

FIND YOUR NICHE **CHECKLIST**



What exactly is a niche?

- Area of interest or product group
 - Dog training
 - Electric lighting
- Things people search for on the Internet
- Problems that people need to have solved
 - Information on the subject
 - Physical products
- Trick is to find micro-niches
 - Low competition
 - High demand
- What is niche marketing
- Marketing products and services to a select group of people
 - Needs aren't being addressed by larger companies
 - A demand for something that isn't being supplied
- The over saturation of niche markets
- Makes it harder to earn a profit
- Easier to profit from micro-niche markets
 - Little to no competition

Why Finding a Niche is So important?

- You can better cater to your target audience
 - Address their needs, concerns, and desires
- See more profits
- Build credibility as an expert
 - Gains the trust of your target audience
 - Removes doubt from potential customers
 - Establish a higher price point for your products or services
- Develop loyal customers
- You can be everything to everyone

What Makes a Niche Profitable?

- Ability to monetize your website
 - Advertising
 - Memberships
 - Products
 - Affiliate marketing
- Niches with more potential products are more profitable
- High earning niches
 - Investment blogs
 - Fitness websites
 - Business blogs
 - Dating advice sites
- Price points of products or services
 - Higher ticket items means more profits
 - Travel blogs
 - Sports cars
- Must have a tempting value proposition

Choosing Your Niche

- Start jotting down ideas
 - Include reasons behind your interest
- Choose an evergreen niche
 - Much more sustainable
 - Product and services will continue to earn a profit
 - Should be enjoyable
- Choosing a niche based on your interests
 - Find something that you can be seen as an expert in
 - If you would buy the products yourself, other people will as well
 - Must do the research to see if your idea is viable
- Selling as an affiliate
 - Easiest way to make money to start
 - Can earn up to 15 percent commission
 - Takes less time and energy to get started
 - Products and services are a good indication of a profitable niche
- Affiliate marketplaces are good places to do research
 - Can see what people are buying
 - Can see how much they are willing to pay
- Can help you avoid common mistakes
 - Setting too high of a price point

Getting Started with Niche Research

- Identify the keywords that are used by your target market
 - Grab the maximum number of specifically targeted customers
 - Help you earn a substantial profit
 - Google Ads Keyword Tool
 - Free tool to find specific words and phrases
 - Use to research specific products, services, and solutions
- Identify keywords with the most profit potential
 - Low competition
 - High search volume
 - Little cost/effort to rank high
- Finding hot keywords
 - Estimate the potential visitor traffic for each keyword
 - Find which keywords people are using
 - Need to test as many keywords as you can
 - See if there is sufficient monthly volume of active searches
 - Determine if others are making money from similar products and services
- Organize your keywords
 - Organize keywords and phrases into specific groups
 - Separate keywords into groups of no less than 2,000 search per month
- Test your keywords
 - Create keyword specific content
 - Place on blog, website, and social media
 - Track how much traffic each piece brings in
 - Allows you to determine several things
 - Which keywords bring in organic traffic
 - Which keywords are converting traffic into revenue
 - Which keywords are ranking higher on search engines

Analyzing Your Competition

- Determine how many competitors are in the niche
 - Use google search or SEOMoz
- Research the competition
 - Determine each competitors Page Rank
- Evaluate the competition
- Consider competition's pricing
 - Subscribe to their email list
 - See what price point they are selling their products or services for
 - Avoid niches where competitors discount each other

Finding your Ideal Customer

- People willing to pay for the solution to their problem
- Research and survey your target market
 - Yahoo Answers
 - Determine what solutions people are searching for
 - Google Correlate
 - Queries with a similar pattern to a target data series
- Utilize Online Surveys
 - Survey Monkey
 - SurveyGizmo
 - Google Ads

Building Relationships Within Your Niche

- Locate main sites, blogs, forums, and discussion boards associated with your niche
 - See what topics are being discussed
- Post regular content on your social media networks
- Utilize email marketing to communicate with target audience
- Create a newsletter to keep target audience apprised of changes with your business.