



Matt: Welcome my fellow eCommerce entrepreneurs. My name is Matt, and this show is for those of us curious about eCommerce and want to know how to get better at doing digital business. That's right, this is episode number five of the Kuriosity Podcast. It is great to have you joining us today.

Matt: In today's show, I'm going to talk to you all about the power of niche. That's right, figuring out your niche, niche marketing, niche products, niche. We just like this word niche, and we're going to get into that in today's show. Now, the notes, along with the transcript, are going to be at my website, Mattedmundson.com. You can head on over to that to search out episode five on the podcast, and you'll be able to download all the goodies from today's show on the website.

Matt: Also [inaudible 00:01:14] the checkouts, the tab where it says the Collab Project. If you haven't heard about this project, it's this crazy idea I've got to set up around 100 new eCommerce websites. To do that, I need some great partners, some great entrepreneurs, to work with, like you, who have got some great ideas, some great products, but maybe just need a little bit of help or a little bit of expertise in the area of eCommerce, someone to come work alongside you. Well, that's what we're doing in the Collab Project. If that sounds fun, if that sounds interesting, make sure you check it out at my website.

Matt: Now, this show is sponsored by the amazing Kurious Digital, a fabulous eCommerce company that create experience-based eCommerce websites using a platform called Kurious Digital. It is an amazing platform. It's what I use on my own eCommerce businesses, and it is just brilliant. So if you are looking for a new eCommerce platform, make sure you check it out at kurious.digital. That's kurious with a K, not with a C. Curiously, it's spelled with a K. Kurious.digital. Make sure you check it out.

Matt: Okay, so let's jump into this. Now, I want to talk to you about niching today, and especially around products, okay? Now, this is anticipation of a new course that we are going to be launching real, real soon on the Matt Edmondson website, and the course is called the Jam Jar Product Funnel. It is basically answering the question, how do I go and find high demand and high converting products to sell on my website, right?

Kuriosity Podcast Transcript:

#3: Coaching Call tackling Reviews with Dan Henders

www.mattedmundson.com



Matt: I've come across a lot of eCommerce entrepreneurs in my time, especially in doing the reviews and the coaching calls that we do who, are struggling to sell products online, and they've got a website full of products that no one is buying. We want to deal with that in this course, right? The Jam Jar Product Funnel. So I want to do a couple of podcasts, which are going to compliment that course, which is going to help you find some amazing products, right?

Matt: The very first area I think we should cover in this, is this whole idea of niching, right? Now, let me explain to you a typical journey which I see when it comes to finding products, okay? Or sourcing products to selling your eCommerce website. Typically, what a lot of people do, is they'll go, "Right, I'm going to set up an eCommerce business, let me go to AliExpress or Alibaba, let me go find a product that is super cheap that I can buy from China, and I'm going to put it on my new Shopify site. Then I'm going to use something like Facebook marketing to go and drum up traffic to go to my site. I'm doubling my money on everything I sell on my website, so that's going to be great, and I'm going to win out and make a shit load of cash." Right? Sound familiar?

Matt: Well, I come across it so many times, let me tell you, it's not even funny. But, there is a common problem amongst all of these websites and that is this, they simply don't sell the products, okay? Why is this the case? Well, number one, you bet your bottom dollar that the product that you're selling on your website, there are 20,000 other websites selling that product, so it is super, super competitive, okay?

Matt: The other problem you've got, which people rarely think about, is actually, "My website is pretty dull and boring." Even if it's got a nice design, you know, like you've bought a nice Shopify thing. The pictures are just dull, the pictures are just boring, and the products are dull, the products are boring, and it just doesn't inspire people to buy. So you suffer from no sales, right?

Matt: Another thing, which I find quite fascinating, especially in this modern day and world is, don't get me wrong, I'm not against people buying products on AliExpress and selling them at all. Because I think if you can find great products, as long as, you know, you're happy with where you're buying them from, great, go for it. But one of the things that we really struggle with, in terms of bringing products out of China, is transparency, right?



Matt: So, how do we know this product was produced in a fair trade manner, for example? Or in an ethical manner? Or in an organic manner? So there's a lot of these questions that people are asking now, especially in the age where plastic is not popular. You know, we want transparency, we want environmentally friendly, we think it makes an awful lot of sense to have that.

Matt: So if you're bringing products out of China with no known history, there's a lot of people that won't buy those now, okay? So, how do we resolve a lot of these key issues? Well, the first thing I do, when I come across these kinds of websites in coaching calls, is I will say some, "Listen, first and foremost, we've got to figure out what your niche is going to be, right? So that's where we want to talk about today, niche."

Matt: The reason I say this, is because quite often when I look at these sites, and you'll have seen them too, right? Just picture it in your mind. It's the website that tries to sell you everything, and I mean everything. It's like they're trying to be Amazon. You know, they've taken every product off AliExpress and put it on their website. So customers are confused, they don't know what to buy, there's too much choice. It's a bit crazy, really.

