, but they're likely not making much. If you offer to replace their AdSense ads for a week with a \$20 ad, they just might accept it. They might try to haggle with you, so be open to offers that you can afford.
- **Search for solo ads and send out a simple email to promote your free report.** Solo ads are perfect for reaching active buyers in a market. Try to aim for non-competitive lists to send your email promo. If you send your email to a list that is over-exposed to similar offers, you'll likely get a poor response.

For example, send your Time Management report to a list of new mothers, or Office Managers, or golfers, or self-employed freelancers, etc.

- **Post videos on YouTube.** It's easier than ever to get traffic from YouTube when you put out great content. The great part is, you can take PLR articles and repurpose them as your own YouTube video script. Just leave an enticing link in the description including the http:// so it's clickable. The idea is to show them you're the expert and to presell them on getting your report.
- If you want a step by step guide to getting tons of free traffic from video sites like YouTube, then check out: [Video Marketing Secrets](#).

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- **Do some guest blogging.** Guest blogging is a killer way to get traffic and massive credibility in your niche. By writing guest blog posts for other bloggers, you can tap into their massive audience of blog readers overnight.
- If you want a **step by step guide to guest blogging**, check out: [Guest Blogging Profits](#).

▶ **STEP 3: Collect leads and follow up**

- Once traffic starts coming in, your prospects should see your free report and start signing up to get access. You need to make sure you follow up with at least 2-3 initial emails to thank them for their interest and to begin talking about the product or service you want to promote.
- **If you want to develop greater insight into your market**, which will help you write higher converting emails, blog posts, and articles that persuade and sell, then check out the: [Secret Sauce Persuasion Worksheets](#).

BIG TIP: If you want some proven templates for emails, including cheat sheets and plugin swipe files, then check out the: [Content Creator's Master Swipe Toolkit](#).

▶ **STEP 4: Develop your own products**

- Survey your list using services like Survey Monkey, to find out what they want to know about time management and productivity. Find out what they're missing, or what they will find useful next from you, and if possible, have that

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product created which solves this problem for them. This is the most risk-free, surefire way of creating products that will sell right out of the gate.

- ***If you want to save time when creating products and writing blog posts,*** you can use PLR. Check out this content you have full usage rights to:
<http://www.plr.me/time-management-plr-pack-1>
<http://www.plr.me/time-management-plr-pack-2>

BONUS TIP: *Remember that other niches fit in perfectly with the time management market,* so think multi-dimensional with this.

For example, people that need advice on time management might also need advice on setting goals, becoming more positive and successful, and may also be looking for inspiration and motivation, etc. You could easily sell multiple products to your new email list each month, in each of these additional areas.

If you want to cheat, you can get products, reports and articles on all of these additional topics here:

- ✓ <http://www.plr.me/goal-achievement-plr-pack-1> (goal achievement)
- ✓ <http://www.plr.me/goal-achievement-plr-pack-2> (goal achievement)
- ✓ <http://www.plr.me/inspirational-stories-mega-plr-pack> (inspirational stories)
- ✓ <http://www.plr.me/motivation-plr-pack-1> (motivation)
- ✓ <http://www.plr.me/overcoming-challenges-plr-pack> (overcoming challenges)
- ✓ <http://www.plr.me/success-mindset-plr-pack-1> (success mindset)
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RECOMMENDED RESOURCES

- ▶ **Time Management PLR Pack 1**
 - <http://www.plr.me/time-management-plr-pack-1>
- ▶ **Time Management PLR Pack 2**
 - <http://www.plr.me/time-management-plr-pack-2>
- ▶ **PLR.me Packs** (done-for-you content you can use in your emails)
 - <http://www.plr.me/store>
- ▶ **Aweber Email Marketing Guide** (visual technical setup guide for Aweber)
 - <http://www.plr.me/aweber-email-marketing>
- ▶ **Secret Sauce Formula** (for building trust with your list)
 - <http://www.plr.me/persuasion-worksheets>
- ▶ **Master Swipe Toolkit** (persuasion & headline swipe file)
 - <http://www.plr.me/master-swipe-toolkit>
- ▶ **Video Marketing Secrets** (stealth tips to get bigger results from your videos)
 - <http://www.plr.me/video-marketing-secrets>
- ▶ **Guest Blogging Profits** (ethically steal your competitor's traffic through easy guest blog posts)
 - <http://www.plr.me/guest-blogging-profits>

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