

The Ultimate Guide To Finding A Niche Market

by Stuart Walker

<http://www.nichehacks.com>

The Ultimate Guide To Finding A Niche Market

I created The Ultimate Guide To Finding A Niche Market after being inspired by other epic resources in the internet marketing sphere by the likes of Neil Patel, Pat Flynn, Matthew Woodward and Glen at Viper Chill.

There wasn't one on the subject of finding a profitable niche market so I decided to create one.

This is mostly for those who are new to internet marketing but also those who just need some fresh ideas will get use from it.

My name is Stuart Walker the creator of [NicheHacks.com](http://www.nichehacks.com) and The Ultimate Guide To Find A Niche Market and I created this for YOU.

Each chapter is designed like a mini guide that can be read as a standalone page but you'll get the best results if you read it from start to finish.

Chapters.....

1. **So What Is A Niche Market Anyway?**
2. **What Makes A Good Niche Market?**
3. **Do I Follow Passion or Money?**
4. **Do I Have To Be An Expert To Enter A Niche?**
5. **How To Find A Niche Market**
6. **Working Out If Your Niche Is Profitable**
7. **Evaluating & Testing Your Niche**
8. **Niche Questionnaire Checklist**
9. **Turning Your Idea Into A Business**

Chapter 1: So What Is A Niche Market Anyway?

A niche market is a specific subset of a larger market where a customer with a set problem or problems have been identified.

So for example you have the weight loss industry. That's a huge, multi-billion dollar, market with major players competing.

You as an individual likely do not have the resources, time, or money to compete head to head with the big weight loss companies so you need to drill down and find a smaller sub-section within the weight loss market where there's a more level playing field, there you will find your 'niche'.

A niche within the weight loss market could be "weight loss for post pregnancy women" or "weight loss for diabetics" or "weight loss for people with heart conditions" for example.

The further you can nich down and the more specific and focused you can be the higher the chance of success.

Trying to market to everyone and anyone (i.e. weight loss for every sex, age and condition) leads to not really focusing on one specific type of persons issues and missing the mark.

When you really focus on one specific type of person you can more effectively market to them.

Always try and drill down as far as you can as long as there is a market there for it.

Examples of how to drill down....

Weight loss > weight loss for men > weight loss for men over 50 > weight loss for men over over 50 with heart

problems.

Travel > travel for under 30s backpackers > travel for under 30s backpackers in Asia > travel for under 30s backpackers in Thailand > travel for under 30s backpackers in Thailand who want to get off the typical tourist trail.

Pets > dogs > dog training > pitbull training > training your pitbull to be a guard dog.

The further you drill down the better as there's less competition in these very specific sub-niches yet usually still lots of demand for that specific information, products on sale and an audience to market to.

Instead of trying to compete with the major players in the weight loss, travel, pet industries you can dominate your own sub-set of the market and that is your niche.

That should give you a good idea as to what a niche is and how to start the process of looking for one.

Chapter 2: What Makes A Good Niche?

There are 2 different types of niches that are best for marketing purposes....

1. Niches where people have a serious issue or problem they want a solution to urgently (i.e. a health issue, something that makes them unhappy, money problems)

2. Niches where people are very passionate and get great pleasure from doing it (i.e. a sport or hobby, travel)

Where people have a serious problem or issue they are usually desperate for a solution and if you can provide that solution to them they will literally bite your hand off to buy it.

That's why markets such as weight loss and health, embarrassing problems dating and making money online are so lucrative.

If someone is passionate about something or gets great pleasure from partaking they are likely to spend lots of money on it because it makes them feel good.

Hence why markets such as golf, cooking, travel, hunting and other sports, hobbies and activity niches are lucrative.

Of course you also have to look at the market size, demand, whether there are products available, if the niche is evergreen and more but that's all covered further in the guide.

Chapter 3: Passion or Money?

One common debate among internet marketers is whether to follow your passions or follow money.

Do you go with something you are passionate or knowledgeable about or go where the money is?

Of course if possible you can combine both.

Passion & Knowledge...

The idea behind going with something you have knowledge in or are passionate about is that you're more likely to succeed.

Not only do you already know more than your average person (who likely knows nothing) on the subject at hand but you'll be willing to put more effort into it and enjoy working on it.

If you know nothing on the topic and don't have any real interest in it it can be difficult to succeed and stay motivated.

You might find yourself unable to create interesting content on the subject and getting bored with the topic quickly or that your audience knows more than you do and don't have any reason to listen to your advice.

Many successful entrepreneurs have succeeded because they created something they were passionate about.

You have to consider whether your interests actually have any commercial viability.

If there's nothing to sell and no way to monetize then you can be as passionate about the topic as you like but you

won't make any money.

Take for example if your hobby was collecting rocks. Probably not any way to make money from that regardless of how enthusiastic you are about it (though I wouldn't be surprised if actually there was and I just didn't see the opportunity as I know nothing about the niche).

Money...

Following the money is isn't a bad idea. If you've crunched the numbers and can see that the niche is likely to be profitable then of course it makes sense to get involved.

However if you know nothing about the subject at hand, don't have any interest in it and plan to do all the work and content creation yourself then there's a good chance you're going to struggle.

Unless you are very business minded, focused and motivated, and can work on something which you get absolutely no enjoyment from then you would be better focusing on something you have passion for.

This is especially important when it's your first online project as you're going to have a lot to learn and a lot of work to do so you need to enjoy it to some extent.

Combining Passion and Money...

Ideally you'll be able to identify a niche where you have some knowledge and passion that is also profitable.

This is where the majority of individuals trying to create online businesses and niche website will find their success first time round.

Once you've had initial success it's much easier to venture

into other projects where your interest level isn't as high and make a success from them.

Chapter 4: Do I Have To Be An Expert To Enter A Niche?

In short, no.

Really all you need to do is be knowledgeable enough on the subject to give information to the masses who know nothing at all on the topic.

If you have an active interest or passion in something then I guarantee you already know more than someone who's just discovered it for the first time.

You don't need to be the worlds expert to get involved.

Even if you have no interest or knowledge on the subject but can see a demand then you can either research like crazy and find out as much as you can in a short space of time or outsource.

Outsourcing to people who have the knowledge you need means you can 'hack' your way into the niche regardless of what you know.

I have talked about [ways you can 'hack' your way to authority](#) and [how to create content in niches you know nothing about](#) in previous posts

To summarize again briefly the best thing to do is hunt down blogs and forums in the niche and find people who participate in the community due to their passion for the niche and start partnerships with them.

You do the marketing and they create the content for a pay per article or profit split deal. This can work amazingly well when you find the right person and is crucial in specialist and technical niches.

There are plenty of hobby bloggers and forum members all

over the net who write for fun and aren't actively marketing but would love to make money from their time and effort if someone did the hard work for them.

It's a win win situation.

Chapter 5: How To Find A Niche Market

A lot of people who are new to online marketing and trying to find a niche for the first time think they have to find something that no one else knows about or at least other marketers aren't already competing in.

