

# Nicheology Review

[Click Here for the Video Review](#)

**Review of:** [Nicheology](#): Find Your Niche. Build Your List. Launch Your Product

**Reviewed by:** Melissa Ingold

**Learn More at:** <http://specialreportclub.com/nicheology> (go to the end of this document to find out how you can get access to 4 FREE PLR reports, and a bonus PLR report, no-strings attached)

## Review Overview:

Originally I intended to compact this review into a simple email, but frankly, there's just no way I can give you the type of in-depth and honest review that you deserve. So instead, I put the review into this PDF document so you can print it out, read it out and decide whether or not Nicheology is for you.

## So, Is it For You?

I can only imagine that over the years many affiliates promoting this program will tell you how it's the greatest thing since sliced bread, that Paul Evans is a genius and you'd be an idiot not to accept their bonuses valued at a cajillion dollars if you buy through their link.

Out of those three things (the sliced bread, the genius and you being an idiot), only one is close to being true...and that is that Paul is a pretty darned smart guy. Not only that, he has the experience and ability to convey information in such a way that it's easy to digest and apply. That's just what we need in our Internet Marketing teachers.

But despite him being smart and a good teacher, is Nicheology's training and PLR for everyone?

The screenshot shows the Nicheology website interface. At the top, the logo 'NICHEOLOGY' is displayed with the tagline 'FIND YOUR NICHE. BUILD YOUR LIST. LAUNCH YOUR PRODUCT.' Below the logo is a navigation bar with 'Home' and 'Logout' links. The left sidebar contains a menu with various categories: 'Find Your Niche', 'Build Your List', 'Launch Your Product', 'Tutorials', 'Training', and 'About this Site'. The main content area features a large video player with a play button and a 'CLICK HERE TO GET STARTED' link. Below the video player is a 'February Update Schedule' section with the following items: '01: PLR with Product Profiles' (including Affiliate Army - Video PLR, Easy Ezine Profits, Back Pain Revealed, and Livestock Profits), '08: Profit Academy' (including Business Models for Each Personality Style, Hermit, Coach, Teacher, Reporter), '15: Tutorials/Training', and '22: Q & A Live'. A 'GET STARTED' button is located below the schedule. At the bottom of the page, there is a 'PLATINUM Profit Academy' badge.

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Obviously not. After my review, I can tell you this:

- If you plan to join Nicheology, be sure to dedicate the time to go through ALL the materials thoroughly. There is a wide variety of PLR content to be had (including Internet Marketing niche content), which means you're probably going to find the niche content that you need for your projects. So be prepared to create and execute an action plan.

**Products in the Rough: Personal Development**

Great Products In The Personal Development Niche. Grab An Already-Made Product & Start Your Very Own Income Stream Today. . . . [keep reading](#)

**Products in the Rough: Family & Relationship**

Great Products In The Family & Relationship Niche. Grab An Already-Made Product & Start Your Very Own Income Stream Today. . . . [keep reading](#)

**Products in the Rough: Business & Career**

Great Products In The Business & Career Niche. Grab An Already-Made Product & Start Your Very Own Income Stream Today. . . . [keep reading](#)

**Products in the Rough: Money & Finance**

Great Products In The Money & Finance Niche. Grab An Already-Made Product & Start Your Very Own Income Stream Today. . . . [keep reading](#)

**Products in the Rough: Health & Fitness**

Healthy Sleep: A Guide To Natural Sleep . . . [keep reading](#)

**Products In The Rough: Hobbies**

Great Products In The Hobbies Niche. Grab An Already-Made Product & Start Your Very Own Income Stream Today. . . . [keep reading](#)

**Products in the Rough: Miscellaneous**

Great Products Different Niches. Grab An Already-Made Product & Start Your Very Own Income Stream Today. . . . [keep reading](#)



**PLR Products in the Rough are exclusively created for Nicheology members and are available in a wide variety of niches.**

- If you just want to skim through it and see if it's worth it, don't bother. The training Paul has made available is intensive, it takes you through everything you need to do to find your niche, build your list, and launch your product, and needs to be consumed in its entirety.

