

Weight Loss Niche Domination Secrets

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J.J. Fast Publishing

WARNING!

If you are trying to make money in the weight loss niche you now have an incredible weapon. And, like all weapons, you can use this weapon for good or for evil. I strongly encourage you to do the right thing. Do not use the information in this special report to trick people or to scam customers. Do not cross the line. Instead, use this “insider information” to effectively sell your products and services, beat your competitors, and make a lot of money as ethically as possible under the law.

Thanks and Enjoy!

~ John S. Rhodes and Jay Boyer

THE RESEARCH MACHINE

Here's what I have done for you. Over the last several months I've poured over all the advertisements in the weight loss niche. I've done hundreds of targeted searches in Google and reviewed the advertisements closely as well as the products being sold. I've read hundreds of weight loss articles to understand article marketing in the weight loss niche. I've spent hours and hours on multiple government web sites to understand weight loss scams and incredible claims being made. I've even done some research into what really works and what does not.

In short, I've done an incredible amount of work (probably about 100 hours in total) to "get smart" on a niche market with nearly unlimited profit potential. The weight loss niche is as big and powerful as the make money niche. If you have the right knowledge and the right tools, you can completely dominate certain niches within this lucrative niche. I'm handing you the keys. And again, this is an incredible weapon. Use this information wisely.

THE OPPORTUNITY

Before I dig into the data, and before I talk about all the sales copy “tricks” I want to make sure you really do feel the raw power here.

Several U.S. Government web sites state that 6 out of every 10 Americans are obese. It’s the leading cause of preventable death after smoking. More than 300,000 people die each year due to excess weight. The direct and indirect costs to society are estimated at well over \$100 billion (that’s BILLION) every single year. And, the problem is getting worse.

In addition, excess weight, excess fat, and obesity all impact relationships, state of mind, and self image. These are niches within the weight loss niche that any serious marketer must consider when reviewing the information in this special report.

Billions of dollars are spent every year on products and services that claim to assist overweight people. Many of them promise quick remedies with miraculous results. Very rarely do these solutions work and at a minimum, they waste a lot of money. And, hundreds of millions of dollars are spent on advertising these products in tabloid magazines, via email and online.

While the amount of deceptive advertisements is a real concern, one thing is certain. The incredible amount of time and money being spent can be used to your advantage. Other people have already “suffered” by spending their money (not yours!) on testing headlines, testing approaches, testing where to advertise, and more. In this report, I will spill the beans on what I’ve found.

Keep in mind that you will need to tweak the information I give you to fit your exact product or niche. You will need to extract the concepts and ideas, but not blatantly copy anything. That’s a potential copyright nightmare for you, but also, it’s likely to cause you to fail. A simple “swipe” is likely to fail.

Furthermore, I strongly suggest that you go deeper into a niche. Do not attempt to fight head on with any advertiser with deep pockets in a broad

niche. Quite frankly, they will bury you. They have time and resources that you cannot match.

YOUR CHALLENGE AND YOUR OPPORTUNITY

Give the size and number of competitors in the weight loss niche you face an uphill battle in one sense. As I stated above, there are big players with deep pockets (BPDP'ers). This might scare you aware or otherwise prevent you from expanding your business. However, there's a "secret" I want to share...

Exactly because the market is so huge, the BPDP'ers pretty much have to focus on the mass market. They have to "go large" or they can reach enough people to make enough money. So once again, I encourage you to think about digging deeper into a niche. There's plenty of gold in the long tail.

With that said, a huge problem in the weight loss niche is the pollution from other marketers. In particular, buyers are EXTREMELY skeptical. Therefore, many claims being made are grossly exaggerated. Furthermore, many of your competitors or potential competitors falsify data or exploit "scientific data" that is hardly rigorous. That makes your job all that much harder, of course.