This really isn't the case at all.

There are no unknown niches. They are just unknown to you.

Even if you find one that's not being actively marketed in there's likely a reason for that, usually that there's no demand for it or no money to be made.

Going after evergreen niches (by targeting sub-niches) that already have a proven track record, demand, customers, products on sale and so on makes much more sense as you know there is definitely money to be made.

Let's discover how you find a niche market.

Look at your interests and problems...

As I talked about earlier in the guide you might want to pick something you are interested in or knowledgeable about.

So grab a notepad and a pen and write down all your hobbies and interests to begin with.

Also write down any problems you have in life, health, financial, love life etc and other day to day challenges you face.

Jot down anything else you think you might be interested

in creating an online project around.

See if you get any ideas from there initially. You don't have to evaluate these ideas for demand or profitability yet you're just brainstorming.

Already you probably have a few ideas.

Spend a day with your marketing hat on...

You'd be amazed at how many niche ideas you can come up with in a single day just by looking at everything from a marketing point of view.

Carry around a notepad and a pen (or you can use your phone) and take notes of everything you do that day, conversation you have with others, things you hear about on the news and TV or read in papers or magazines, problems you face and things you see.

By the end of the day you'll have a whole list of potential niche ideas.

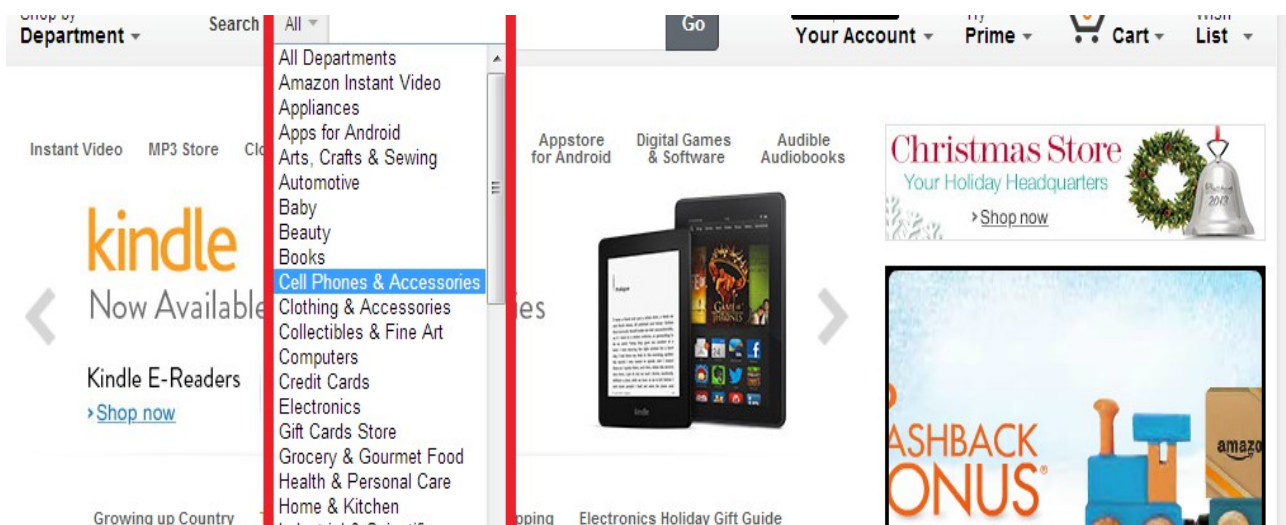
Examine trends, markets and look at what's popular...

If you'd prefer to follow the money or think you're interests aren't something that can be monetized then you'll want to look at existing markets, trends and products and see if you can find a way to make some money from them.

Places you can look at for inspiration....

1. Amazon.com: The worlds biggest online retailer sells pretty much everything and is a great place to find red hot niches and products that are selling.

If you click on the 'All' tab at the left of the main search bar it will show a list of categories or 'niches'.



When clicking on a specific category then hitting 'enter' in the blank search engine a new page will come up and on the left hand side a whole list of sub-categories or 'sub-niches' will pop up.

Click a sub-categories and it'll take you further down into the niche into a more specific sub-niche.

You're literally niching down further and further into super specific niches.

Department

- Arts, Crafts & Sewing**
- Art Supplies (141,653)
- Beading & Jewelry-Making (303,705)
- Cases & Transport (3,450)
- Craft Supplies (273,806)
- Fabric (159,033)
- Fabric Care (169)
- Fabric Painting & Dyeing (4,030)
- Furniture & Accessories (74,181)
- Knitting & Crochet (34,204)
- Needlework (46,588)
- Organization & Storage (7,418)
- Photography (185)
- Printmaking (2,660)
- Safety & Cleaning (506)
- Scrapbooking (256,239)

Arts, Crafts & Sewing
Shop for sewing machines, notions, fabric, scrapbook supplies, die-cut machines, and knitting and crochet

LOTS AND LOTS OF SUB NICHES

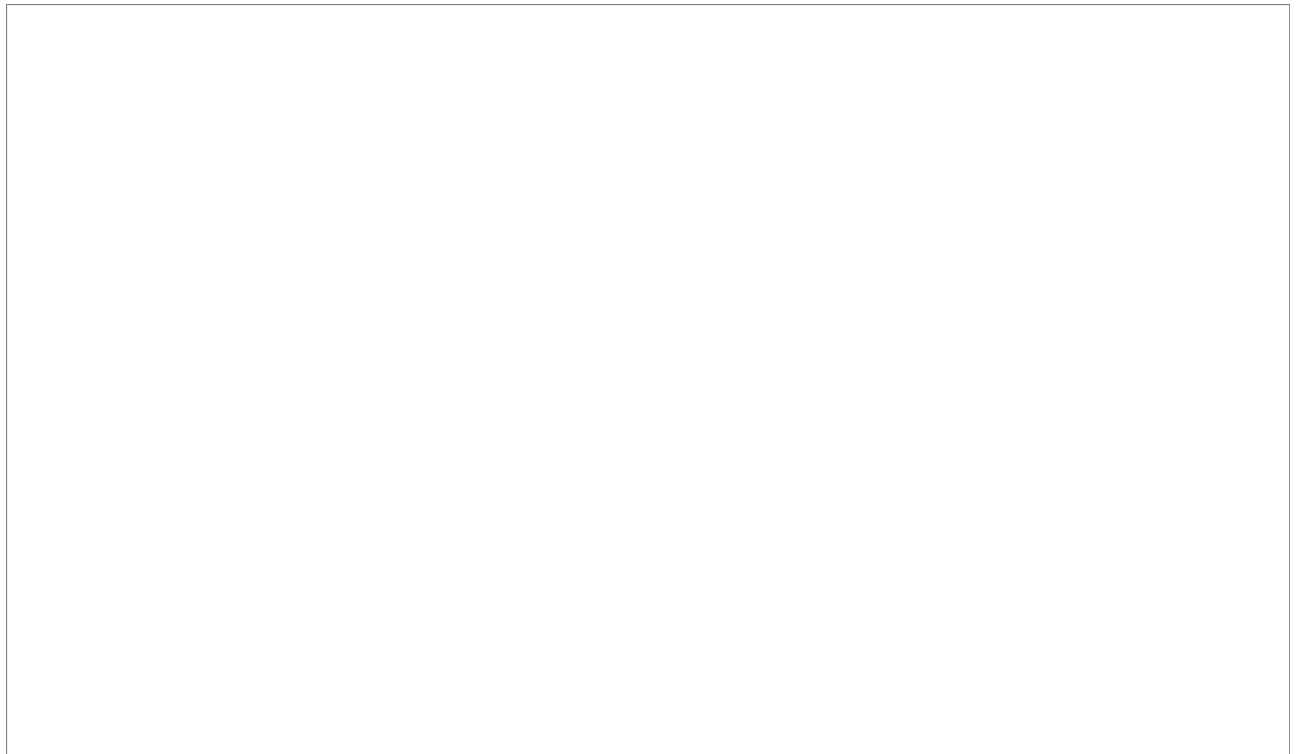
The screenshot shows a website interface. On the left is a vertical list of departments under the heading 'Department'. The 'Arts, Crafts & Sewing' department is highlighted. The main content area features a large image of a kitchen decorated for Christmas. Overlaid on this image is the text 'LOTS AND LOTS OF SUB NICHES' in large, bold, red letters. Four red arrows point from the department list on the left towards the main content area. To the right of the kitchen image are four promotional banners: 'Top Holiday Deals in Home, Kitchen & Garden', 'Home, Kitchen & Garden Gift Guide Shop now', 'Silhouette Dream it up. Cut it out', and 'Joy is in the Giving Martha Stewart Crafts'.