- **If you are a beginner**, this program really does give you the fundamentals to be able to make your own info product income generation plan. Plus Paul hosts a live Q & A session each and every month, so you have the opportunity to get your most pressing questions answered by him personally. That's worth the price of the membership alone!

### 360 Cash Catalyst

 Printer-Friendly Format

## [CLICK HERE to Play the 360 Webinar](#)

This 75 minute, content packed, webinar will show you how to..

- Find your niche, build your list and launch your product in just two weeks - in **just 30 minutes a day!**
- Exactly what to do on day 1.
- Exactly what to do on day 2.
- Exactly what to do on day 3.
- Exactly what to do on day 4.
- Exactly what to do on day 5.
- Exactly what to do on day 6.
- Exactly what to do on day 7.
- Exactly what to do on day 8.
- Exactly what to do on day 9.
- Exactly what to do on day 10.
- Exactly what to do on day 11.
- Exactly what to do on day 12.
- Exactly what to do on day 13.
- Exactly what to do on day 14.
- The you can turn around and do it again. That's why it's called 360. It's an **EASY to repeat system you can use time and time again. Just 30 minutes a day!**

Each day is specifically laid out for you. There's no guesswork. Each step is clear and unquestionable.

**This webinar is just one tiny part of the massive amount of training available to you as a member.**

**Paul takes you step-by-step through an entire plan for finding your niche, building your list, and launching your product in just 14 days.**

**Access to Live Q & A With Paul every month, PLUS access to all past Q & A sessions too!**



#### Monthly Q & A

*Here is the next private Q & A event:*

*Title: Nicheology Q & A Live*

*Time: Tuesday, February 22nd at 2:00pm Central*

*Listening method: Phone + Web Simulcast*

*To attend, visit:*

*<http://InstantTeleseminar.com/?eventID=17500233>*

Go ahead and turn your questions in **NOW**. Click the link above.

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- **If you are an advanced info marketer**, you're going to get plenty out of this too, but be sure to dedicate yourself to going through all the training materials, as well as all the PLR available to you. It's easy to skim through all of the content in the member's area and I say, "I already know that," but only when you look deeply is when you'll get all the important keys.

Plus there is a ton of business training that I know you'll get value out of:

**#1 The Profit Academy**

Every month since Jun 2009, I've personally trained members in the Profit Academy.

**PROFIT ACADEMY** The Profit Academy is where I share **what's working right now**. It's high-end training for entrepreneurs. **Each month I do new, fresh training to help you gain and keep profitable momentum.** Just click the Profit Academy link on the member's homepage and you'll gain instant access for this month's event and archived sessions.

For example, a recent Academy covered...

**prime growth** **Prime Growth: triggering gigantas profitus.**  
In the training we hit 8 hybrid profit models to accelerate sales and increase income.

Here's a sample of some of the past Academies...

- 🔗 **Surefire Ways to Get and Leverage High-level Influential Partners**
  - If you could get a powerful "guru" to launch your product for you what would it do for your business?
  - Courting a High Profile Partner
  - Create a U.B.I. Offer
  - Working with Brokers
- 🔗 **The Mega-Affluent Mindset Shift**
  - The market that pays \$68K for a website you would consider basic
- 🔗 **Eclass Profits**
  - How to host your eclass
  - Fast course generation
  - Pricing your class
  - Eclass copy writing
- 🔗 **Market Validation**
  - Case study
  - Keyword Research
  - Market feedback
  - List results
  - Actual numbers shared

That's just a few of the sessions, but you get the idea. This section alone is worth multiples of your investment in Nicheology.

