

THE APPRENTICE AND NICHE MARKETING!



**Learn Incredible Strategies
From The Hit Reality Show
“The Apprentice”
That Will Help You Sell
Products Like CRAZY!!!**

By Vondre' Whaley

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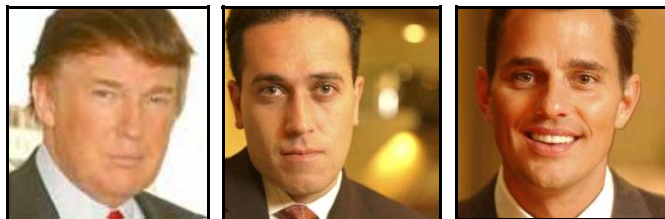
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You Can Learn A Lot From These Guys!

INTRODUCTION:

Millions of people across the country tune in to NBC's latest hit reality show "The Apprentice" every Thursday night. People watch with great enthusiasm as contestants compete against each other with the opportunity to get a job as President of one of Donald Trump's companies. For many people, watching "The Apprentice" is merely entertainment. It's a way to relax on Thursday nights after a hard day of work and watch others fight for their chance at success. Everyone wonders which contestant will hear those two little words next, **"YOU'RE FIRED!"**

If you've never heard of "The Apprentice" on NBC, click on the link below to get more information.

http://www.nbc.com/The_Apprentice/

As a successful young entrepreneur, who's dedicated to building multiple cash buckets of income, I watch from an entirely different perspective. The heck with entertainment, I'm looking for little "Truth Nuggets" or strategies to take me to the next level. I'm looking with anticipation and taking notes to get ideas that will give me the edge over the competition. I watch this show as if it's part of building my businesses. To me, it's 60 minutes of instruction in action!

In this free report, I will reveal to you incredible strategies that I've learned from watching this show. You will also learn a few secrets I'm using to build a multiple six figure income from off-line and on-line enterprises.

By the way, if you haven't already, stop by <http://www.nicheformula.com> and sign up for my free newsletter. It's full of niche business ideas that you can use to enhance or start your own business.

Now, let's get to the meat of this report and learn from NBC and Donald Trump's "The Apprentice."

My First Lesson

The Apprentice is the brainchild of Mark Burnett of Survivor and mega real-estate tycoon, Donald Trump. After it's second episode with over 20 million viewers, it was evident that "The Apprentice" was another reality TV slam dunk for NBC.

On "*The Apprentice*", contestants compete in the ruthless corporate jungle of New York City, vying for a position as apprentice to the legendary business tycoon Donald Trump. For many, this is the opportunity of a lifetime.

In my opinion, there are two major reasons why this show is so popular and will continue on for a few more seasons. These reasons also reveal two incredible strategies for success!

First Reason For This Show's Popularity:

Donald Trump and Mark Burnett chose an unsaturated niche market. This reality show is not about physical challenges or choosing the most beautiful person like most reality shows. It's targeted toward business people, which includes corporate executives, small business owners, and entrepreneurs.

Think about it....

People who don't watch much television are tuning in each week because it presents a subject they are interested in. Personally, I hate to watch television. I think it's a waste of valuable brain cells unless you're watching something that's going to increase your knowledge. But, I watch the Apprentice every single week! I'm sure others feel the same way.

Think about the millions of extra viewers who are watching because some smart people at NBC decided to target an unsaturated niche.

INCREDIBLE STRATEGY NUMBER ONE

Start a business centered around **unsaturated niche markets**.

What is an unsaturated niche market?

This is an area where you have a group of people, who have very little information and resources about their area of interest. They are hungry for information because they have problems that aren't adequately addressed.

If you find the solutions to these problems and present them in an easy to understand format, you'll have profits beyond your imagination. Believe me, I struck gold with a niche website providing information to the baking industry.

Hint: Selling internet marketing products is not an unsaturated niche market. Recently, I did a search on Google.com for the term "internet marketing" and got over 3 million results. I'm sure more than 50% of them are trying to sell "the greatest" product to help you start an internet business.

There are many unsaturated markets out there. You simply have to do the research to uncover profitable niches.

You can click on the link below to find out how I find unsaturated niche markets.

<http://www.nicheformula.com/11steps.html>

Second Reason For This Show's Popularity:

The Apprentice is a partnership between Mark Burnett and Donald Trump, a nationally known business tycoon.

Do you see the lesson in that?

Who is Mark Burnett?

