



Mark Victor Hansen
The Ambassador of
Possibilities

Mark Victor Hansen is the co-creator of the wildly successful **Chicken Soup for the Soul®** series, and the co-author of a new book, **The One Minute Millionaire**. For more than 25 years he has influenced society's top leaders, and the general public, on a global scale, speaking over 50 times a year. He is also an active entrepreneur, philanthropist and humanitarian. Mark Victor Hansen is an enthusiastic crusader of what's possible and is driven to make the world a better place.

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How To Grow Rich in Your Niche

by Mark Victor Hansen

Alex Carroll had a problem. One of the fastest-moving couriers in his city, he was also the biggest collector of speeding tickets. Just inches away from losing his license for a long, long time, Alex had an idea.

He began interviewing police officers everywhere to figure out how to beat his multiple speeding raps. And he did beat his tickets ...every last one of them. But, he didn't stop there. You see, Alex had a sudden inspiration – in the middle of all that pain, Alex had discovered an opportunity.

(Note: Usually our greatest opportunities are hidden disguises in our adversities and problems. More on this later.)

He piled all his interviews into book form and titled it "Speeding Excuses That Work." Then, he tracked down Dan

Poynter (the king of self-publishing information – go to www.parapublishing.com to find his free downloadable articles and books on money-making ideas) and, from Dan's advice, quickly printed several hundred copies of his small book. Next, he started calling radio personalities and program directors everywhere and offered to tell radio listeners how to beat their own speeding tickets. In mere days, he was doing interviews. In weeks, he was making it to the big time, selling as much as \$40,000 in books after just 15 minutes on the radio!

Why? Because more than 170,000 speeding tickets are issued DAILY in the United States alone. Almost unwittingly, Alex Carroll had found his audience!

Now, Alex Carroll regularly participates in several hundred

interviews a year, and does most of them while sitting on his living room couch or lying in bed in his underwear.

But he hasn't stopped there. Having created a vertical line of income growth, he's now expanding his new business horizontally by speaking all over the world about how to aggressively go after and participate in multiple radio interviews.

Having now made millions of dollars on one simple idea, we can safely say that Alex Carroll has created a niche for himself.

Better yet, Alex created this niche from his greatest pain.

He took a very big problem and turned it into an opportunity. Think of it: Before Alex had his speeding ticket issues, he never considered the fact that 92% of the American population is stuck in traffic for an hour and a half a day. And, before Alex decided to go in this direction, he had no idea that there are 80,000 drive-time talk shows in America that have to be filled DAILY with guest speakers.

I see billions of dollars available to all of us in the drive-time niche.

But, better yet, the opportunity for your niche can be anywhere!

*I'm telling you, the easiest way to get rich is to find a niche and exploit its every nook and cranny. Alex's story is exactly what we teach in our new book, **The One Minute Millionaire** (to pre-order this book before its October publication, go to my website today at www.markvictorhansen.com. You'll find the offer there on the right-hand side of the Home Page.) As we teach in our book, you are only ONE idea and ONE key contact away from your fortune. Your fortune always starts in a niche. Once you become the big fish in a niche, you can grow that same template into other niches. As an example, in our "Chicken Soup" model, we became #1 generally, then became #1 specifically by creating books such as *Chicken Soup for the Teacher's Soul*, *Chicken Soup for the Mother's Soul* and countless others.*

Allow me give you a few ideas as to how to track down your special niche.

1. Choose a niche based on your money needs

You need to go into this with a plan. How much money do you want? How much money do you need to make the time worthwhile?

Note: It's easier to obtain a big result from big thinking than a small result from little thinking. It takes the same amount of time and effort, believe me. So, why think small?

To give you a real-world result on this theory ... With our Chicken Soup books, we won't do a book unless we know there's an audience out there of at least 3.5 million. It takes just as much work to write a book for 10 people as it does for 3.5 million. It takes even more work to sell the book to 10 people vs. 3.5 million. It's not worth our time and investment if isn't going to reap the results we're looking for. The same result can be yours – decide what you're worth and create your world around it. Dr. Napoleon Hill says, "It's the quality and quantity of your service with a positive mental attitude that renders unlimited compensation."

There are, of course, many other ways to "sell" without selling directly. Take, for example the Wyland and

Jacques Cousteau foundations' recent decision to join forces by publishing a coffee-table book with a high-quality t-shirt for \$100. Wyland, the "Michelangelo of Marine Art," and Cousteau's grandson are planning to clean the Atlantic Coasts and Pacific Coasts in 2003 – this is NOT an easy task, nor is it an inexpensive little job! They're expecting 1 million people to contribute \$100 each for the book and t-shirt, a memory that will last a lifetime. That's \$100 million dollars! By combining forces, they're very likely to reach their goal. (To learn more about Wyland's goals, check out my buddy's website at www.wyland.com).