And even better is you're seeing actual products which sell.

You can 'sort' by 'new and popular' to find new 'hot' products or sort by 'customer review' to see what people in the niche think of the products.

Even better is you can choose 'best sellers' from the navigation bar at the top of the page just under the search box and see what's currently selling best.

This is updated hourly.



2. **Clickbank.com:** Clickbank is the #1 digital market place online. The Amazon of digital goods.

Their market place listings much like Amazon show a list of niches and sub-niches with a list of products available.

Go to Clickbank.com and click 'market place'. On the left hand side you'll see the categories section.

The top level categories are broad markets or niches, click the little arrow and it'll bring up a list of more focused sub-categories or sub-niches.

Click on the sub-categories and you'll see a list of products, these will give you even more ideas.

If there's a lot of products available on certain topics it's a good sign that this is a profitable niche.

People don't tend to make products that no one is interested in.

3. Stumbleupon: Stumbleupon allows people to find websites based on their interests.

You can use the interest lists to get niche ideas.

At the bottom of the page is a list of different categories. Look at specific sub-categories and you'll find some very specific niches.

4. Yahoo Trending: Yahoo shows popular topics that are 'trending' in the news.

This can be a good way to find hot upcoming niches that you'd otherwise never know about.

5. **FindAForum.net:** Find A Forum adds only the most active and largest forums to its databases.

That means if there's a huge and popular forum on the subject there's a big demand for it.

Checking sub-sections of popular forums can give you sub-niches to focus on.

Some of the most popular forums are a skyscraper and a tractor forum, who would have known?

<http://www.findaforum.net>


Advanced Search

Home	Categories	Top Forums	Random Forum	Server Map	Submit Forum	About	Help
------	------------	------------	--------------	------------	--------------	-------	------

Home

Need good places to advertise on? Use the [advanced search](#) to find forums that might want to diversify away from ADSENSE

Welcome to Find A Forum.Net
Looking for a discussion forum? You're in the right place!

6. Twitter Trending: Logging into twitter and checking what's 'trending' on the left hand side of the page (you know the #hashtag stuff you see) can bring up some hot, new, trends.

7. Google Trends: Google Trends shows hot searches of the day meaning you can find out about some currently popular search trends and niches.

You can also use the 'top charts' feature on the left hand side to bring up top searches by categories.

Clicking on a topic brings up more information and takes you further into the niche.

<http://www.google.com/trends/>

8. Flippa: [Flippa](#) is a market place to sell profitable websites.

This means we can check what sort of websites are selling to know what niches are profitable.

There's sadly a lot of scams on Flippa with people selling websites with fake stats and inflated revenues and traffic but there are still plenty of legit websites sold through the site.

The trick is to look for websites that are over 12 months old, had made a profit (with stats to prove it) and that successfully sold on Flippa.

I first discovered this method through a guest post on Matthew Woodward's blog by Lewis Odgen of [Cloud Income](#).

To see a more detailed post on the subject click here...

<http://www.matthewwoodward.co.uk/tutorials/secret-finding-proven-money-making-niches/>

9. Magazine.com: [Magazine.com](#) lists magazines and publications on sale. Real world magazines that people buy and subscribe to.

If a topic has magazines available for sale then you know it's going to be profitable.

Big publications don't make print magazines in unprofitable niches.

Click on the 'all categories' tab at the top.

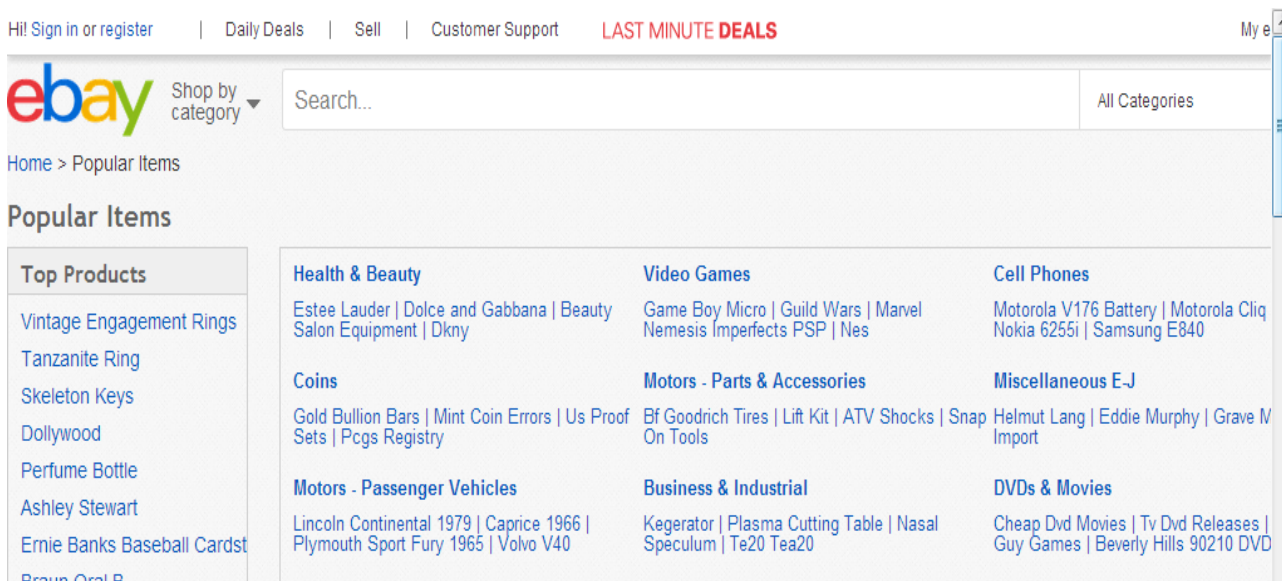
It will bring up a list of sub-categories on the left hand side.

