

NICHE ATTACK

WEIGHT LOSS & DIETING

Insider Report On The Billion Dollar
Weight Loss Niche And How YOU Can Profit!



Ronnie Nijmeh
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OVERVIEW

There is no denying, weight loss is one of the biggest and most profitable industries in the world today. **75 million dieters in the US alone** are looking to lose weight and keep it off, and they're willing to spend a lot of money in their pursuit too.

Marketdata Enterprises estimates that the total U.S. weight loss market revenues were \$60.9 billion in 2010, and \$60.4 billion in 2009, (up 3.2% from \$58.6 billion in 2008).

Marketdata also noted that 2009 and 2010 were the years of the **"value diet"** and the **"frugal dieter."** Due to the recession, dieters shifted toward greater use of free and low-cost "do it yourself" diet plans. That means things like **dieting websites, over-the-counter diet pills, meal replacements, and diet books.**

So there are many different ways to enter this market, with a seemingly endless number of products and services to sell, from fitness DVDs to gym equipment, diet pills to diet programs, calorie counters, to healthy home delivery services.

The diet and weight loss industry can seem overwhelming when you consider all the different types of diets, weight loss goals, types of people, potential products... but the key is to **focus on one particular area of weight loss and attract one particular type of person.**

This will give your entire online presence a clear focus and will set you apart from so many other marketers, as a clear expert (even if you're not.)

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The good news is, ***you do not have to be a dieting or weight loss expert to make money in this market.*** There are several ways you can collect a daily paycheck from this niche, even if you're not in shape yourself.

This report will show you how, by showing you how to enter the market despite the heavy 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 over \$60 billion dollars generated *in the US alone* from diet and weight loss, you can be sure there is enough money to make a solo entrepreneur at least six figures with the right website, products, and content for this market.

There are multiple products that this market purchases, from low ticket items such as reports and courses, through to high end stuff like seminars and personal training... plus many physical products too.

Your earning potential is massive with this market, especially if you build a strong relationship with your email list and regularly send out relevant high-value offers to them.

Again, the key thing is to find a specific sub-category to target. We'll cover these in just a moment.

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HOW TO ENTER THE MARKET

The problem with the dieting and weight loss market is its size... it's way too big to actually treat as one market. In fact, there are several sub-niches involved, and they can all cross over with each other.

Here are the main sub-niches:

- ▶ Weight loss diet plans & recipes
- ▶ Weight loss supplements & medications
- ▶ Muscle building & fitness

Each of these sub categories can be further broken down to find even more specialist areas to market to. For example, weight loss plans for women, or body building supplements for men, or yoga workouts for female toning, and so on.

The key with this, is to ***pick a category from the three above, then drill down to find a specific area within that category***, then to go really targeted, pick a gender to market to.

For example, let's say we pick Weight loss diet plans. Then we have options such as Low Fat, Low Carb, Low Calorie, Low Sodium etc. So we may pick Low Fat diet plans. Next, we decide we want to target women, so now we have low fat diet plans for women.

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As you can see, we've successfully drilled down to a targeted market within the general umbrella or weight loss plans.

THE MOST VALUABLE SEARCH TERMS FOR WEIGHT LOSS PLANS

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

Each keyword has at least \$2-3 per click value and go right up to a huge \$30+ per click. They also have search volumes of well over 70,000 per month:

- ▶ amazing weight loss
- ▶ celebrity endorsed diets
- ▶ healthy weekly weight loss rate
- ▶ losing 100 pounds in 3 months
- ▶ can u lose weight by swimming
- ▶ michelle mcmanus weight loss
- ▶ living light institute
- ▶ lose 2 pounds overnight
- ▶ weird tricks to lose weight
- ▶ raw cabbage diet

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- ▶ mcdougall weight loss plan
- ▶ ann wigmore natural health institute
- ▶ living light culinary
- ▶ your weight loss diary
- ▶ food addicts phone meetings
- ▶ 30 pound weight loss before and after
- ▶ top ten things to do to lose weight
- ▶ i want to lose 80 pounds in 6 months
- ▶ top 10 things to do to lose weight
- ▶ lost 30 pounds before and after
- ▶ i lost 30 pounds before and after
- ▶ before and after 30 pounds
- ▶ 120 pound weight loss
- ▶ celebrity weight loss surgery
- ▶ lose 65 pounds in 3 months

As you can see, ***there are plenty of great sub-niches you can explore.***

If we're targeting Low Fat weight loss plans for women, how can we use such a list?