So you have awareness, here are the specific issues you face in the market:

- Claims that it's possible to lose a pound per day over very long periods of time
 - It is possible to lose many pounds in a few days, but over EXTENDED periods it's extremely difficult, if not impossible unless the person is exceedingly overweight and both diet and exercise are modified extensively.)
- Claims that it's possible to lose weight without diet or exercise
 - It is possible to lose weight without diet and exercise but usually that entails a very short term benefit vs. real and sustainable weight loss; example would be "sweating off the pounds" in a sauna.)

- Claims that it's possible to lose weight while eating as much as you want
 - It's possible to allow people to "eat normally" which might include a lot of food, but that would entail an increase in exercise to increase calorie burning to compensate, roughly speaking.)

The three claims alone are made very often and they taint the market with false information. As customers become more savvy, they recognize these claims. And, in a vicious cycle, marketers increase the hype to a level that hurts everyone, including you. And, the barrier to entering the market with a legitimate weight loss product or program continues to grow as a result.

Now, with all of this said, this is also a huge opportunity for you. For example, a very smart tactic is to expose these false claims very early in your sales copy. This kind of "damaging admission" builds your credibility but it also gives you an opportunity to set up an "us versus them" situation. Allow me to explain...

First, you openly attack the market and the claims being made. You resonate with the reader of your sales copy or video. You get on their side. You make it clear that these false claims are just that, false claims.

Second, you then portray those competitors as big and nasty companies or marketing sleazeballs. You then position yourself as a white knight. Not only do you affiliate yourself with your customer, but you put the competitor on the other side.

Doing these two things alone, using just the information above about the outrageous claims, gives you real power in the market. Also, if you follow my advice to dig deeper into the weight loss niche (e.g., simultaneously going after weight loss and self image), you will be able to strongly position your product or service. You can build credibility and legitimacy very rapidly from this.

LEARNING FROM HISTORY

I sort of jumped ahead a little in that last section. What I need to do now is give you a quick history lessons and I need to give you more context. You really can learn something by looking at the history of the weight loss niche, the trends over time, and the general context in this niche.

You might think this section is just fluff or that it'll be boring...

WRONG!

This is extremely important. And, it's interesting. Not only can you avoid problems that others have faced, but you can literally get into the minds of your customers. You can join the conversation already going on in their mind. This is a peek into the thinking of someone looking for weight loss products and services.

About 30% of all men want to lose weight. And, about 45% of all women are trying to lose weight. That's well over 70 million Americans trying to lose weight right now. Of course, some of these people are casual about it, but many men and women are desperate to lose weight.

Here's what they are buying:

- Books
- Videos
- Low calorie foods
- Low fat foods
- Sugar substitutes
- Meal replacements
- Prescription drugs
- Over the counter drugs
- Dietary supplements
- Medical treatments

That list alone is worth a lot of money as soon as you dig into it. For example, there is a huge opportunity in the "weight loss" niche with "sugar

substitutes” with natural foods. Although I am not overweight, I’ve used Stevia for years. It’s awesome.

It’s easy to be ethical with this product. It’s easy to talk about the benefits. It’s easy to sell without using any sort of black hat selling techniques. But, it’s not something most people think about when they think about the weight loss niche. *But, it is!*

There’s more history and background to consider here too...

Americans, and many other people in many other countries, have been looking for safe and effective ways to lose weight for more than 100 years. That’s interesting and not surprising. But, what’s usually left out of that conversation is the THINKING of customers.

Here’s what I mean. People basically have two choices. They can either lose weight slowly over a long time through proper diet and exercise or they can look for simple and fast weight loss via products and services. In essence, what I call... *weight loss in a jar*.

Most people simply do not want to wait. They are also looking to save time and save money. Let’s face it, people are lazy and they will take the easy way out if it is offered up. In some cases, the “lazy person” becomes desperate enough for extreme actions. Here are some examples:

- Gastro-intestinal bypass surgery
- Jaw wiring
- Ultra low calorie diets (500 calories per day, or less)

Of course, these offer you up even more marketing material. You can ethically use these (again) as an Us vs. Them type of marketing approach. But, of course, there’s more...

