

Niche Opportunities for Copywriters in 2013

5 Top Ways to Attract Business

Pam Foster

ContentClear Marketing and PetCopywriter.com



What is a Niche

It's a specific industry...

- Marketers selling to consumers (B2C)
- Marketers selling to other businesses (B2B)

Niche business consulting is the fastest-growing industry; 5.9% increase through 2016.
(Inc. Magazine)

Niche Copywriter

5 Advantages of a Niche

The niche-industry copywriting specialist...

- Stands apart with value
- Aligns with clients as a true partner/colleague
- Is found more often!
- Gets more work
- Charges higher fees

[Sports & Fitness Copywriting - MarketSmiths](#) ✓

www.marketsmiths.com/sports-fitness-copywriting

When your business involves sports or **fitness**, you're selling excitement. Action. Power. Fun!! It's simply impossible to do that with flat, boring copy. To market ...

[12 Proven Copywriting Appeals In The Fitness Industry | Justin Goff](#) ✓

www.justingoff.com/fitness-copywriting/

Nov 25, 2009 – If you're trying to sell to the **fitness** industry there are some common appeals that continuously work in selling **fitness** & weight loss.

[Health and fitness copywriter](#) ✓

www.webcopyplus.com/articles/health-and-fitness-copywriter.htm

Webcopyplus can help your health and **fitness** business attract more prospects and boost sales.

[Freelance Copywriter | Sports Fitness & SEO Copywriting Services](#) ✓

winningproof.com/

Michelle Hill is a sports and **fitness** freelance **copywriter**. She helps pro athletes and **fitness** professionals increase their success score with her writing expertise.

Hot Niche Markets 2013

U.S. Health Care

- Highest-grossing industry
- Growth in digitized medical records, e-prescription programs, and online hospital communication
- Other sub-niches: equipment, home care, specialty care, insurance, alternative, adaptive



Hot Niche Markets 2013

U.S. Health Care Jobs 9/18/12

- Medical Writer/Copywriter

Health Diagnostic Laboratory, Inc.

- Marketing Copywriter & Editor

Wellcare

- Copywriter

St. Jude's Children's Research Hospital

- Copywriter

Pacific Dental Services

Hot Niche Markets 2013

Technology

- 27-53% projected annual growth; on track
- Demand for solutions: paperless businesses, cloud solutions, mobile-friendly, online access to everything
- Sub-niches: industry-specific software, apps



Hot Niche Markets 2013

Technology Jobs 9/18/12

- Copywriter/Video Specialist
Sage Products, Inc.
- Web Copywriter
Peri Software Solutions
- Sr. Copywriter
Tech Data
- Copywriter
Electronic Arts

Hot Niche Markets 2013

Financial

- Financial marketing spend up by 4% since last year
- The economy has created a new way of dealing with money: banking, planning, borrowing, investing
- Marketers plan to focus on social media and online advertising. *2012 Bank & Credit Union Marketing Survey*



Hot Niche Markets 2013

Financial Jobs 9/18/12

- Content Editor & Copywriter
JPMorgan Chase
- Growth Investing Newsletter Writer
Wyatt Investment Research
- Copywriter
MetaBank
- Corporate Copywriter
Primelending

Hot Niche Markets 2013

College & Education

- \$312 billion
- Colleges are spending 23-40% of their budgets on marketing and advertising
- Sub-niches: private preschool franchises, prep schools, SAT materials, programs, online schools



Hot Niche Markets 2013

College & Education Jobs 9/18/12

- Copywriter
The Learning House
- Copywriter/Writer
American University
- Marketing Communications Writer/Editor
University of Chicago
- Digital Copywriter, Marketing and Communications
Columbia University

Hot Niche Markets 2013

Sports & Fitness

- \$422 billion (sports apparel expected to exceed \$126 billion by 2015)
- Professional and collegiate teams and clubs
- Local amateurs/hobbyists
- Sub-niches: products, clothing and programs, fitness centers



Hot Niche Markets 2013

Sports & Fitness Jobs 9/18/12

- Action Sports Copywriter
Eastbay
- Junior Copywriter
Holabird Sports
- Ecommerce Content Coordinator
Dick's Sporting Goods
- Junior Copywriter
Equinox Fitness