Clicking on the arrows will bring up further sub-categories. These are specific sub-niches you could consider.

10. Ebay Popular: Ebay Popular shows popular products available in their different categories

This lets you see what products are selling and also gives you ideas for wider niches.

Go to <http://popular.ebay.com/> and on the left hand side you'll see a mixed list of different product types that are currently selling well and on the main part of the page you'll see popular products by category.



The screenshot shows the eBay Popular Items page. At the top, there are navigation links: "Hit Sign in or register", "Daily Deals", "Sell", "Customer Support", and "LAST MINUTE DEALS". The eBay logo is on the left, and a search bar is in the center. Below the search bar, the page is titled "Home > Popular Items". The main content is organized into a grid of categories and their top products:

Top Products	Health & Beauty	Video Games	Cell Phones
Vintage Engagement Rings	Estee Lauder Dolce and Gabbana Beauty Salon Equipment Dkny	Game Boy Micro Guild Wars Marvel Nemesis Imperfects PSP Nes	Motorola V176 Battery Motorola Cliq Nokia 6255i Samsung E840
Tanzanite Ring	Coins	Motors - Parts & Accessories	Miscellaneous E-J
Skeleton Keys	Gold Bullion Bars Mint Coin Errors Us Proof Sets Pcgs Registry	Bf Goodrich Tires Lift Kit ATV Shocks Snap On Tools	Helmut Lang Eddie Murphy Grave M Import
Dollywood	Motors - Passenger Vehicles	Business & Industrial	DVDs & Movies
Perfume Bottle	Lincoln Continental 1979 Caprice 1966 Plymouth Sport Fury 1965 Volvo V40	Kegeerator Plasma Cutting Table Nasal Speculum Te20 Tea20	Cheap Dvd Movies Tv Dvd Releases Guy Games Beverly Hills 90210 DVD
Ashley Stewart			
Ernie Banks Baseball Cardst			
Braun Oral B			

11. Google News: Google News can be a great place to find upcoming product launch information which you can either build sites around or get niche ideas.

Go to <https://news.google.com/> and type "announced" (be sure to use quotations) in the search box.

You'll find details of announced and upcoming products, shows, events, sports events, films and more.

This can actually help you find products long before anyone else is thinking about marketing them.

Other searches that can help include:

- "best of 2013" (brings up lists of best products, movies, websites etc).
- "hot new releases"
- "most wished for"
- "best new"

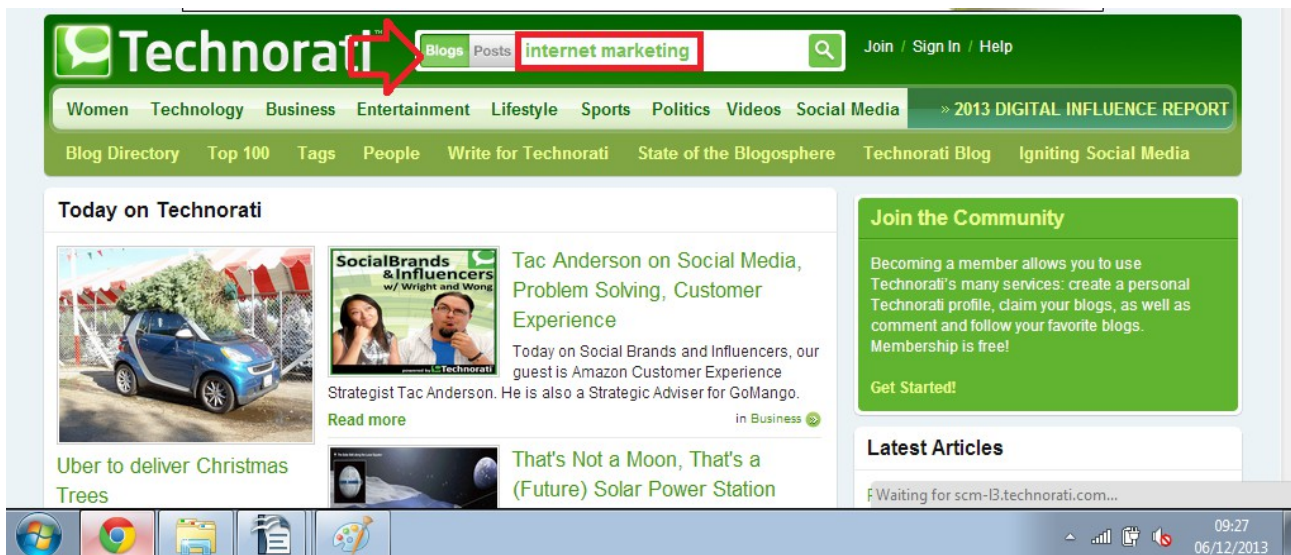
You'll find a lot of ideas from these searches.

12. ComScore.com: Comscore provides insights into products and industries, if you click on the industries or product tabs on the top of the page you'll find sub-categories which you can delve further into.

