

Is Your Market Already Saturated?

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I recently offered my ezine subscribers a free gift easily worth over four hundred dollars. It was the free master resale rights to 106 niche products (mostly PDF ebooks). Some of these are products I'm actually selling from some of my websites (or offering as bonuses with other products).

Several subscribers emailed to say that they'd seen some of these products for sale on Ebay or other places. They questioned the value of the free gift I offered, and wondered if the market for these products is already saturated.

At Gary Halbert's recent Fusion Seminar, I brought up the issue of market saturation. Mark Joyner, Michel Fortin, Gary Halbert, and John Carlton - all world-class copywriters - were quick to point out that market saturation is rare. It's all a matter of how you define your market. Mark pointed out to me that the segment of the market I was targeting was a TINY fraction of my potential market.

Whether or not your market is saturated does depend upon how you define your market. It also depends upon how you define your product.

When Henry Ford first mass-produced the Model-T, he offered it to the railroads. Viewing themselves as in the railroad business rather than the transportation business, they weren't interested in his vehicles. Now, many of those railroads are out of business, and many times more goods and services are moved by truck in the U.S. than by rail. If some of the railroad owners had defined their markets differently, they could be transportation tycoons now... or perhaps dominate the trucking industry.

Back to the simple niche ebooks that I offered my subscribers as a free gift. Take a minute to check them out now at:
<http://WillieCrawford.com/free-niche-gift.html>

I took many of these very same ebooks, packaged them as a bonus with my own cookbook, and watched sales increase by as much as \$1400 in a single day. You can see how I bundled those ebooks with my pre-existing product here:
<http://www.chitterlings.com/cookbook.html>

I took some of these very SAME niche ebooks and bundled them with another product. At the same time I tripled the price on that product. Sales increased 62%. You can see how I bundled these same ebooks here:
<http://WriteACookbook.com>

With the above 2 examples you can see that it's all about how you "PACKAGE" or present an item rather than how many others are offering it.

It's all about how you define your market and what segment of the market you choose to compete in. For example, I refuse to market most of my goods and services where you are competing on the basis of price. Ebay shoppers are looking for a bargain. Instead of offering the ebooks for a dollar or less, as many Ebay sellers do, I bundled them with something I was selling for \$19.97, and then RAISED my price to \$67.

Competing on the basis of price, with any product, is generally a losing proposition. You have to sell a lot more of the item to make the same amount of money. Since you have to deal with more customers when you're competing on the basis of price, you'll also have more customer service issues. Therefore, you generally end up earning less per hour. Do you really want to do that?

To answer the question, "Is Your Market Already Saturated?" ... your answer will always be no if you market properly. Define your market, and package your product so that it is UNIQUE. Then you won't really have any direct competitors. It's ALL about how you package the product. It's all about how you present the item.

Now that you have the proper mindset, you should be able to take any of your products that have just been "collecting dust," repackage them, or revise your web copy and sell them like hotcakes. It just takes a little brainstorming, but I've just shown you how easy it can be.

About the author:

Willie Crawford has been teaching Internet marketing to others since 1997. Grab a free copy of his comprehensive Internet marketing success course now at: <http://WillieCrawford.com>