

Title:

Going to Bookshops to Identify a Hot Market

Word Count:

294

Summary:

The day may come when people do all of their researching and reading online but it isn't here yet. Fiction, of course, will always be in print... it would be hard to curl up with a good novel in front of the fireplace on a cold winter day with a computer. Research, however, may eventually all be done online. People buy 'how-to' books and books that are devoted to solving their problems and/or making their

Keywords:

internet business plan, small business advertising, business newsletter, business location, business competitors, business website, search engine optimization, pay-per-click marketing, business marketing tips

Article Body:

The day may come when people do all of their researching and reading online but it isn't here yet. Fiction, of course, will always be in print... it would be hard to curl up with a good novel in front of the fireplace on a cold winter day with a computer. Research, however, may eventually all be done online. People buy 'how-to' books and books that are devoted to solving their problems and/or making their lives better every day. By identifying the hot market books that are being sold in bookshops (online and off line) you can identify a hot niche marketing topic.

Go to the bookshops in your area and take note of the kinds of non-fiction books that are stocked. You should particularly note the ones that are self-help or how-to books. If you can create the opportunity, ask the stock boy which ones are selling the best. He's the one who knows what is being restocked most often. That failing, ask a floor salesperson the same question. Asking the bookstore owner or manager is the last option. They are more likely to be pushing the books that aren't selling well in order to make a sale. Learn by whatever means you can which self-help or how-to books are the hottest sellers.

Another option is the online bookstores. You can't, of course, ask for information from a person but you can research the site and determine which of the non-fiction self-help or how-to books are highest in sales.

Finding out what books people are most often buying can give you some insight into what the hot market subjects are. Armed with this information, you can go about creating a niche marketing website that will have a better chance of becoming successful.