Whatever the decision, make sure the end result is worth the upfront time, thinking, effort, energy and investment.

2. Look for a problem that needs a solution that no one seems to be solving.

There are situations, problems and monumental road blocks everywhere. Rather than letting that stop you, drive on through with a solution all your own. Look at what Sam Walton did with Wal-Mart. Everyone else in the retail industry was focused on location, location, location.

This was all well and good for the suburbanites in this world, but what about the millions of people in more rural settings?

Sam Walton turned tail and set up shop in "the middle of nowhere" in Bensonville, Arkansas. While other retailers such as Sears smirked at his decision, the rural set-up allowed Sam to offer incredibly low prices and soon, the suburbanites were driving all the way out to Sam's anchor locations. As we all know, the competition isn't laughing anymore.

3. Every time there's a structural change, there's a need for a new niche.

There's a big difference between cyclical and structural changes. In a cyclical change, things go up and down, but they always stay within a range, like a thermometer between 0 and 120 degrees F. A structural change involves an event that forever changes the way the world operates. The horrific "911" was a structural change. Because of the terrorist attack that resulted in extensive damage to the Pentagon and the tragic fall of the World Trade Center towers, worldwide and immediate

changes occurred. Many facets of our lives will never return to the simpler life before 911.

A structural change is a fundamental shift. Take, as another example, the evolution of the 78 record to 33 1/3 speed. From there, music went to CD, then Napster, and is now downloadable through streaming audio and video to be easily burned on a CD-ROM.

It's important that you keep an eye on structural changes that are occurring in the daily news because most money is made in times of crisis and calamity, when structural change is underway. Believe what's being reported – both in active voice and as an undercurrent – and act! As Andrew Carnegie says, "There is that which they say, and then there is that which is real." Look for what's real. We are in the most extraordinary structural change in history. I predict this decade will create "real" value and be 10 times' as profitable as last decade with just one of many introductions and re-introductions of mega-ideas like what I call "Internet Phase Two."

Every niche has it's own niches!

Let me give you an example of structural change that is creating a real niche for a dear friend of mine, Art Linkletter, who's been in the business and entertainment industries for more than 40 decades. Art is the spokesperson for Pure Solar Power – they have a solar energy cell as small as your thumbnail that's capable of storing energy for two weeks. When oil prices soar high enough, Pure Solar can afford to come out of the woodwork and do massive business. Remember, most of the world's population is on the equator and needs cheap energy. What a phenomenal opportunity this company has ahead of them!

Once you start looking for structural changes, you can see them, get in front of them, and ride your niche like a tsunami wave. Structural change is going on around us every day, and at a faster clip than ever before. We're in an epical time of creation and co-venturing – you don't want to be missing out!

4. Look for a niche within a niche

Maybe you're not interested in starting the next McDonald's franchise. But why not get involved in the massive business opportunity McDonald's has created for the world's fastest thinkers? There are beef suppliers, potato suppliers, placemat

designers, plastic eating ware manufacturers, trashcan lids, drinking cup lids, soda spouts, drive-thru ordering boards, Happy meal toys, Ronald McDonald's own personal by-products and even stickers for the store's seasonal promotions – just to name a few! I personally have met a billionaire – Mr. Simplot from Boise Idaho – who merely supplied good potatoes to the growing franchise.

Do you have to get into fast foods? Of course not. But every niche has its own niches! What do they need on commercial airplanes ... on smaller produce carriers ... on bulky flights that take supplies half-way across the world? See? That's not one niche (the airline industry – that's several niches within one single niche.) Even *those* niches have niches. Look for riches in *your* niches!

It's all about sniffing out the opportunity

There's always someone making a fortune. As an example, in the worst depression of 1929, 25% of the people were making fortunes – the Wrigleys, the people behind Kleenex tissues and Hershey's chocolates, and even Bob Hope – these weren't millionaire people or companies before the Depression. They used that era to help the world in some small way and, as a result, they helped themselves in a

You put the word out that you're already the leader and, lo and behold, it's just what you become

big way! Figure out how to niche a market, then serve it the way it wants to be served.

5. Sometimes a niche is something you can sneak up on

Let me give you an example of what "sneaking up on a niche" is all about. Our friend, Dr. Andy Grove, the head of Intel, created highly advanced microprocessor chips. Grove believed he had the best technology, but found it hard to be heard above the thousands of competitors. So, with two simple words – "Intel Inside" – he made himself a niche. He went to every computer box manufacturer already using his chips and suggested joint advertising where, at the end of their own ad, he'd pay for the "Intel Inside" addition. Suddenly, Intel seemed inside the entire *world's* computers and orders shot through the roof from those who hadn't purchased Intel wizardry before. As direct-marketing

wiz (and who personally the same birthdate, Jan. 8th, with me and Elvis!) Jay Abraham says, that's what we call "pre-emptive marketing." You put the word out that you're already the leader and, lo and behold, it's just what you become. You're making yourself the expert, the most wanted commodity, the pathfinder who's suddenly blown past your competitors.