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Well, we can see that people are searching for **specific** weight loss goals, such as how to lose 65 lbs in 3 months. This suggests that people don't just want to lose weight, but they want to lose a **specific** amount of weight in a **specific** amount of time.

That's why you see a lot of diet books that have titles such as "Lose 3lbs per week." ***The more specific your promise, the more believable it becomes (but it must be true!).***

Also, notice that people search for celebrity diets and weight loss success stories, which suggests that ***people get extra validation or believability when a celebrity loses weight,*** instead of a regular Joe down the street.

The underlying theme is that people want a FAST, believable and specific outcome from their diet plans, so keep that in mind.

BIG TIP: What you should also notice is that the ***big money is in dieting, exercise, meal plans, and weight loss supplements.*** That's where most money is being spent with advertising.

Since these things cost a lot of money, these advertisers can afford to pay good money to get that traffic.

As an online marketer, this represents a great money making opportunity. You can easily team up with local gyms, personal trainers, nutritionists, weight loss experts, and supplement companies, then ***sell leads to them.***

Remember, these businesses are already paying good money just for clicks in Google, so they will happily spend more money for actual qualified leads that

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you can send to them. *You simply generate the leads by giving away free weight loss and dieting reports to your visitors.*

You can also *have these experts do webinars for your list, or interview them* for free content!

WHAT ARE PEOPLE BUYING?

Amazon

There are many best selling books in the diet and weight loss section of Amazon.

Here are the types of books are selling well:

- ▶ The dukan diet
- ▶ Lose weight without dieting
- ▶ The 4 hour body
- ▶ 7lbs in 7 days – the juicer diet
- ▶ Eat right for your body type
- ▶ Calorie counter guide
- ▶ Think and grow thin

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- ▶ Flat belly diet
- ▶ Atkins diet
- ▶ High protein diet
- ▶ [View the Diets & Weight Loss category in Amazon](#) (over 31,300 results!)

As you can see, best selling books focus on specific diet plans or results, or on specific types of people. They also imply how easy and fast it is ("4 hr body", "7lbs in 7 days" etc)

Google PPC Ads

In Google, products and advertisers are big names such as Jenny Craig diet programs, Special K, etc. There is also a strong presence of supplements, membership clubs and food delivery services.

Clickbank

The best selling weight loss products include:

- ▶ <http://www.thedietsolutionprogram.com>
- ▶ <http://www.truthaboutabs.com>
- ▶ <http://www.fatburningfurnace.com>
- ▶ <http://fatloss4idiots.com>
- ▶ <http://www.burnthefat.com>
- ▶ [View the Diets & Weight Loss category in Clickbank](#) (460+ results)

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As you can see, there's a very **hungry audience** out there (no pun intended) who buy a lot of information to help them lose weight, and tone up.

Remember, this is just the information side of the business, there's also thousands of different types of physical products that this market will also be interested in. ***This is why it's vital to build a strong relationship with your list, instead of going for the one-off affiliate sale.***

Once you start building a list of these people, there will be many other cross sell opportunities such as home gym equipment, supplements, new recipes, and diet plans and so much more.

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

- ▶ Stop dieting, start eating
- ▶ Lose weight without dieting
- ▶ The real reason why you're not losing weight
- ▶ Start burning fat
- ▶ Energy, fat loss and fitness
- ▶ Weird trick to a flatter belly
- ▶ Leaner, healthier, sexier
- ▶ Gain confidence and positive self image
- ▶ Lose inches from your waist

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- ▶ Fast, easy and fun
- ▶ Guilt free
- ▶ Stop counting calories
- ▶ Little known secrets

ENTRY POINTS

There's lots of ways to enter the dieting 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:

- ▶ ***Offer a free report that gives people plenty of advice on how to lose weight, which diets work and why.*** This could then point people in the direction of starting the right diet for them, and also give them some practical tips along the way.