Matt: Now here's the rule. It's okay for Amazon, it's really not okay for you. I don't know why I went high pitched there, I just did. But it really isn't okay, right? Just remember this, the first rule to selling products online, to getting great products, is niche it down. What's the niche that you're going to work in? So for example, just after this recording, I'm heading off to the gym, I'm going to go do a workout. So I could think, "Well, you know what? I buy products. Why don't I just go to AliExpress and do a load of fitness products?"

Matt: Well, that's better than doing, you know, say sports wear, clothing, watches, jewellery, all on the same site. I'm starting to niche it down, and my website has started to get a bit of an identity around fitness. But, you've got to remember, right, that fitness in itself is a huge, I mean, huge market, okay? So, I'm going to be competing with some very big boys, some very well-known brands. So could I niche it down further?

Matt: For example, the type of fitness that I like to do is called Crossfit, and don't worry, I'm not one of those Crossfitters, but I do like Crossfit. It's a good way for me to keep engaged and to keep fit, right? So I could do

Kuriosity Podcast Transcript:

#3: Coaching Call tackling Reviews with Dan Henders

www.mattedmundson.com



something around Crossfit or, you know, we've had the Cricket World Cup recently. I could do something around cricket, if cricket was my sport, or the Netball World Cup. Do you know what I mean? I could even take it further. I could, for example, say, well, I can niche this down further and say, "Well, I am currently, at the time of recording, in my mid 40's, so I could look at say fitness and Crossfit for those who are 40+, and who are busy at work, right?"

Matt: So I've niched it down even further, and I can pinpoint a much tighter audience, right? But why would I want to do that? Why would I want to niche it down? Why would I not want to try and sell all the products and give lots of choice? Well, there's a number of reasons for this. The first one is, I think it's easy to know what you stand for and what your site is about. Okay, so if you think about customers coming to your website, if you are trying to sell every single product under the sun, it's very difficult for the customer to come to your site knowing who you are and what you're about.

Matt: Whereas, if they came to my website that is, you know, Crossfit for 40+, people who are busy working crazy hours as an entrepreneur, you instantly know, is this site for me? Yes or no, right? It answers that question. So anybody who stays on that website is going to be highly qualified and highly motivated traffic, right? It kind of identifies who they are.

Matt: Remember there's this key question that has been around since the dawn of copywriting, the [inaudible 00:09:32] question, what is in it for me? We have to be able to communicate that very, very quickly, within a matter of microseconds, to website visitors. So, if I'm doing a website that is focused for fitness for those in their 40's, for example, and who are entrepreneurs, well, they're going to very quickly know in a second of whether this site is for them or not. So we're answering that question really, really quickly.

Matt: So [inaudible 00:09:59], what's in it for me? Is such a key question. Now, I don't know if you've heard the phrase the Jack of all trades, but the master of none? It is a very true phrase, applies to a lot of these kinds of websites that aren't niched down. They're trying to be a Jack of all trades, but the master of none. The power of niching, it makes you a master of something, and it helps you to create great content, right?



Matt: So let's say, for example, I did a general fitness website. Well, I could just put a load of products on there and hope people buy them. But if I did a site, Crossfit site for those in the 40's, who were busy entrepreneurs, for example, I could do some really great content around there. I could throw some vlogs on the website, I could do some nice blog posts, I could do some great photos from my home gym, I could do some, you know, testimonials of products, which have really helped me. I'm starting to create some really, really great content.

Matt: Which leads me nicely onto the next point, right? You can niche down into a passion area. So why niching? You can actually niche in something that you are passionate about, which means that not only are you going to have great content, but you are more than likely going to curate amazing products, right?

Matt: So if someone's on my website and they think, "Man, this guy really knows what he's talking about when it comes to fitness in their 40's." So that he's going to trust or she's going to trust, the products that are on my website are actually going to be helpful for them, right? I've curated some great products, and that's the power of niching, especially niching around a passion. If people can pick up on that and understand that and vibe with that, man, they're going to trust your product choices, let me tell you.

Matt: The fourth area, or the fourth reason why I think you want to niche it down, which I think is, well, it's one of those things that people don't often talk about, but is actually abundantly obvious when you think about it, is it is much easier for you to find the right target audience, okay? So, if I'm selling fitness products, general fitness products, for example, man, there is such a massive pool of people that I can go and fish in. I'm going to spend hundreds of thousands of dollars trying to pull those people into my site, I'm not really going to sell any products, because it is too big. I'm fishing in too big a pond.

Matt: It makes no sense. I don't know where I'm going or what it is and I'm trying to do. But if I can niche it down, I can deliberately target people who like Crossfit, who are 40+, and who are entrepreneurs or business people, right? There aren't that many people trying to advertise or target to that niche. So it's much easier for me to find, and, and, which is, you know, important, it is way, way cheaper for me to go and advertise to them.



Matt: So, if I take my Jersey Beauty Company website, for example, we don't do paper click advertising around general keywords like beauty, or even moisturisers. Do you know what I mean? We just, we don't do it, because there's too many people competing for those keywords under an advertising sense. There's too many people trying to sell general moisturisers, so we niche it down. So, we would go after people who are searching for moisturisers, and who are in a certain age bracket, and who like certain things, certain brands, for example. We might go and target, them and do landing pages specifically for them. That is a lot cheaper and a lot less competitive, okay?