You can create very powerful “Google Magnets” as well as attract blogger love by creating linkbait. What I mean is that you can set up web sites that discuss these drastic measures in great detail. You can talk about the risks, benefits, how to get it done, where to get it done, and more. And, of course,

you can monetize this with advertisements. Or, you can also contextually slip in your own links. Or, you can provide additional references at the start and end of your content.

Why take this approach? Well, you can give away a ton of excellent free content and position yourself as an authority web site in a niche this way. You can expose scams and get a lot of incoming links, social bookmarks, Diggs, and so forth. This is the kind of targeted traffic that is easy to generate in a niche if you understand the mindset of people looking for information, but ALSO PRODUCTS. That is a real key.

As an aside, you might be interested to know about these two crazy weight loss scams:

- Diet bath powders: Claims were made that simply getting into a bath with certain types of special salts and oils would help people lose weight.
- Shoe inserts: Claims were made that your shoes could alter your weight over time, partially based on poorly applied ideas of reflexology.

Again, you can use this information to even better position your product or service. You can be at the other end of the “crazy” folks trying to sell miracle cures that do not work.

SOMETHING THEY ALL IGNORE

The market for helping people to lose weight is substantially larger than the market for preventing weight gain. To put it another way, people are desperate to lose weight, they are not desperate to prevent weight gain.

This is so basic and so obvious that everyone ignores all of the related ideas. For example, more time and attention is given to weight loss products. But, there is a HUGE market potential for weight gain products.

Think that's crazy?

Well, they are many young men, for example, who want to gain muscle weight for sports or attracting the opposite sex. And, again, it's easy to develop a niche market based on a simple combination of those ideas. If you're confused, here's how that might look in a headline...

“How to Attract Women: Gain 10 Pounds of Pure Muscle Mass in 6 Weeks, or Less!”

These kinds of markets within markets, especially in weight loss, are virtually untapped. Large companies ignore the emotional appeals of this Killer Combination Markets, as I like to call them.

And, there's more to this...

Your ability to dominate a keyword or set of keywords is very easy but the market is still quite large. You're going to be marketing in a vacuum, where only YOU are focused on the market of young males who want to gain muscle for explicit purpose of attracting the opposite sex. (Again, that's just ONE example of a Killer Combination Market.)

Furthermore, if you use pay per click (PPC) or even banner ads, you can get VERY CHEAP traffic because you're targeting a specific audience that is very likely being underserved.

METHODOLOGY

I'm not going to divulge my research secrets. However, to give you an idea about what I did, just realize that I looked at newspaper ads, direct mail, email spam, magazines, tabloids, and also television programs, radio ads, and television infomercials. I took notes, reviewed everything many times, and put together a list of materials that will give you an incredible edge.

I know how internet marketing works quite well. The vast majority of my business is done online, although I do some work offline including consulting. In light of this, and in light of YOUR NEEDS, I'm very much focused here on ideas, tips, and even secrets that apply to online business. This includes ebooks and reports, DVDs and video downloads, and any other type of product or information sold online.

This is very good news for you if you have a knowledge of keyword research, article marketing, PPC, writing headlines and sales copy, blogging, and so on. You have probably already extracted your money's worth out of the ideas above but there's still a lot to cover. There are some real "meat and potato" material below.

POSITIONING

In the best ads, you will always find powerful emotional language. Sales is a matter of the heart and soul, not the mind. Logic is thrown out the door until we have to justify the buying decision we've made in the gut. We are all sold through emotion and smart marketers have exploited this forever, especially in weight loss.

Here's some of that language in action...

- “Small hips, smaller butt, but the same bra size!”
- “Two pounds daily, without diet or exercise!”
- “This simple product absorbs 898 times it's own weight in fat!”
- “Eat whatever you want, this is a fantastic fat blocker... it's impossible to absorb fat!”
- “You don't even need an ounce of willpower...”
- “Seek and destroy... enemy fat! Starting today, with no effort...”
- “Continue to eat any food, at any time of day...”
- “Never diet again but never gain even one more pound, in fact lose weight...”
- “This pill increases metabolism... it's like you're running for 3 hours, with no effort...”
- “No drugs. No exercise. No pills. In fact, the more you eat, the more you lose weight!”