“OK, I’ve Got My Niche. Now What Do I Do?”

Once you decide on your niche, you've got to act in the most effective and leveraged way possible. I'll give you a few ideas as to how to go about this:

1. Once you choose your niche, decide how you'll personally exploit it

Malcolm Forbes wanted to take over his father's failing magazine. Malcolm was 55 and busy with other things in life. But, once he figured his optimal calculations, he decided it was worth his time and investment as long as he was originally creative to the max!

The question was: how to plug his magazine without paying a dime? Malcolm chose to publicize with his happiest hobby, hot air ballooning (now that's what I call raising visibility). Malcolm began creating "fantasy balloons" – balloons that looked like the Egyptian Sphinx would fly over Cairo; balloons that resembled the country of China would fly over the Great Wall of China.

He went on to motorcycle the Great Wall with Liz Taylor and Dr. Henry Kissinger and, by inviting these "prospective investors" along, was able to write off his expenses! Even more importantly, he created enormous P.R. opportunities for himself through front-of-the-news casts and newspaper headlines. Forbes magazine sales went through the roof. Forbes still enjoys top-seed visibility on every magazine stand around the world and is vastly profitable.

Now, do you have to build "fantasy balloons" to promote your idea? Of course not. But I'm betting you have a hobby or related interest that could come in mighty handy for this niche you're creating. Think on it and you'll surprise yourself with your own answers.

2. Storyboard your niche

In another article I've written, "Storyboarding Your Future," I'll go into detail about storyboarding your future plan based on what Disney created to bring Mickey Mouse and hundreds of other characters to life. Bill Gates has since propelled storyboarding forward in an electronic sense by inventing the PowerPoint software – but more on that in the article, Storyboarding Your Future, at my website www.markvictorhansen.com. But, quickly here, you've got to look at all the points you need to cover in order to get from A to B with your niche. You, too, can do this. Let me give you an example:

Bob Allen and I have co-authored the book, *The One Minute Millionaire*, which is being sold through Random House. We developed an enormous marketing plan that works in tangent with the book's production. Part of that plan includes the making of a toy. When we mentioned it in a seminar recently, a gentleman, Mike Fry, stood up and told us he had the patent to the toy we had written about. We combined forces and knew the next step was finding a toy designer. We found the toy designer, a wonderful woman, Joan Kaplan Dunne, creator of Puppy Surprise, which is the #1 plush toy sold in the world

today. She actually came out of retirement to create our toy.

Next, our storyboard told us to find the toy manufacturer to buy it. With Joan's help and connections, we got to the President and leader of Hasbro, a world leading toy company based in Rhode Island. In just a few short weeks, we were able to present our toy in an atmosphere that had already shut down on toy production for the year. Because of our presentation, they got the wheels churning again to take on our toy.

Our storyboard told us to get distribution. Who'd we find, with help from Hasbro? Wal-Mart – Wal-Mart around the world.

Now, we'd put this storyboard together months and months prior. In fact, we had a lot of help with that storyboard when we gathered more than 40 of the world's top marketing experts to help us put the storyboard together. One hotel conference room and 14 hours later, we'd created a phenomenal marketing plan that is recorded and available for you to learn from in the product, **Mastermind Your Way to Millions** at my website, www.markvictorhansen.com. We merely followed the storyboard we'd already laid down and, from beginning to end, our toy idea took less than 4 weeks from idea to completed toy for distribution.

Recently, on an airplane flight, the man behind me tapped me on the shoulder and said, "You made me rich with your storyboard idea. Because of you, I started "Bird No More," which protects airplanes from hazardous bird issues. Now, I work with all the airports and employ tons of happy people. Thank you." Now that's a story worth hearing!

3. Take over the little niches first

Remember when I mentioned the airline industry as a niche and sub-niche and sub-sub-niche? It's always easier to take over the smallest market niche first. Remember, Napoleon didn't *start* with Austria or Germany. As he built his forces and perfected his own "Art of War," he expanded his borders slowly and progressively.

The smaller the niche, the faster you can take ownership, especially if you create it like we did the Chicken Soup series.

Now, I'm not saying you have to act like Napoleon out there. But understand that starting small is not a waste of time. You can go into any trade association or organization and find that there are only 7 leaders – the real "make it happen" people. There's never more than that. You can meet

all of them and quickly accelerate your niche idea by combining forces with them. Once you become an acknowledged and dependable force, you're accelerated through the ranks, higher and higher, dealing with 7 more leaders here, and 7 more leaders there.