Nobody in the “average world” knows he’s the guy behind the hit reality TV show “Survivor.” For most viewers, if you gave them 100 bucks if they could tell you about Mark Burnett, they couldn’t tell you.

What about Don Barton? Who is this guy?

I bet you don’t know who he is either! That’s right, and most others don’t know that he’s a mega real-estate entrepreneur who owns casinos, river boats, and commercial property just like “The Donald.”

What if he was the guy doing the hiring and firing on The Apprentice? Do you think the show would be as popular?

Of course not!!!!

The world knows Donald Trump as a very wealthy guy who’s made a fortune in real-estate and other investments. He is FAMOUS! That’s the key to the success of The Apprentice.

INCREDIBLE STRATEGY NUMBER TWO

Align your business with people who are [well known in your chosen unsaturated niche market](#).

Now, that’s one thing that is executed very well in the internet marketing community, which is a totally saturated market. People work together in joint ventures on a regular basis to promote their products and services.

You have to do the same thing in your chosen niche market as well.

Here's a great example: I have developed partnerships with people who sell baking supplies. We both sell to same markets offering solutions to different problems. In most cases, we promote each other's products to our lists and get commissions from all the sales.

In order to develop these types of partnerships, you have to build relationships. I'm quite sure Mark and Donald were not afraid to pick up the phone or send an e-mail to set up a partnership for "The Apprentice."

When was the last time you picked up the phone and talked to a real person or sent an e-mail to a person to get to know them better?

Note: I want to know as many successful people as possible. Send me an e-mail at voncorp@aol.com. I'll be happy to explore the possibilities of building a profitable relationship.

My Second Lesson:

The next thing I did besides simply watching the show with enthusiasm, was a little research on the contestants. I wanted to know who really knew their stuff when it came to entrepreneurship. Sure, one would think that if they were chosen out of more than 200,000 people to appear on this show, they must know something. But, I wanted to know the real entrepreneurs who weren't necessarily the corporate type, but more like myself, a grassroots entrepreneur.

After doing a few internet searches and research at three major libraries in my area, I uncovered two super stars who out shined others in the group of 16.

They both run internet businesses and have proven to be successful in their chosen niche. They were also selected because they started

their businesses basically from scratch and have successfully expanded their concepts into new growth markets.

If you take a close look at their thriving enterprises, you'll come with all sorts of ideas and strategies to help you build your own business.



Sam Solovey

Age: 28

Residence: Chevy Chase, MD

Business: In 1999, Sam co-founded a company called Potomac Tech Wire. This company publishes several niche e-newsletters and directories.

"They're all going to be working for me when this is over."

Web Address: <http://www.potomactechwire.com>

Sam Solovey was portrayed as the wild man on the apprentice. As a matter of fact, Donald Trump mentioned that Sam would either run a company out of business or take it to unimaginable heights. That's not his direct quote, but it was something like that. Sam is most commonly known on the show for trying to sell a glass of lemonade for \$1,000.

Does this guy know about business?

Heck Yeah!

Sam and his business partner Paul Sherman started Potomac Tech Wire at the height of the internet boom in 1999. Their company has managed to soar while other internet based companies have gone "belly up."

They have a very simple business plan targeted toward a specific niche market.

Their company provides products and services to bring members of the technology community together. To accomplish this goal, they sell classified ads in a daily e-zine, publish tech directories, and put on networking events. The daily e-mail consists of tech news summaries with links to press releases and other publications' news stories.

Sherman is editor-in-chief; Solovey runs the business operations.

Since launching Potomac Tech Wire, they've started similar digest services in about a half dozen other markets, including Boston, Silicon Valley and London.

Now, Solovey has the most recognizable face in the Washington DC business community.

Does this sound familiar to you?

They collect e-mail addresses from a particular niche market and send them out industry specific information. In other words, **THEY CONTROL THEIR OWN ADVERTISING MEDIUM!**

Their company generates revenue from selling advertisements.

They also publish an industry directory of professionals that can be used as a networking tool. **(That's their product)**

It's know different than what internet marketers do on a regular basis. They are just targeting a specific niche, which is a smart thing to do.

How can you capitalize off of these strategies?

I hope you're taking notes.

INCREDIBLE STRATEGY NUMBER THREE

You have a big advantage over your competitors if you **control your own advertising medium**.

As an internet marketer, you can always do this by building a list of people who are interested in receiving your newsletter. The major profit is in your list!