Hot Niche Markets 2013

Retail

- Online retailing will hit \$200 billion in 2012
- \$83.8 billion in back-to-school this year
- Mobile retail \$15 billion
- Facebook advertising at \$63 million this year

(Internet Retailer)



Hot Niche Markets 2013

Retail Jobs 9/24/12

- Nordstrom
- Brookstone
- BCBG Max Azria Group
- Chanel
- Bath & Body Works
- Office Depot
- Frontgate
- Style Network
- Shade Store
- Ralph Lauren Media
- Benefit Cosmetics

How to Establish Yourself

- Identify a strong niche market
- Create a unique brand identity to appeal to marketers
- Follow proven marketing methods to promote your business

Posts Comments

Search ABCI

Aviation Marketing
Powerful Sales Strategies & Tools

YOUR MARKETING COPILOT

airport business ACPA NBAA AVIATION WEEK

HOME | FREE REPORT | MASTER CLASS | COACHING | CONSULTING | MARKETING TOOLBOX | ABOUT ABCI

ABCI – The Full-Service, Results-Oriented Sales and Marketing Solution for Aviation Products and Services

There are a few aviation marketing companies, but none that can do all of this:

- Plan and execute a powerful marketing system for your company, product or service.
- Write powerful marketing content, including articles, ads, blogs, books, ebooks and other materials.
- Plan, manage and staff a trade show campaign.

ABCI - Mark Leeper, Paula Williams, Diamond Jim Davis

Upcoming Events
October 10, 2012
Webinar - Using Social Media to Find and Keep Customers
Online 1:00 MDT

October 30 – November 1, 2012
NBAA Annual Convention
Orlando, FL

January 22-25, 2013
NBAA Schedulers & Dispatchers Conference
San Antonio TX

Strong Niche Market Indicators

- Manta.com search
- Job searches
- Trade associations
- Sub-niches: B2B, B2C
- Healthy marketing budgets (advertising, exhibits)
- News buzz

The screenshot displays the Manta.com website interface. At the top, the Manta logo is on the left, and navigation links for "Browse Companies", "More Resources", "U.S.", "Worldwide", "Manta Connect", and "Business Features" are on the right. A main banner features the text "Promote Your Company. Connect with Customers." and a testimonial from ESPN (Radio) stating, "Shortly after daiming our profile, I got a \$1,200 job. I've been hooked since." Below this, a yellow button says "Add Your Company for FREE".

The search section includes a search bar with the placeholder "Find a Company", a "Search" button, and "Sign In" or "Sign Up" options. Below the search bar, it states "2033 companies updated in the last 24 hours, including..." and lists "Divorce by Mediation in Florida Tallahassee, FL Updated 1 minute ago" and "BuildingSupplyOverstock.com Summerfield, NC Updated 2 minutes ago".

Two company listings are shown: "Integrity Now Insurance Brokers, Inc" (Long Beach, CA) and "Quality Appliance Service & Refrigeration" (Valrico, FL). The first listing includes a "BUY VETERAN" badge and lists services like Auto Insurance, Home Owners Insurance, Business Insurance, Workers Compensations Insurance, General Liability Insurance, and Church. The second listing describes an in-home service company offering factory train technician servicing all make and models of appliances, with 32 years in business and family-owned.

At the bottom, there is a "Small Business TIP of the DAY" section with a lightbulb icon, and a "Pulse of SMB" section titled "Manta Releases First Quarterly Small Business Wellness Index". On the far right, a "Manta Connect Hot Topic" section is partially visible, titled "Active Discussions" and "Does anyone have new ideas on how to...".