There are hundreds more examples I could provide. However, I'm sure you've seen most of the variations yourself. The claims are too good to be true although, I will admit, they strongly appeal to customer emotion.

There's an additional punch added to virtually all of these marketing appeals, it all just depends on the media being used. Those extra boosters usually appeal the purchase decision itself. Examples include:

- “CALL NOW!” (Order now! Take action before it’s too late. And, so on.)
- “RISK FREE!” (We take all the risk. Full money back guarantee. Etc.)
- “BONUSES!” (2-for-1, free extras, etc.)

These are not just found in weight loss, of course. They are found in virtually all sales good letters. The thing to understand is that you have to include these things in one way or another and you need to find ways to be ethical but still strong with your claims and proof. To maximize profits, you do want rapid action and you do want to provide a low risk value proposition for your ideal customer. Plain and simple, it gives you a competitive advantage.

WHERE TO FIND A COMPETITIVE ADVANTAGE WHEN ADVERTISING IN THE WEIGHT LOSS NICHE

Some of this is counter intuitive and some of this is a bit controversial but I'm going to provide you with an assessment of where your competition is advertising. The important thing to realize is that there are many channels and you can easily gain a competitive advantage in a niche by exploiting the right marketing channel.

Here are 9 channels in rank of order of penetration and levels of competition:

1. Newspaper (National and Local)
2. Magazines (Broad Distribution , e.g., Redbook and Family Circle)
3. Tabloids (e.g., National Enquirer, Star)
4. Internet
5. Commercial Mail
6. Direct Mail
7. Radio
8. Broadcast (major networks plus cable)
9. Infomercials

This might not mean much to you but let me give you an insider secret. Most of your competitors online are NOT using anything more than PPC, blogs and article marketing. They are purely playing the “online game” and it's getting stronger every day. I'll explain why this is good for you in just a minute...

Ironically, because it seems so easy to make money online in the weight loss niche as an outsider, there is a constant flow into the online channel. Not only do you have “new blood” pushing money into marketing and advertising, you have entrenched winners pumping millions into the online channel to build moats around successful products. For this reason, the financial barriers to entry are quite extreme in some subniches of weight loss.

The need for innovation is constant. If you don't have something new and wonderful, you'll get crushed. Furthermore, you need to expect to get ripped off in 1-6 months. New campaigns are watched closely and when

successful, these campaigns are “borrowed” in very little time. This is the flip side to PPC being so easy to jump into.

The report you’re reading is special and the data I’ve given you above is special for this one reason: If you pour just a little money into offline marketing via direct mail you can break into a subniche with a low cost and with relative ease. Similarly, you can use cheap radio spots to attack a local market. Your online competitors don’t have a clue how to do any of this, or they are simply too lazy to execute. And, still others simply ignore these other (less competitive) marketing channels.

HOW TO DESTROY THE COMPETITION (MARKETING FIREPOWER)

What I'm going to share next can transform your weight loss business. In fact, you can extend these ideas into virtually any health related niche.

I've only shared this information with a few consulting clients and I'm reluctant to include it here. But, I know from experience that many people (not you!) are lazy about execution. Therefore, I doubt these marketing secrets will spread too far. But hey, you never know...

Below is a list of psychological weapons that you should utilize in your sales copy, on your product, in your reports, in your direct mail, in your emails, and so on. Of course, you must be 100% ethical and you must be able to back everything up, or quite frankly, you could go to jail. This stuff is that serious so proceed with caution.

These are the 12 Magic Weight Loss Triggers that all success weight loss advertisements and marketing campaigns employ. Of course, it will be next to impossible to use every trigger but you should make the attempt.

NOTE: I've order these in order of frequency of use by the "players" in the industry.