<http://www.comscore.com>

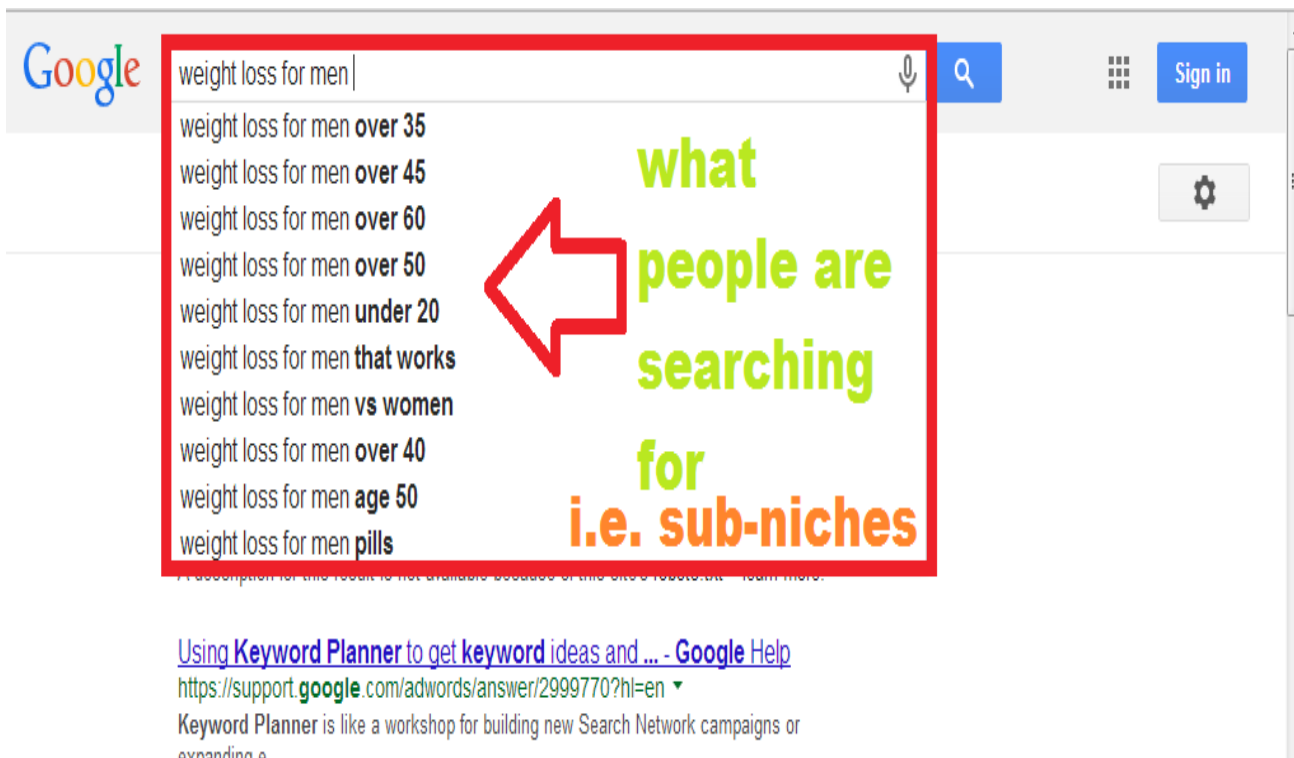
13. Technorati.com: Technorati is a blog aggregator that curates blogs and blog posts from around the net based on categories.

You can either use the categories at the top of the page, the 'blog directory' tab or the 'top 100' tab to get ideas for sites.



14. Google Suggest: If you have a basic niche idea, say you know you want to enter into the weight loss market for men, but don't know how to niche down further you can use Google's suggest feature.

Simply go to Google.com and type in "weight loss for men" and without hitting enter see what suggestion Google brings up that you can search for, these are what people are searching for and potential niche ideas.



15. Google Wildcard Search: Few regular search engine users know about Google wildcard feature.

Go to Google and type in your niche idea, i.e. "weight loss for men" and then '*' (i.e. "weight loss for men *") and Google will bring up a random selection of results starting with "weight loss for men" and then adding a keyword in the place of the *.

This can bring up results you would never think of. These are potential sub-niches.

16. Google Keyword Planner: Using the [Google Keyword Planner tool](#) you can get niche ideas by giving the tool either your niche keyword and asking it to suggest other related keywords or by using it to evaluate other sites and see what keywords they rank for.

Home Campaigns Opportunities **Tools and Analysis** Billing My account Help

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Keyword Planner Tips

- [Building a Display campaign? Try Display Planner](#)
- [How to use Keyword Planner](#)
- [Learn how Keyword Planner is different from Keyword Tool](#)

Send feedback

Log in and select 'search for new keyword and ad group ideas' and then you can either enter your niche idea in the 'product or service' box or enter the URL of a website to see what keywords they are marketing on.

17. Ubersuggest: <http://ubersuggest.org/> allows you to get keyword ideas by giving it your broad keyword or niche and it returning an A to Z of what people are actually searching for on Google with that keyword contained.

You simply enter your niche and then see what it brings up. Those search phrases it returns are potential sub-niches

you could explore.

18. 43Things.com: [43Things](#) lists things people plan to do or want to change.

You can find lists of problems and issues people face. Things they want to change or improve in their life. Stuff they'd like to get better at.

These are all potential markets.

19. Massive Niche List WordPress Plugin [RECOMMENDED]:

This Wordpress plugin changed how I do niche research forever.

Whilst I still incorporate all the methods above into my research the first thing I now do is look at Massive Niche List as it lists 350,000 + niches & sub-niches divided into categories and provides monthly search volumes, CPC and Google insight information.

This means you can simply open up the plugin and you're instantly given **huge lists of profitable niche ideas** with their search volume.

No need to scout around sites and brainstorm ideas or look at how popular they are.

20. Other sites you can use to find niche ideas:

- <http://www.lycos.com/>
- <http://www.shopping.com/popularpages>
- <http://hotsearch.aol.co.uk/>

- <https://delicious.com/popular>

After all of that brainstorming and research you should have a good amount of niche ideas.

The trick now is to work out which ones are viable and will be profitable. Don't worry all revealed in the next chapter..

Chapter 6: Working Out If Your Niche Is Profitable

Once you have your list of ideas you need to do some market research to figure out whether this is a niche with a big demand, is profitable and whether you can find your target audience online.

A common misconception when people are looking for a profitable niche is thinking they have to find something that no one else knows about so you can be the only one or first to market in.

There's no such thing as a new niche only new to you.

And even if you did find a relatively new and untapped niche that no one else is marketing to you're going to struggle to find content, an audience and products to sell so it's going to be very hard to make this work.

Better to stick to niches there's already a proven track record for making money in, products on sale, an audience to tap into and places online to find your customers.

How To Determine Whether Your Niche Ideas Are Worth Pursuing...

Check Google Search Volume...

Using the Google keyword planner tool you'll look at how many people are searching for your niche idea every month.

At this point you're not looking to find low competition keywords simply how many people are searching for your

core niche keyword every month.

Personally I like to see over 3,000 local (USA) EXACT MATCH searches per month as it shows a healthy demand.

To do this go

to <https://adwords.google.com/ko/KeywordPlanner/Home> and log in.

If you've never used it before you'll have to create a free account.

Once logged in click 'Get search volume for a list of keywords or group them into ads'.

