

# 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.