1. Testimonials
2. Fast Results
3. Guaranteed Results
4. All Natural
5. Before and After
6. Safe / No Side Effects
7. No Diet or Exercise Required
8. Long Term / Permanent
9. Clinically Proven
10. No More Failure
11. Medical Approval Required Before Use
12. Excessive Weight Loss Warning

These might seem plain vanilla and obvious at first. But, that's merely because I've done the work and extracted the right information. It's far from common sense and would be impossible to know that "guaranteed

results” are used more than “clinically proven” – and again, you can use this information to your advantage in many ways.

First, now you know that, to really compete, you must have to have testimonials, statements about fast results or guaranteed results. Here why: *Customers expect these things*. They are required to even play in the weight loss game. The market has been “training” customers for 25 years now. You have to belly up to the bar.

Second, you now have a powerful checklist of triggers to use in your marketing. You can literally evaluate your own sales copy and your own product marketing materials in light of this information. For example, if you outsource your sales copy, you can use this list to FORCE the copywriter to use most or even all of the triggers. This is obviously very powerful, but on a practical level it saves you money.

I’ve highlighted those items that you can easily adjust in your sales copy today:

1. Testimonials
- 2. Fast Results**
- 3. Guaranteed Results**
4. All Natural
5. Before and After
6. Safe / No Side Effects
7. No Diet or Exercise Required
8. Long Term / Permanent
9. Clinically Proven
- 10. No More Failure**
11. Medical Approval Required Before Use
12. Excessive Weight Loss Warning

#2, #3, and #10 are all very easy to update. In almost all cases, results are fast with good products. At a minimum, you can contrast your speed with the speed of some related products. This gives you a speed advantage.

You can easily add a guarantee that provides your potential and existing customers with a warm fuzzy blanket. You can eat all the risk for them. You can easily relieve the pressure.

And, lastly, you can add the right juice to your sales copy to ensure that customers have the right state of mind and that they really can succeed with your product. These are easy and powerful changes that you can make today... and now you know it's what "they" are doing so you can pretty much know that your profits will increase.

Third, you can develop an action plan to improve your product. For example, if you don't have testimonials you now know that you need to have them to join the game. I've highlighted those items that you can work on immediately:

- 1. Testimonials**
2. Fast Results
3. Guaranteed Results
4. All Natural
- 5. Before and After**
6. Safe / No Side Effects
7. No Diet or Exercise Required
8. Long Term / Permanent
- 9. Clinically Proven**
10. No More Failure
11. Medical Approval Required Before Use
12. Excessive Weight Loss Warning

I want to be totally clear here. You don't ever want to fake any of this. My point is that you can go after #1, #5 and #9 starting today, if you haven't done that already. You can work on getting testimonials for your product. You can work with customers to develop a nice portfolio of before and after materials. Using postal mail (and direct mail, in some cases) can work wonderfully. Finally, you can work with a local university to do some research. Even a very small research project with good results and catapult your business to a whole new level. "Clinically Proven" is extremely powerful, but of course it can take some time to develop.

THE WEIGHT LOSS JUGGERNAUT!

As you can tell, I've done an incredible amount of research and I've seen a lot of products. In this section, I want to give you some ideas for potential weight loss products. I'll keep this short and sweet, with a special twist at the end.

- Dietary Supplements and Diet Pills
- Hypnosis
- Meal Replacements
- Food
- Plans, Systems, Programs
- Body Wraps and Weight Loss Clothing
- Skin / Transdermal Applications

Now, let's revisit my list of product types earlier...

- Books
- Videos
- Low calorie foods
- Low fat foods
- Sugar substitutes
- Meal replacements
- Prescription drugs
- Over the counter drugs
- Dietary supplements
- Medical treatments

When you combine these lists you get a wide spectrum of potential products. You could create an information product (e.g., report) about the best low fat foods for reducing caloric intake. You could create a video explaining every plan and system available, perhaps with affiliate or pay per lead links provided. I could go on and on, and I'm sure you can too. It's a wonderful mix and match opportunity.

Next, you can take your new product and set up a powerful direct mail campaign or use radio to spread the news and attract customers. You can

use exactly the right psychological triggers in your advertisements. It's really wide open for you.