**The Training isn't Just for Beginners!**

**And there's even Paul on video training you himself:**

**Trends**  
New Video Series Reveals How You Can Make Money By Building Money Blogs Based Around Trends! . . . [keep reading](#)

**3 Social Behaviors**  
 There are three "negative" patterns woven into the fabric of culture. Knowing what these are and how to use them ethically will help you get more opt-in and sell more products. . . . [keep reading](#)

**Twitter Business**  
This step by step 6 part video series, takes you by the hand and shows you how to use Twitter, to get extremely HIGH rankings in Google and other search engines. On top of that, you will learn how to increase the responsiveness of your twitter followers, and perform very simple services for offline businesses, that can land you a couple of thousand dollars, and help them get more customers! . . . [keep reading](#)

**The Myth of the "Expert"**  
 Here's how you can sell effectively and ethically without being an expert. Plus how to boost your position in a niche to move closer to becoming a true expert. You'll be applying the secret SEO strategy (and it's got nothing to do with traffic). . . . [keep reading](#)

**Training with Paul**

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- If you want to build a business over the long haul and ignore all the fads and short-term methods revolving around information products, this IS the program for you.
- If you want push-button stuff and don't care how long it's effective for, as long as you make some cash, this program is NOT for you.

## How Does It Compare to Other PLR Sites?

[Nicheology](#) has been around since 2004, so they're definitely not new to the world of PLR. In fact, they started the whole PLR trend ☺

What's different about them; is that they focus on ALL of the aspects involved in making money with information products. Unlike SRC (and most other PLR sites) where I provide you with all the awesome content you need for your products, Nicheology shows you how to use, set it all up, make money with it AND they have a ton of PLR content available for you to make use of too.

**They help you step-by-step, do it all:**

The image shows a screenshot of the Nicheology website's 'Profit System' page. At the top, there are links for 'Profit System Map' and 'Profit System Checklist'. Below these are several sections, each with a title and a brief description, followed by a 'keep reading' link. The sections are:

- Action Enforcer**: Time management tool for the Profit System ... [keep reading](#)
- Day 1: Claim It and Name It**: Choosing your product package, naming your site, getting your domain and changing the DNS ... [keep reading](#)
- Day 2: Inking**: Adding the brand, rights and disclaimers ... [keep reading](#)
- Day 3: Please-n-Squeeze**: Creating a list, opt-in form creation, squeeze page template editing ... [keep reading](#)
- Day 4: Profit Points**: Locating affiliate products, cloaking links, deciding on your promotion ... [keep reading](#)
- Day 5: Money Messages**: Creating brief, but powerful email follow-up messages that get clicks ... [keep reading](#)
- Day 6-7: Content Massage**: Shaping and cutting the product content ... [keep reading](#)
- Day 8: Just for You**: Edit sales page, add your brand and upload ... [keep reading](#)
- Day 9: Pay Me Please**: Add product to Clickbank, create checkout link and add to salespage ... [keep reading](#)
- Day 10: Thank You!**: Creating a download page and customer list ... [keep reading](#)
- Day 11: Pay Me More Please**: Add affiliate based follow-up and upsells ... [keep reading](#)
- Day 12: Testing, Testing**: Go through your opt-in & checkout process to make sure it works ... [keep reading](#)
- Day 13: Traffic Triggers**: Getting your site indexed fast ... [keep reading](#)
- Day 14: Report**: Send in your report! ... [keep reading](#)

On the right side of the screenshot, there are five red arrows pointing downwards towards the 'Day 1' through 'Day 14' sections. To the right of these arrows is the text: **Step-by-Step, You'll Learn How to Use Your PLR Content (or any content for that matter) in Your Online Business for Maximum Profit!**

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Paul has organized the site to make it easy for you to find what you're looking for, and it's designed for both beginners and advanced marketers. In addition, they take into account recent developments in technology and social media making their resources as up-to-date as possible.

Personally, I'm a little bummed that *I* didn't have access to these kinds of training materials when I was getting started. But that's a whole other story ☺

The downside is that most of the training has to be consumed through video, which means you can't really absorb the learning materials away from your computer if you prefer reading, but this isn't a make or break factor for me.