Keyword Planner
Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

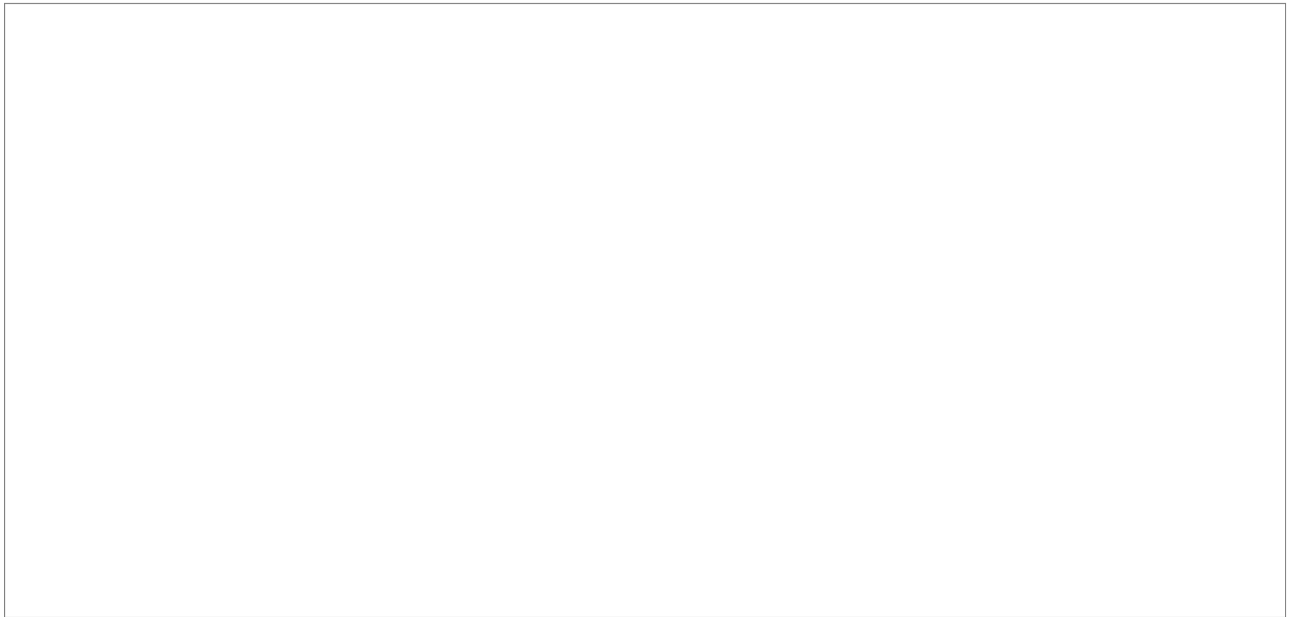
Keyword Planner Tips

- [Building a Display campaign? Try Display Planner](#)
- [How to use Keyword Planner](#)
- [Learn how Keyword Planner is different from Keyword Tool](#)

Important: You can use this tool to generate ad group and keyword ideas. It doesn't guarantee improved performance. You are responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

[Send feedback](#)

Enter your keywords in like this [niche keyword] that way Google displays the exact amount of people searching for that keyword every month. If you don't put the keywords in brackets it will not bring up accurate results.



Beneath the search box you'll see 'Targeting'. You'll most likely want to check the search volume for United States so make sure you choose that.

I also check the all countries volume to get an idea of the world wide demand.

Then hit search and a new page will load up. At the top just above the results will be 2 tabs. 'Ad group ideas' and 'Keyword ideas'.

Choose keyword ideas to see the search volume of your keyword.

er keywords
 internet marketing], [affiliate marketing], [SEO]

Get search volume Modify search

Ad group ideas **Keyword ideas** Download Add all (3)

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
[SEO]	90,500	High	UK£6.84	0%	»
[affiliate marketing]	22,200	High	UK£2.13	0%	»
[internet marketing]	12,100	High	UK£9.05	0%	»

Your plan
 Saved until Dec 16, 2013

Your plan is empty. Select an ad group idea or click "+" to start building a new ad group.

Ad groups: 0 +

Send feedback

09:22
 06/12/2013

Check Google Trends...

A quick check on Google Trends to make sure it's not a dying off trend is a good idea.

It's better to focus on evergreen niches than trends that come and go.

Just enter your keyword or niche idea in the search bar at <http://www.google.com/trends>

Are There Products on Sale?

The best niches are ones with both physical and digital products available on sale and lots of them though many niches will only be one or the other and that isn't a problem as long as there's a good selection of products and a demand for the,

Check **Amazon**, **Ebay**, **Clickbank** and **JVZoo** to see that

there are already products on sale. Check the Kindle market place for ebooks too.

If you have an account with networks like **CJ.com** and **ShareASale** those are worth a look too as you'll find many products, retailers and service providers on there not anywhere else.

You can also use Google to find other products on sale, googling the niche name and checking out websites in the rankings to see what they are selling or searching for "niche + affiliate program" (change 'niche' to your niche of choice) may bring up some products not on any of the big marketplaces.

Sites like www.offervault.com also allow you to search for affiliate programs within your niche.

Remember just because your niche is for example "weight loss for men over 50 with heart problems" you don't have to see products that are EXACTLY tailored to that type of person.

General weight loss products for men or men over 50 are sufficient. Products tailored at men with heart issues would work too.

Even though you are getting very specific in your niche choice doesn't mean every product you sell has to have been created with your core audience in mind.

A weight loss program helps people lose weight regardless. Supplements that lower cholesterol will work on everyone from young to old.

You can market these general products to your niche audience.

Now obviously if you find products that are very specifically catered to your niche audience, i.e. weight loss for men over 50 with heart problems, then fantastic.

If there's very few products on sale it's a bad sign and would usually mean there's little demand.

With Amazon you can check how many reviews products have. It's estimated that for every 1 reviews anywhere between 10 to 100 people have actually bought the product.

Look for products with lots of reviews (preferably many with 100+), it's a sign of a healthy market where people buy.

Ideal markets are ones where there's not just one single product to sell but many you can sell to your visitors time and time again.

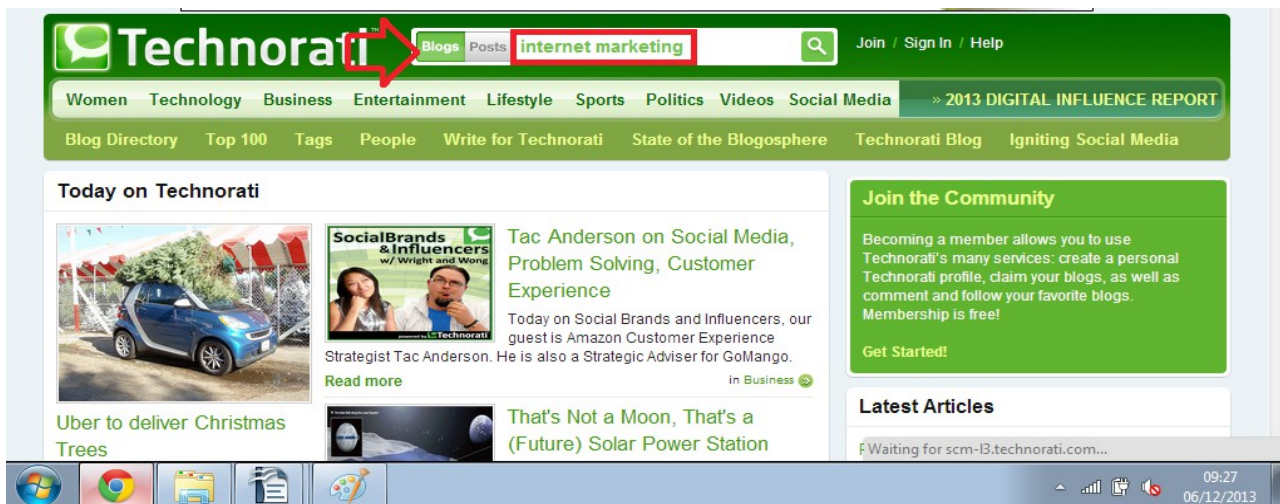
There's no set product numbers I look for I just like to see signs of a healthy market and demand, you'll likely focus on selling a small number of quality products rather than 100s of different ones anyway in most niches.