Now, here's the unique twist I've promised you. Below are competitive weak points that you can exploit. What I mean is that there are areas in the weight loss niche that have not been well exploited. This is your GOLDMINE.

My research indicates the following:

- There are virtually no hypnosis weight loss products on the market that are clinically proven to work.
- Very few dietary supplement and diet pill providers talk about long term results, avoiding failure and risks associated with excessive weight loss.
- Very few meal replacement programs focus on the adjustments to exercise or that a big increase in exercise is required; they focus on the food. Meal replacement programs also don't focus much on long term benefits and long term success, nor do they usually talk about the need or requirement to get medical approval ahead of time.
- Weight loss plans and programs and diet centers depend mostly on testimonials and before and after, but they don't spend nearly as much time talking about being all natural or being clinically proven.
- Body wrap providers and weight loss clothing providers focus almost entirely on fast results, but very little attention is given to diet and exercise, and even less is given to avoiding failure (success mindset), medical approval and excessive weight loss.
- Skin and Transdermal providers focus on being clinically proven and fast results, but they are surprisingly weak when it comes to building a success mindset, long term results, and overall safety.

I've just given you some powerful competitive intelligence that can give you an advantage that is impossible to beat. If you start to combine everything together from the types of products to the proper messages to use to the markets to exploit, you can become a weight loss juggernaut.

DISCLAIMERS

I'm reluctant to provide the information below because it's likely going to get abused. Please use your best judgment...

What you'll see are some of the typical disclaimers used in the weight loss niche. These disclaimers are often inserted to allow deception although they can be used if you really do have a unique product. Here's a good sample:

- “Results are not typical...”
- “Results may vary...”
- “Individual results may vary...”
- “These results are not typical...”
- “Benefits vary from person to person...”
- “Results from this program do vary from person to person...”

A similar variation looks like this...

- “These are non-typical results...”

These disclaimers are injected into marketing materials out of necessity but they are buried in various ways (small, hard to read print, for example).

Very few marketers made any attempt to discuss typical results. This is rather frustrating because it's quite powerful to actually say something like this...

“Many people will fail when they use this product simply because they don't have the drive and passion that you have. Most diets fail. Most products don't work. But most importantly, most people aren't committed to weight loss like you are.”

Don't use that word for word. It's far from perfect. I'm merely trying to make the point that most people feel special and you should encourage your customers to have the right mindset, and strong determination. This increasing your chances of success and their chances of success. Also note that this can be a powerful way to develop a Success Mindset in your sales copy...

FALSE CLAIMS (AND YOUR OPPORTUNITY)

Below is a list of some of the false claims I have seen. Or, maybe I should say that these claims are out of this world and very difficult to believe. At the same time, they are very powerful and they work. With a little engineering, you can ethically use these types of claims to significantly boost your profits. The idea is to treat these claims as swipe copy but BE HONEST with your customers. Adjust this swipe copy as needed...

- “This combination of plant extracts gives me the fastest possible natural weight loss.”
- “Knock off unwanted weight and fat deposits at warp speeds.”
- “It’s an awesome attack on bulging fatty deposits.”
- “This has virtually eliminated the need to diet or exercise.”
- “Rapid weight loss in 28 days!”
- “This secret weight loss pill is what’s behind most celebrity weight loss.”
- “No prescriptions are needed to get your hands on this fat melting cure.”
- “Lose up to 10 lbs. per week without strenuous exercise or fatigue.”
- “Eat as much as you want, while you relax and fat melts away.”
- “Clinically proven to cause rapid loss of excess body fat.”
- “Two proven formulations for fat burning guaranteed to get you there fast.”
- “Just fast and easy, effective weight loss.”
- “The fastest all natural diet known for rapid weight loss without a prescription.”

- “Amazing fat righting diet pill produces an ultra fast weight loss, even if you cheat.”
- “This herbal bullet blasts fat and flushes it out of your body.”
- “New carbkiller lets you cheat and eat like crazy and get skinning lightning fast.”
- “How I conquered my weight problem for good, shedding 85 lbs. without dieting.”