The videos are well organized and I like how they are divided into lessons...making it easier to grasp all the key concepts. They also use interactive technology, so you can get even more out of your learning opportunity.

### **What's Included?**

On top of all of the training and business tools and resources, plus live access to Paul, there are also **3 levels of content for you** inside [Nicheology](#).

There's really no way to tell you how much is in Nicheology. You just need to experience it for yourself. But you do get access the everything since the doors opened over 6.7 years ago! Every stitch of content and training. Every coaching call. Every Profit Academy. It's ALL there.

#### For ALL private label content in Nicheology you can...

- Sell and keep 100% of the profit.
- Giveaway the content.
- Edit the content.
- Put your name on the content.
- Use it for articles, posts, videos, audios. The format does not matter.
- Create an affiliate program for the product you're creating using the PLR.

## **#1 Products in the Rough (PITRs)**

Nicheology began with PITRs. And this is ultra important... You do not have the right to pass along the rights. In other words, YOU have permission to sell the PITRs as your own, but you cannot give other people the right to sell the content.

PITRs are exclusive to Nicheology. You will not see these being sold as PLR all over the internet.

### **PITRs come with...**

- ✓ The product to add your name to, edit, call your own and sell.
- ✓ A sales letter.
- ✓ A product profile. (This profile shows you affiliate products related to the PITR at the time of publishing).

### **Here's are the niches covered by PITRs...**

- Personal Development
- Family and Relationships
- Business and Career
- Money and Finance
- Health and Fitness
- Hobbies
- Home Improvement
- Real Estate
- Pets

## **#2 Unrestricted Private Label Rights**

You can do anything with these rights, even pass them along.

The easiest way to explain it is this... if you want to open your own PLR site with this content you can. You can sell the rights to these products (You CANNOT do that with the PITRs.)

### **The rights for this section looks like this...**

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- [YES] Can be edited.
- [YES] Can put your name as the author.
- [YES] Can be broken down into articles.
- [YES] Can be used as web or e-zine content.
- [YES] Can be added into membership sites.
- [YES] Can be sold in any format.
- [YES] Can be packaged.
- [YES] Can be offered as a bonus.
- [YES] Can be given away (in any format).
- [YES] Can be sold on auction sites.
- [YES] Can offer (Master) Resell Rights.
- [YES] Can resell Private Label Rights.
- [YES] Can be published offline.

Most of these products come with the content, sales page and graphics.

### **#3 Video Private Label Rights**

You know that video has higher perceived value and you can charge more for it. Of course, even if you do not sell these products, you can certainly learn from them!

They are just adding video plr, so the library is not extensive yet, but here's what they do have:

- **Joint Venture Video PLR:** Sell and keep all the profits to this training series that shows how to do successful joint venturing.
- **Mobile Marketing Video PLR:** Complete video product with graphics and sales letter. You can start selling this 6 part course today. Mobile marketing is easy to setup without the technical know how. The delivery of messages is fast and controllable, you don't have to worry about that SPAM folder. Because of that, response times are super super fast. Helps you build a relationship with your customers and makes it more personal.
- **Podcast Profits - Video PLR:** How to build your business with podcasting.

- **Facebook Ads PLR Video Course:** Announcing The Brand New, 6 Part, Step By Step Video Course, That Finally Shows... "How to Post Facebook Ads And Increase Your Conversions At The Same Time...Starting Today!" This is a step by step video course that takes you by the hand to show you how to explode your conversions with Facebook Ads!
- **Amazon Kindle Money Machine:** Video private label rights on... How to quickly and easily, learn to publish your 'hot selling' eBooks to Amazon Kindle...And reach the massive Kindle market!
- **Clickbank Review:** This video series will take your customers step by step through the process of monetizing a CB Review blog and give them all the information needed to start profiting from a blog from start to traffic. (You can use it too, of course.)
- **Craig's List Outsourcing:** Private label rights video product on how to expand your business growth by outsourcing your tedious tasks to freelancers from Craigslist.