Look For Website & Blogs....

If there's a lot of authority sites, blogs, forums and social media pages on your niche topic it's a good sign.

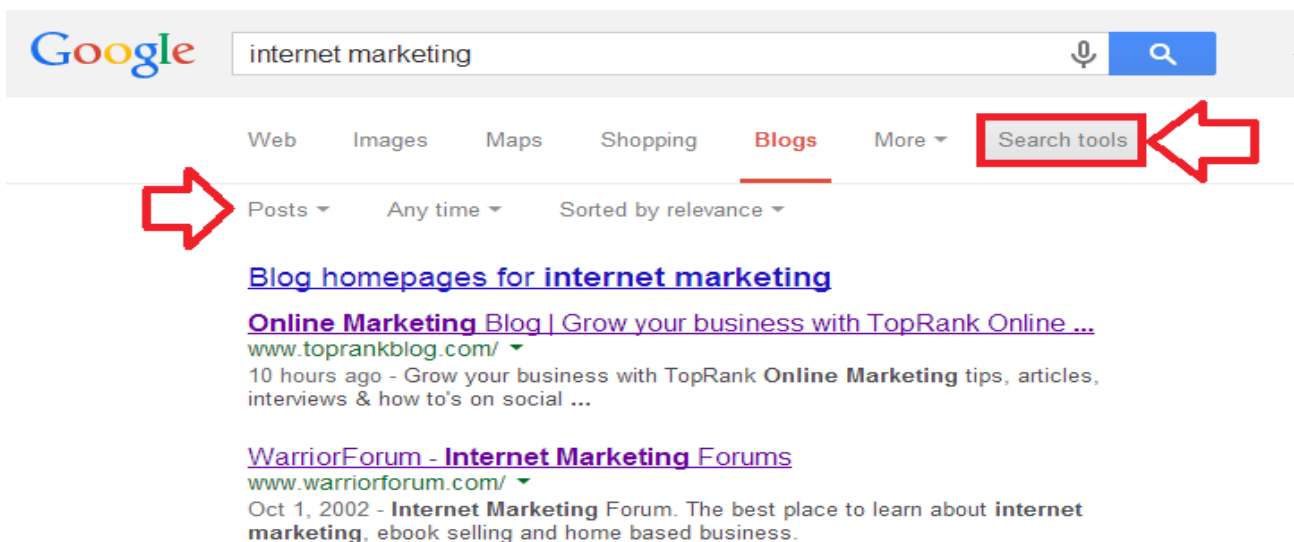
Competition is healthy and if others are going to the effort to provide people in the niche with information you're on the right track.

To find blogs you can use <http://technorati.com/> which is a blog aggregator by entering your niche topic into the search box and choosing 'blogs' and hitting enter.



Or go to google.com type in your niche ideas and hit enter. Then click 'more' and choose 'blogs' this way it will only show blogs. It automatically shows blog posts

Once it's shown you the list of blogs click on 'search tools' and it will bring up some more search options, you can choose to show posts or homepages and how recent they are, if you use 'past 24 hours' it will show the most recent posts.



Check what these blogs are promoting and selling, what they are advertising and sign up to their email lists and

social media pages to see what they are doing and how well they do it.

Look At Forums & Message Boards...

Sizable forums with active members means people are passionate about the topic and willing to discuss it and ask questions in the niche.

Use [FindAForum.net](#) and [Boardreader](#) to find forums or simple Google searches such as "niche + forum" or "niche + message board"

I like to see forums of many thousands of people and preferably ones which allow signatures with clickable links so I can use them for traffic generation purposes but either way busy forums are a great sign.

Check For Social Media Hubs...

If there's lots of fan pages on Facebook and groups on Twitter then you've got an interactive niche who like to connect. Simply searching on either platform will bring up groups and fanpages based on the niche keyword.

You can also check for groups and pages on Reddit, Pinterest, Tumblr, Squidoo, Google Plus and Hub Pages.

These blogs, forums and social media groups can also play a vital role in driving traffic to your niche project once live.

Are People Advertising on Google?

When you search for your niche on Google are there ads displaying at the top and side of the search results?

If people are paying to advertise there it's likely they are doing so because there's money to be made.

You don't use paid advertising if you can't make any money back.

Evaluating the market...

After looking at all these factors you'll be closer to knowing whether this is a profitable market or not.

So if your research has shown that there's a high level of people searching for your niche ideas there's products on sale that sell well, people paying to advertise and lots of hubs of activity in the form of blogs, forums and social media profiles you've got a potentially good niche here.

In the next chapter we will go over how to figure out if you can personally compete in the niche.

Even if you've found plenty signs of your niche idea being profitable and popular you still need to work out whether you personally can compete in the niche and profit.

Chapter 7: Your Angle Compared To Your Competitors

Either you need a unique angle within the niche that no one else is focusing on or to be able to do things better than the current competition.

Start to look at what they do well, what they are failing to do, whether you have any fresh angles or insights that they aren't covering or simply whether you believe you can do things better than they currently are.

You don't need to reinvent the wheel or create anything revolutionary.

However if all you're going to offer is exactly the same as what established players are already offering why should anyone pay attention to you?

Content....

It could be as simple as being able to offer better or fresher content.

If your competitors are only doing short 500 word blog posts and you see a need for more indepth posts you can start creating longer posts with more 'meat'.

You could create 'ultimate guides' like this one. Make epic resources or do case studies. Podcast. Do video marketing and webinars. Create infographics.

Offer free guides, tools, software and more than others are charging for.

If your competitors are not willing to do it then you should be.

A unique approach to the niche...

Or attacking the niche at a unique angle that no one else is doing i.e. If looking to offer weight loss advice to men over 50, you niche down and offer advice on men over 50 who have heart problems for example.

There are always sub-niches within niches. Always a group of people looking for specialized information targeted at them.

The best thing to do is create your ideal customer or visitor and write content ONLY for them.

Don't try and create content for everyone and anyone as it becomes vague and general and puts people off because there's so much content they don't want to see mixed in with the stuff they do.

Be a better marketer...

Or by simply being a better marketer than your competitors.

In many niches the main blogs will be hobby blogs, people who blog for fun, and not actually to make money so they don't focus on marketing or monetization.

If you are able to provide good quality content AND market more effectively you can't help but succeed.