You'll quickly discover leaders in short supply, desperately needed and usually multi-tasking to the max. The faster you can move in and help these people, the sooner you'll see your niche expand. For insights into leadership, read and listen to my friend, Dr. John Maxwell – he's the very best teacher on leadership in the world. Check out Dr. Maxwell at www.injoy.com.

Let me give you another example of rapid acceleration after starting small. Dr. Jeffrey Lant starts his year with a plan to write two full books each year. Lant figures the number of articles he needs to complete the book and spends three hours each day writing a five-page, content-rich article with three or more for-profit uses.

Lant submits the articles to small-circulation magazines (approx 5,000 subscription base), the kinds of magazines with great reputations but limited resources to pay writers who are looking for solid, good material. At the end of each article, he tells

readers that similar articles can be found at his website.

As he builds names on his website, he continues to write articles on schedule. Once he's done in mid-summer, he puts the book together and advertises to all his new e-mail fans that the book is now for sale. Out of a 650,000 database, he knows his self-published new book will have at least 25,000 buyers at \$40 each. That's \$1 million for six months of writing!

Jeffrey Lant makes millions a year, and on a consistent year after year basis, because he starts small with a big picture in his head.

Trust me on this one – you won't be wasting your time with a small niche – it's the stepping stone to the biggest related niche in the world. Start with the little group or sub-species, perfect your offering and service, then just build out fluidly and magically from there.

4. Expand in different directions

There's a double-market play that most people miss. A lot of people will build their niche business in a **horizontal market**. This is creating a cookie-cutter entity across the board. The Chicken Soup for

the Soul entity is a perfect example: We created the first book, then created a cookie-cutter template that built **vertical** columns for us in the niches of Mother's Soul, Teen's Soul, Kid's Soul, Golfer's Soul and more.

Because this was a duplicatable template, we line-extended it ... we moved into **vertical markets** with each of our cookie cutters. Do sequels of sequels! Do prequels of prequels like George Lucas is now doing. In our case, we licensed material around each book. So, for example, our Chicken Soup for Teen books now have workbooks, in-school curriculum, key chains, music and a multitude of other "community-based" items and interactions, including a growing interactive website for teens. In a future article, I'll be talking about more ideas on licensing, or go to the website immediately, www.markvictorhansen.com to hear one of the greatest presentations on licensing from one of the true-blue founders and creators behind today's billion-dollar licensing industry from Lois Sloan in my ***MegaBook Marketing*** CDs from this year's 3-day seminar on self-marketing and self-promotion.

Wake Up To Your Niche! The Rest is Easy!!

See ... finding a niche and

acting on it isn't as hard as you'd thought it'd be, is it?

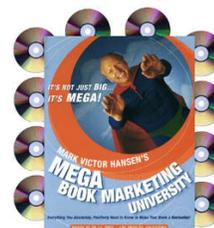
Better yet, there's magic in niche-making that you aren't going to find in the regular ol' business world. Just one person waking up to their niche changes their whole world and often changes the entire world's market. My friend, Jill Wright, owns the shoe shine concession at United Airlines in Denver. Because of her brilliant attitude, great employee training, and unique shoe shine application, she earns more than most CEOs do annually. She owns her niche.

Look at Michael Jordan, the king of the sleeper sport basketball. His impact has been so great on a multi-world of opportunity (other sports, clothing, sunglasses, colognes, shoes, broadcast advertising space, movies etc.) that *Fortune* Magazine has called it "The Jordan Effect." In just a few years, Michael Jordan prompted a \$10 billion dollar raise in the world's active market. Paid a paltry \$136 million in salary and endorsement contracts yearly, Michael Jordan is often shamed for being so "overpaid." Heck! The guy isn't even making 10% from the industry he's created *himself*. I'd venture to say he's the most underpaid businessman in today's world! Ask any Fortune 500 executive what it's worth for

someone to create \$40 billion in gross revenue and you'll hear him or her say, "I'd pay a billion!" Michael Jordan is the undisputed king of branding.

You have every right and opportunity to go out and be as "underpaid" as Michael Jordan! You've got no less talent or skill – what you bring to this world's table is entirely unique and all yours. Treat it with passion; treat it with purpose; and you'll be well on your way to growing rich in your niche. Make that niche a masterpiece – remember, with every day you tackle toward your new future, you're the Michelangelo master of your own "David."

Push that mind of yours to explore niches you never thought existed! Go to my website at www.markvictorhansen.com to learn HOW to take immediate action by pre-ordering **The One Minute Millionaire**, or checking into my product section for inexpensive, ready-to-ship best sellers I've mentioned here: *How To Think Bigger Than You Ever Thought You Could Think* and CDs that have collected world-renowned experts' proven solutions for empire building, *Mastermind Your Way to Millions* and the **Mega-Book Marketing CDs**.



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