You can send them information about your products and services and you can also sell advertising space just like Sam Solovey.

If you're offline, you do this by starting your own niche newspaper.

Here's an example: The most successful real-estate agent in my neck of the woods also publishes a small free newspaper about the town of Santee. In this publication, he included ads from other businesses and all of the houses he has for sale.

This publication allows him to promote his houses for free and he also makes a huge profit from ad revenues paid by other businesses.

I have done the same thing by publishing newspapers so I can advertise my computer sales and insurance businesses for free.

As a matter of fact, I have made a small fortune publishing niche newspapers. Click on the link below for more information on how you can do the same.

<http://www.nicheformula.com/goodnews.php>

You may be also interested in another little offline project that makes me BIG PROFITS every time I set one up and publish an Accident Guide. Check out the link below:

<http://www.nicheformula.com/accidentguide.php>



Bill Rancic

Age: 32

Residence: Chicago, IL

Business: Bill Rancic started Cigarsaroundtheworld.com in 1996 from his studio apartment. Now, it's a multi-million dollar national operation. He's also building a real-estate empire.

**"I'm a trained killer—
business."**

Web Address: <http://www.cigarsaroundtheworld.com>

Not only is Bill Rancic charming, he knows his business. He's the founder of cigarsaroundtheworld.com, a company which distributes premium hand made cigars to some of the most prestigious hotels, restaurants, casinos and golf clubs in the United States. Cigars around the World provides its customers with a turnkey package that includes merchandising, special display units and product guidance.

Although this company started out in Rancic's 400 square foot apartment, it is currently a multi million dollar operation that is definitely benefiting from exposure from Bill's appearance on "The Apprentice."

Bill's idea was to provide cigar lovers with the best cigars available. He also came up with the Cigar of the Month Club to get people on a subscription to receive premium cigars every month. **This concept alone is simply genius!**

After building his internet based company into a successful thriving

company, he sold it to Synergy Brands, a company who promotes a conglomerate of niche products including cigar accessories and beauty supplies.

This was an awesome move by Rancic, who also continues to work with the company.

Mr. Rancic is also building a thriving real-estate business where he is buying, selling, and renting high end properties. This has also proven to be a very profitable move.

INCREDIBLE STRATEGY NUMBER FOUR

In order to continue success, it is important to **develop multiple streams of income**.

Even after building a thriving niche internet business, Bill Rancic started a real-estate development company because he understands the importance of multiple streams of income.

How can you develop multiple streams of income?

On the internet, you can set up different niche web-sites that sell various information products. You can create your own niche products to sell or you can purchase reseller rights.

I have set up a great place to get reseller rights for niche info products at <http://www.sellinfokecrazy.com>

If you create your own niche info products, I would like you to consider the tip below:

You will be most PROFITABLE if you sell products and services to sellers in UNSATURATED MARKETS!

That's right, you have to sell to SELLERS!

Sellers are people who sell products and services to the general public.

People like insurance agents...

Chiropractors...

Nail Technicians....

Landscapers...

Mortgage Brokers...

Driver's Education Trainers...

They are all HUNGRY for information that will help them get more customers! The more customers they have, the more money they make!

Why is selling to sellers so profitable?

You can easily get a list of sellers. They belong to associations. They have newsletters. They have industry websites. They all attend the same conventions. It's simply LESS EXPENSIVE than trying to sell to the general public!

I have developed a multi-media product called, "The Sell To Sellers Master Blue Print!" This dynamic product gives you the basic marketing foundation to develop courses for any Niche seller's group of your choice in less than 72 hours. See the link below:

<http://www.nicheformula.com/blueprint.php>

CONCLUSION:

One of the most specific lessons I've learn from watching this show is the importance of being creative. Your ideas have to be better than "okay," if you want to be competitive in the market place.

Forget about thinking outside the box. **You need to come up with ideas that are so amazing, that they shatter the box altogether!!!**

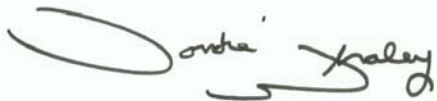
Donald Trump or "The Donald" as he's often called has proven to reinvent himself over and over again. He's shown that he can come back from any situation and structure deals to put him back on top of the world.

How long will The Apprentice craze last?

Who knows.....

But, like all smart entrepreneurs should do, Donald Trump is taking advantage of the latest trend, which is reality television. He has found away to get his slice of the pie. **And.....I bet it's a mighty big slice at that!**

Good Success!



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