With so many diets out there today, it can feel overwhelming knowing which was to turn. This report would really help a lot of people, and it would allow you to build your list by giving it away for free. Once you have a list, you can promote

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diet programs like the ones mentioned above, along with physical equipment to aid their weight loss.

- ▶ **Create a simple tips based website.** Make sure it's aimed at your chosen market (i.e women who want a low fat diet.) Provide lots of useful articles on different ways to lose weight, and monetize the site with affiliate offers and AdSense advertising. You could also use this site to build an email list by giving away a simple free report.
- ▶ **Create a review website.** This would review a bunch of specific types of diets, such as low fat or low calorie diets. Make your reviews totally honest and unbiased in order to generate sales as an affiliate. You would make money from people clicking ads on the site, or from selling ad space to advertisers who want a "featured review" at the top of your website in a prime position.

These are just some of the ways you can enter the huge diet and weight loss industry pretty cost effectively and with much less competition than usual. There are many other ways to approach this market, but these should give you a good starting point for ideas.

BIG TIP: You don't have to write all this content 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 diet and weight loss, which you can put together to create your first lead generating report within a few minutes.

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To get access to all the **Weight Loss products** and content you need, grab the **done for you package** here:

- ✓ <http://www.plr.me/weight-loss-plr>
- ✓ <http://www.plr.me/weight-loss-plr-pack-2>

This package covers **diet tips, weight loss information, practical advice, motivation, and so much more...** so you'll have all the content and products you need to break into this lucrative market today.

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](#))
 - Pick 10 article topics – write it yourself, outsource it, or invest in PLR – then publish to your blog.

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- If you want ready-made, premium articles in the weight loss and dieting niche, check out this content you have full usage rights to:
<http://www.plr.me/weight-loss-plr>
<http://www.plr.me/weight-loss-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 dieting forums, post on dating or self-confidence forums.

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

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- **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 in your market and send out a simple email with your free report offer.** Solo ads are perfect for reaching active buyers in a market. Try to aim for non-competitive lists to send your email to, because if you send your email to a list that is over-exposed to similar offers, you will get a poor response.

For example, send your relationship report to a list of fashion buyers, college students, or cosmetic consumers, etc. Remember, a lot of these people will still be looking to lose weight, so it will be easier to catch their attention this way.

- **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 really 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](http://www.plr.me).

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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](#).

- If you're selling leads to local gyms or fitness experts, you need to pass your daily new leads to them as quickly as possible. The "fresher" your leads are, the better. Remember to invoice your client based on the number of leads you send each week. You can take payments and send invoices via PayPal.

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▶ STEP 4: Develop your own products

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

BONUS TIP: Remember that other niches fit in perfectly with the weight loss market, so think *multi-dimensionally* with this!

For example, people that are dieting might want help with their confidence.

Selling a bonus report on building confidence would be very easy once you've started building a list.

If you want to cheat, you can get an entire confidence PLR pack full of premium content and products on self confidence here:

- ✓ <http://www.plr.me/confidence-self-esteem-plr-pack-1>
- ✓ <http://www.plr.me/confidence-self-esteem-plr-pack-2>

Also, your customers would find it helpful to learn how to **stick to their weight loss goals, boost their self-discipline, and build their motivation.** You can easily source this type of content here:

- ✓ <http://www.plr.me/goal-achievement-plr-pack-1> (goal achievement)
- ✓ <http://www.plr.me/inspirational-stories-mega-plr-pack> (inspirational stories)

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- ✓ <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)

And if you want even more ready-made content on **healthy eating and nutrition**, check out these packages:

- ✓ <http://www.plr.me/natural-health-plr-pack-1>
- ✓ <http://www.plr.me/natural-health-plr-pack-2>

RECOMMENDED RESOURCES

- ▶ **Weight Loss PLR Pack**
 - <http://www.plr.me/weight-loss-plr>
- ▶ **Weight Loss and Dieting PLR Pack 2**
 - <http://www.plr.me/weight-loss-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>

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- ▶ **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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