Matt: So, niching it down can give you ... well, it makes it easy. Number one, it makes it easy for your customers to know what you stand for, right? And what the site is about. Number two, don't be the Jack of all trades, a master of none. When you niche it down, you become the master of something and you produce great content. Number three, if you niche around a passion, you're going to create, curate, that's difficult to sell. You're going to curate great products. Number four, it is going to be easier and cheaper to find your target audience using paid media, okay? So that's why you want to do it.

Matt: So, how do you go ahead and find a niche, right? This is all very good, and you're like, "This is great, Matt. I'm going to set up my eCommerce business, or it's kind of explaining why your eCommerce business isn't working. How do I find my niche?" Well, for me, you can niche around a hobby or a passion. Like I said, you know, that I think helps bring out great content for your website and curates great products. So you can certainly niche around a hobby or a passion.

Matt: I would look to do niche sites around say woodworking, I like woodworking, and joinery. It's just a great way for me to relax, that doesn't involve a computer screen. But conversely, you know, eCommerce is a niche, and helping people get better online and setting up their eCommerce businesses, is quite niche, right? So, they're two different niches that I can exploit.

Matt: Number two, you can niche around an opportunity, okay? This is quite an interesting one. You know, how do you see what opportunities are out there? You can niche around those ideas, right? For example, Jersey Beauty Company was around an opportunity. We saw an opportunity to sell beauty products online from Jersey. Jersey at the time, had some

Kuriosity Podcast Transcript:

#3: Coaching Call tackling Reviews with Dan Henders

www.mattedmundson.com



real big tax advantages, so, brilliant. You know, we made the most of that.

Matt: You can, number three, niche around a trend. Now what I mean by a trend is take summer. It's summertime now, right? So you would look on Google trends, and there are all kinds of trends around summertime. So summer vacations, summer holidays, summer clothing, what to do at the beach. Do you know what I mean? There's all these kinds of trends which are happening online right now, and I could create an eCommerce site that is niched around one of those areas, fully understanding that this niche is very, very seasonal.

Matt: So, if I'm going to do something around summer, I better be thinking what I'm also going to do around winter. So, I mean, that's the danger of niching around trends, is they do come and go, and they do go up and down, and you do need to be aware of the cycles. But it is super, super possible to do, and you can generally make quite a bit of cash doing it online.

Matt: The fourth area is to niche around an existing product. Which again, is what you said, Jersey had an opportunity, because it had the VAT advantage, but we could also niche around an existing product, something that we already were selling and something that we knew a lot about, you know, a brand of beauty products. We knew about that brand, we knew what they stood for, we knew what those products were all about, so let's work them online, okay?

Matt: Now whatever you do, remember rule number one, niche your site, and then go away and find the best possible products for that niche, right? Create amazing content around those products, and you will do well. When you try and sort of skip that formula, for want of a better expression, when you try and become the Jack of all trades and the master of none, and you just want an easy life, and you're not really willing to put in the hard work. Do you know what I mean by that? It's easy to go and get products from AliExpress, copy and paste onto your website. It's a lot easier to do that than it is to put in the work, to find the niche, to research the products, to put some great content out there around the products.

Matt: But you know what? You've got to do that if you want to win in the current world of eCommerce. I know and you know, there are the odd stories out there of people who haven't done that, but that's not the

Kuriosity Podcast Transcript:

#3: Coaching Call tackling Reviews with Dan Henders

www.mattedmundson.com



rule, it's not the law. You've got to go out there and create a site that people love to be on, that customers want to refer to their friends. They learn a lot when they're there, they feel great, they like you, they like what you stand for, and they feel like you give them great value, okay?

Matt: So niche your site down, find the best products in that niche, and then make sure you create some great content around those products, okay? That's what I wanted to talk about in this week's show. In next week's show, we're going to look at this whole idea of research. So how do we research the great products in my niche, Matt? That's a good question. That's what we're going to cover in next week's show. So make sure you subscribe to the show, wherever you get your podcasts. It's free, which is awesome, and the show is full of great stuff about how to set up and run and grow your own eCommerce business. So do make sure you subscribe and keep up to date.

Matt: If you could do me a favour, because it is a new podcast, it is a new show. I would love it, if you're enjoying it, just give me a quick review. Five star reviews are good, definitely leave those if you can, that would be awesome. Especially on iTunes, you know, where people mainly get their podcasts from. It would really, really help me out. Definitely connect with me on social media. If Instagram's your thing, definitely check me on Instagram. I'm loving Instagram right now. Just search Matt Edmundson, and hopefully I should pop up.

Matt: Like I say, all of the notes from today's episode and links to Kurious Digital, more information about the Collab Project, all of that sort of stuff is on my website at Mattedmundson.com. All that's left for me to say is thanks for listening, my fellow eCommerce entrepreneur, and I'll be back soon with some more help and advice on eCommerce. So until next time, have a great day.