Unique Brand Position/Promise

PetCopywriter.com

- **Promise:**

Race ahead of the pack

- **Services:**

Certified SEO Copywriter and web content consultant for the pet-vet industry

- **Position:**

Pet industry knowledge and copywriting skills



Proven Method #1

Optimized website:
what's in it for visitors,
use keywords

• Home

• About

• Services

• Clients/Samples

• Contact

The screenshot shows the homepage of PetCopywriter.com. At the top, there is a navigation menu with links for Home, About, Services, Clients/Samples, Pet SEO Blog, News, Resources, FAQs, and Contact. The main content area features a large heading "Race ahead of the pack with a skilled pet copywriter on your team" and a video player. Below the video is a call-to-action button "Find the Best Services for You". To the right, there is a sidebar with social media links and a promotional offer for a "FREE SNEAK PEEK" of a marketing guide. At the bottom, there are three service highlights: "Reach More Prospects", "Enjoy Steady Growth", and "Cultivate Loyalty".

am Foster: Pet SE...

PetCopywriter.com
Race ahead of the pack
Web-SEO Content & Consulting For Pet Industry Marketers

"We had our biggest sales month ever.
The work you did has really paid off!"
S.B., Pet Industry Retailer

Home About Services Clients/Samples Pet SEO Blog News Resources FAQs Contact

Race ahead of the pack
with a skilled pet copywriter on your team

Attract more customers to your pet or veterinary business with help from an experienced, strategic web content writer.

Find the Best Services for You

Connect

Get your **FREE SNEAK PEEK:**
Wildly Profitable Marketing
for the Pet Industry

Finally — a how-to Marketing Success Guide for all pet and veterinary businesses. Co-written by PetCopywriter.com's Pam Foster.

First Name Email Address

GET YOUR FREE PEEK NOW

Reach More Prospects
Set yourself apart with competitive [Pet Website Content and SEO Marketing Strategies](#).

Enjoy Steady Growth
Increase monthly traffic with customer-focused [Pet-Care Articles, Blog Posts, and more.](#)

Cultivate Loyalty
Harness the "loyalty power" of marketing with [Pet or Veterinary Emails and Enewsletters.](#)

SEO Copywriting SuccessWorks
PetCopywriter.com owner Pam Foster is a SuccessWorks Certified SEO Copywriter

Proven Method #2

Referrals & Alliances

- Previous employers
- Colleagues
- Friends from college, other
- Graphic designers
- Web developers
- Consultants and others



Proven Method #3

Blogging

- Use keywords
- Be a helpful guide, giver and curator
- Talk to the niche marketer
- Encourage readers to subscribe, comment, share
- Post everywhere



Pet Copywriter.com
Race ahead of the pack
Web-SEO Content & Consulting For Pet Industry Marketers

Home About Services Clients/Samples **Pet SEO Blog** News R

The Ear Hug Approach to Pet Website Content

March 14, 2012

OK, there's really no such thing as an ear hug. Or is there...?

This photo provides clear evidence that ear hugs exist.

Isn't it sweet? To me, it's the ultimate image of a warm and loving bond between two best buds.

So why should you care about ear hugs?

Well, as the owner of a pet or veterinary business website — your mission is to make visitors feel special and welcome so they'll stick around and do business with you, yes?

What kind of web content helps you do that?

Here are 3 examples of "ear hug" content you can use on your pet or veterinary website:

1. Warm, inviting content

This is content that greets the visitor with a warm, personal message so she feels you're talking to her... that you know her wishes or