There are thousands more I could deliver. What matters is that you can see a few patterns being used and several powerful claims used, again and again. This is some of the most powerful weight loss language you can use – just be sure you can back it up.

I should also say something else here. You can actually INCREASE the power of these claims by including more specific details. The great copywriters inject more reality by talking about people, locations, and objects. You can do the same. Here’s an example...

- BEFORE: “Clinically proven to cause rapid loss of excess body fat.”
- AFTER: “In a study of 28 slightly overweight women over the age of 45, this product was clinically proven to cause rapid loss of excess body fat.”

LEGAL STUFF

I'm definitely not a lawyer. I'm not here to give you legal advice. Everything in this special report is meant to help you ethically break into the weight loss market or boost your profits if you're already there.

To help you navigate a little, here's some information worth knowing:

- The FTC and FDA jointly monitor the weight loss industry
 - The FTC is focused mostly on prescription drugs, devices and supplements
 - The FDA is more focused on over the counter drugs, advertising and labeling

- These are the following two principles the FTC and FDA live by:
 - Are advertisements truthful and honest?
 - Can the business substantiate its product claims?

There's a lot more you need to worry about, of course, but if you're truthful and otherwise honest, then you're on the right path legally. Of course, I encourage you to talk to a lawyer if you're on the edge or your claims really are outlandish (even if true).

Here's a short list of considerations to make all this more tangible.

1. Avoid specific claims if you cannot back them up. Likewise, avoid going outside the realm of possibility or prepare to have a legal defense prepared.

2. Don't claim that your customers will be able to lose incredible amounts of weight without any exercise or diet changes.

3. Don't even think about fabrication of Before/After material or testimonials.

4. Don't claim long term or permanent weight loss unless your product really provides it, such as surgery (and even then, you probably need to be cautious).
5. Be careful about making safety and risk claims, especially with pills or products that are not proven or tested scientifically or with similar evidence.

WRAP UP (HUGE OPPORTUNITY)

The weight loss niche is very competitive but it's huge and there's incredible demand for great products. If you're willing to do the following, I can pretty much guarantee your success:

First, you need to go a little deeper. You need to do smart niche research and avoid the high profile and mass market weight loss niche.

Second, you ought to plan on taking a longer term approach to your business and your customer base. Smart use of instructional videos can increase trust and help you build a rapport. Likewise, you can use an autoresponder to provide training and education, and targeted follow up emails. (Hint: Read my book about [Opt In Email List Building](#).)

Third, set up an "us vs. them" in your sales copy and marketing material to be the good guy, who offers truth and justice, not false hopes and false claims. This builds trust and establishes you as someone like your customer. You should be more of a friend than a corporate voice.

Fourth, explore all the potential products in your niche and subniches, such as sugar substitutes and meal replacements. Don't just focus on "weight loss" directly because the indirect markets, as I like to call them, are more open for you. Similarly, you should focus on solving problems and delivering solutions to people who want help. Although it's nice to try to help prevent people from gaining weight, that's not a smart marketing or business strategy in most cases. There are some exceptions but I don't recommend taking the prevention route.

Fifth, use the power of positioning through powerful but ethical sales copy. You now have many solid business ideas and product ideas, but more importantly you have ideas about the LANGUAGE you can be using. You even have some outstanding swipe copy. (Don't use it word for word and don't make false claims!)

Sixth, dive into market message niches that are untapped for your product or service. Explore radio ads and direct mail, for example. This will give you an advantage that is honestly hard to measure. At a minimum, as you grow and succeed, reinvest some of your profits into these channels and do some testing. You'll be glad you did.

Seventh, use the psychology weapons that I've given you. Learn how to best use testimonials, before and after content, clinical data, and so on to augment your sales copy. Make quick and easy changes to your marketing material by adding smart guarantees and generate a positive, success-oriented mindset. This is something your competitors are NOT doing.

Lastly, use disclaimers properly and be careful about the legal stuff. Honesty is the best policy in the weight loss niche. Plus, when done correctly, you can dominate your niche.