



# **Niche Marketing for Writers, Speakers, and Entrepreneurs: How to Make Yourself Indispensable, Slightly Immortal, and Lifelong Rich in 18 Months!**

*Gordon Burgett*

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How to Make Yourself Indispensable, Slightly Immortal, and Lifelong Rich in 18 Months!

On the surface it looks simple: writers write something, speakers speak something, they fit it into a niche market, everybody's happy, and the doer gets rich! Alas, niche marketing is a process, not a panacea: it's a thought pattern carried to completion. A path that can lead to financial, emotional, intellectual, and spiritual fulfillment all at the same time.

Gordon Burgett's purpose in his book is to put you on that path in one easy step ready so you can become the creator of your own wealth and ruler of your own reign, wanted and sought while you help build a better world!

Some of the concept comes from two of his earlier books, *Empire-Building By Writing And Speaking* and *Publishing To Niche Markets*, where "core development," "topic-speaking," and TCE are first seen.

Unique to these pages is the definition and development of niche marketing itself and how it can be used to realize your life goals, as well as the detailed explanation of the 11 means that constitute the heart of this form of niche marketing.

Will the application of these words make you lifelong rich in 18 months? It could. But it will more likely get you centered, organized, and profitably in motion so that what is created in 18 months will be the base of a foundation of years, then decades, of healthy, happy earning and living.

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