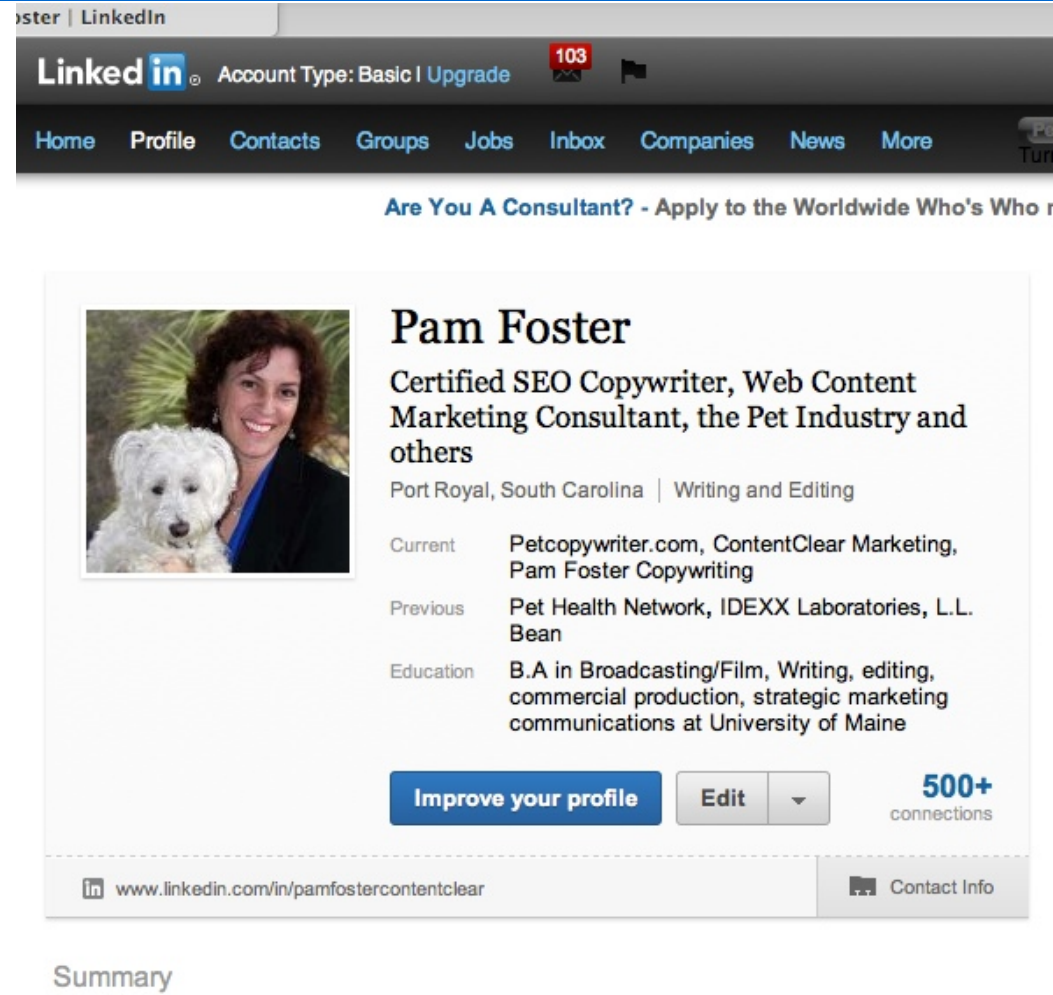


Imagine your pet website visitors feeling this welcome when they read your content. Thanks to Jon Payne for the lovely photo of his pups.

Proven Method #4

Social Networking: start with LinkedIn

- Profile yourself as a niche copywriter
- Take advantage of all profile tools
- Connect with everyone relevant
- Join the conversations



The screenshot shows a LinkedIn profile for Pam Foster. The profile includes a header with the LinkedIn logo, account type (Basic), and a notification badge for 103 messages. The navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. Below the navigation bar is a banner for a job opening: "Are You A Consultant? - Apply to the Worldwide Who's Who". The profile itself features a profile picture of Pam Foster with a white dog. Her name "Pam Foster" is displayed in large text, followed by her title: "Certified SEO Copywriter, Web Content Marketing Consultant, the Pet Industry and others". Her location is "Port Royal, South Carolina" and her industry is "Writing and Editing". The profile lists her current role at "Petcopywriter.com, ContentClear Marketing, Pam Foster Copywriting", her previous role at "Pet Health Network, IDEXX Laboratories, L.L. Bean", and her education: "B.A in Broadcasting/Film, Writing, editing, commercial production, strategic marketing communications at University of Maine". At the bottom of the profile, there are buttons for "Improve your profile", "Edit", and "500+ connections". The URL "www.linkedin.com/in/pamfostercontentclear" and a "Contact Info" button are also visible.