You can sell all those and keep 100% of the profit. You can even set up your own PLR site with those products.

### **How Often is the Site Updated?**

Paul updates the site 4 times a month, every Tuesday. So you don't have to worry about signing up, and then being stuck with the same stuff month after month. New stuff is always being added!

### **Where to Get More Information: (keep reading to find out how to get your FREE PLR reports)**

To get the full details about Nicheology and how to secure your membership, go here: <http://specialreportclub.com/nicheology>

Paul has extended very special pricing for SRC customers and subscribers for access to [Nicheology](http://specialreportclub.com/nicheology). Outsiders have to pay \$97.00 a month for access to everything, but as an SRC follower you can get in for just \$29.95/month.

**Get access to everything inside of Nichelogy for just ~~\$97.00~~ \$29.95/month:**  
<http://specialreportclub.com/nichelogy>

## **\*\*\*Get 4 BONUS PLR Reports FREE\*\*\***

When you sign up for Nichelogy using my link, I'm going to send you 4 PLR reports.

**NO-STRINGS ATTACHED PLR:** I want to gift you with a free PLR report, checklist, action plan, and ecovers right now, no-strings attached! This package is called: "How to Monetize Your Website Traffic":  
[Click Here](#) to download it right now.

Now, read all the info about the bonus reports below and then follow the instructions for claiming your 4 FREE PLR reports:

**Report #1: 24 Techniques for Closing the Sale** (does not include graphics or sales copy)

This report is 6 pages, 1640 words. Here's the intro:

*Closing the sale is a vital step in the sales process. Without the ability to close the sale, even the best copy falls short of expectations. Yet, with a few proven strategies, you can change your results. You can boost conversions, increase your profits and reach your business goals. Here are 24 powerful techniques for closing the sale online.*

**Report #2: Getting Started with Podcasting** (does not include graphics or sales copy). This report is 14 pages, 3716 words and covers:

- What is a Podcast
- What Types of Podcasts Are There?
- What Do I Need to Start a Podcast?
- How Do You Make Money With Podcasts?
- How Do You Start Podcasting?
- How Do You Add a Podcast to iTunes?
- How Do You Create a Podcast Blog?
- How Do You Get Podcasting Listeners?

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- Podcasting Directory List
- Common Business Interview Questions

**Report #3: WordPress Websites for Beginners** (does not include graphics or sales copy). This report is 19 pages, 4409 words and covers: (includes screenshots)

- Step 1: Finding a host for your Wordpress Website
- Step 2: Setting Up a Static Homepage
- Step 3: Choosing and Installing Your Theme
- Step 4: Customizing Your Theme
- Step 5: Stopping The Spam
- Step 6: Adding Plugins
- Step 7: Adding Content That Attracts
- Glossary of Terms
- Recommended Plugins List

**Report #4: How to Repurpose Your Business Content for More Money** (includes ecovers, checklist, and action plan)

- Report is 19 pages, 4022 words
- Checklist is 4 pages, 665 words
- Action Plan is 6 pages, 1482 words

**The report covers:**

- Introduction
- What Is "Repurposing Content"?
- What It Is Not
- Section One: How to Repurpose Your Content
- Ten Proven Tips for Repurposing Content
- Three Fatal Repurposing Mistakes
- Section Two: The Why

**How to Claim Your Bonus PLR Reports:**

**Step 1:** Clear your cookies so that I get credit for your purchase, otherwise, I won't be able to send you your bonus.

**Step 2:** Click this link: <http://specialreportclub.com/nicheology> and sign up for the discounted price of \$29.95.

**Step 3:** Forward a copy of your payment receipt to [support@internetproductsupport.com](mailto:support@internetproductsupport.com). Once your purchase has been confirmed, we will send you a zip folder with all your bonus PLR reports inside.