Proven Method #5

Trade Associations

- Meet potential clients
- Connect with referral sources, allies, event planners, publishers
- Collect industry knowledge; find out who the leaders are

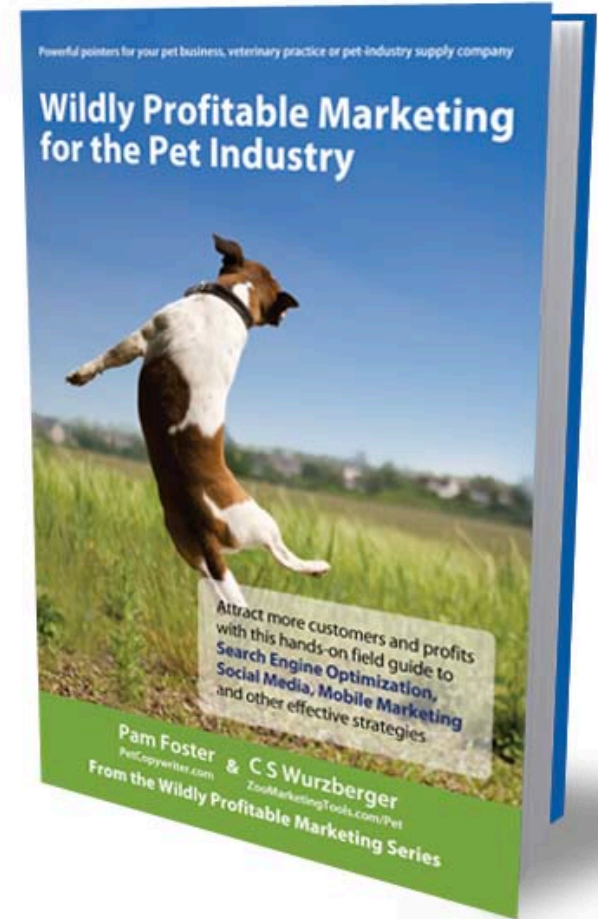
The screenshot shows the SMA website homepage with a blue and white color scheme. The top navigation bar includes links for HOME, ABOUT US, CONFERENCE, NEWS, SPONSORS, TELL A FRIEND, and CONTACT US. The main content area is divided into several sections:

- Newsletter:** A sidebar on the left with three buttons: "2012 CONFERENCE REGISTRATION CLICK HERE", "2012 CONFERENCE SCHEDULE UPDATED 9.25.12 CLICK HERE", and "NOT A MEMBER? JOIN NOW!".
- News:** A central section featuring a "Case Study" graphic and a headline: "SMA Announces Annual Undergraduate Case Study Competition at SMAX". Below the headline is a paragraph: "The Sport Marketing Association (SMA) is pleased to announce its annual undergraduate student case study competition, which will take place on Thursday, October 25, 2012 during the 10th Annual SMA Conference in Orlando." Below the text is a pagination bar with numbers 1 through 5, where 3 is selected.
- Countdown:** A "COUNTDOWN TO SMA X" widget showing 27 days, 07 hours, 25 mins, and 07 seconds.
- SMQ:** A "SPORT MARKETING QUARTERLY" section with a photo of a football player and the text "The preferred journal of SMA".
- Welcome:** A section with the text: "Welcome to the new website of the Sport Marketing Association! Please look around the website to find information about the members of the Board, upcoming conference information for this year and beyond, the latest news from the SMA, and a little about our sponsors. Of special note is Infinity Pro Sports – our partner in developing this website. If you have any comments or questions, please do not hesitate to contact us at office@sportmarketingassociation.com."

Bonus Method

Write a book!

- Bob Bly inspiration
- Instant credibility
- Opens doors in surprising ways
- CreateSpace.com and Amazon make it easy



Results

Within a few weeks, I was...

- Dominating Google searches
- Contacted by great companies I didn't even know about
- Submitting proposals for interesting work
- Winning proposals at great rates
- Becoming known in the industry as a go-to authority
- On my way to a rewarding and fun path

Go for it!

- Find a strong industry you love
- Declare a launch date
- Position yourself
- Use proven methods
- Track what works
- Do something every week



The Fastest Way

- Complete roadmap
- Worksheets and checklists
- Examples of all my marketing efforts
- www.awaionline.com/niche-yourself/p/
- pam@contentclear.com

Niche Yourself and Thrive!



Attract Your Ideal Clients FASTER
with a Focused Copywriting Business Plan