Being a better marketer includes being able to more effectively drive traffic to your site AND converting that traffic.

Getting more people to sign up to your list, follow you on social media and buy from you. For more information on converting your visitors into loyal subscribers and

customers check out the following resources:

- [Unbounce](#)
- [KissMetrics](#)
- [QuickSprout](#)

Can you get traffic?

One thing you need to figure out way before you start on a project is whether you can get traffic.

There are endless ways to get traffic to sites as I'm sure you know including SEO, paid traffic, social media, forum marketing, content marketing (guest posting & content syndication), blog commenting and more.

You have to work out what your method will be and whether it's achievable.

Direct Traffic From Blogs, Forums & Social Media...

Earlier in the guide I showed you how to find a list of blogs, forums, social media hubs and so on – these are potential traffic sources.

Presently I like to focus on this type of traffic for most of my sites as I find it gives the best return on investment and converts well.

It also builds a relationship with my audience.

Examine the following...

- Do the blogs allow guest posts?
- Do they enable comments and let people link to their content when done in an intelligent manner?

- Do the forums allow signatures with clickable links or to post your content?
- Is there a Reddit sub-reddit on your topic of choice?
- Are there lots of active social media groups where you can share your content?

Some of the best traffic resources are:

- [Think Traffic](#)
- [Boost Blog Traffic](#)
- [Traffic Generation Cafe](#)

Content Marketing

Content marketing is about creating content so epic that it's the best on the internet about the subject THEN getting that content in front of your target audience so they can't help but link to, share, comment and praise it.

You can also look to syndicate your content to blogs which accept it.

You'd be surprised at how many blogs will accept an article from you even when it's already been posted on your blog.

The reason is they are crying out for high quality content and if you can provide it then many will take it regardless of where else it's been posted.

Consider also guest posting where you write (or re-write current content) some of the best content you can and send it to other bloggers in your niche to publish in exchange for a link back to your site.

If you get your content on authority sites in the niche with

big follower numbers not only will you receive huge floods of traffic but a massive authority boost too.

The content marketing experts are as follows:

- [Copyblogger](#)
- [Boost Blog Traffic](#)
- [Advanced Guide To Content Marketing by QuickSprout](#)

Paid Advertising....

If you want to focus on paid advertising there are many options including Facebook Ads, Google Adwords, Stumbleupon paid, Bing & Yahoo Ad Centre, banner ads, solo ads and more.

Look at....

- Whether you can afford to compete with other PPC marketers.
- Whether sites in your niche or with your demographic allow banner ads.
- Whether sites in your niche have email lists and allow solo ads.

SEO

If you're new to internet marketing you probably won't want to get involved with SEO.

Things are changing so rapidly at the moment and it's becoming harder and harder to rank sites permanently especially when using blackhat link building methods.

Google just isn't willing to rank sites using link spamming techniques and prefers to rank retailers and brands over

affiliate sites.

Another thing to consider is if you find a niche with a high search volume yet there's little in the way of forums, blogs, social media groups etc you might not want to enter this niche.

Without strong SEO skills you'll struggle to get traffic unless you are willing to go for paid advertising which could get expensive.

This is something which happens especially if creating sites around embarrassing illnesses and problems for example.

I mean how many people want to blog and write on forums about topics like anal bleeding or jock itch. If you insist on getting involved with SEO then there's a few resources I personally recommend:

1. [Matthew Woodward's Award Winning SEO Blog](#)
2. [Brain Dean at Backlinko for intelligent SEO](#)
3. [Terry Kyles Traffic Planet Forum](#)
4. [Niel Patels Advanced Guide To SEO](#)

Once you've evaluated that you have a unique angle and can get traffic you can look into testing the niche.

Testing the niche...

If you've determined that your niche idea is one that has demand, an easy to reach target audience, products to sell and that you can personally compete in before you jump in and spend months working on it and your hard earned cash you should run a small test first just to be 100% sure this is a profitable niche for you.

Testing a blog...

If you wanted to start a blog then test first on a small scale.

Write 3 articles and add an email sign up form to the site along with some products.

Create an email follow up series using Aweber that promotes some affiliate products you plan to sell and drive some traffic (preferably paid for quickness) to the site.

The reason for using paid traffic is that it's instant so you can test the niche straight away and see what results you get.

Organic traffic can take time. You'll be looking to measure clicks to your site, email opt ins and sales.

Google Adwords and Facebook Ads are both good options here. Stumbleupon also offers cheap paid traffic and in certain niches that have lots of people who 'stumble' can be effective.

Personally I prefer Facebook Ads as you can get really targeted and market to people who have liked one of your competitors or a product you want to promote.

Testing an email list...

If you simply wanted to build an email list then set up an opt in page offering a solution to whatever problem your niche audience has.

Also create a 30 day follow up email series in Aweber giving advice and recommending products which solve the niche audiences problems.

Drive traffic and check your opt in rates, email open and clicks and sales. Be careful not to focus on solely marketing to them but offering value in your emails and helping them solve their problems.

Testing A Product...

Before you create a product you'll want to test that people will actually buy it. You can do this by creating a 'fake' sales page complete with buy button on the site that doesn't actually lead to a payment processor but a page that says "this product has sold out".

Using Google Analytics you can set up a goal that anyone who lands on that page counts as a sale and measure whether people would buy it.

Again driving paid traffic will be the quickest method to test this. To write a basic sales page for testing purposes you can use this guide:

www.wevecreatedamonster.com/niche-market-product-testing-how-to-know-if-an-internet-business-idea-is-worth-pursuing/

To set up goals in Google Analytics see this guide: <http://www.youtube.com/watch?v=S3AjCMM-NZw>

Chapter 8: Niche Questionnaire & Checklist

Use this 10 step questionnaire checklist to determine whether you should enter this niche.

1. Do the people within the niche have a desperate problem they need a solution for or a passion they spend money on?
2. Is it an evergreen niche or problem that will be around for a long time?
3. Is this a niche you feel comfortable marketing in? I.e. Is it ethical, legal and something you won't feel bad about doing.
4. Is there enough demand based on keyword search volumes and so on?
5. Are your target audience easy to find? I.e. Are their blogs, sites, forums and social media profiles where they already hang out.
6. Are there products to buy and are they selling? Do these products sell online or are they bought locally? Is there more than 1 product you can sell and repeat sales potential?
7. Are their people already competing in the niche? Can you offer something unique, different or better than them?
8. Are their retailers with affiliate programs so you don't have to create your own products (to begin with at least)?
9. Do you have enough interest or passion in the niche to create content people want to read? If not can you afford to outsource the content creation?
10. Can you think of at least 30 topic ideas or subjects

you'll write on off the top of your head? You need to be sure you can continue to write on the niche topic for months and years.

If the answers are mostly positive, paying close attention to demand, traffic, competition and products available, then you can go ahead and compete in the niche.

Chapter 9: Turning Your Niche Idea Into A Business

At this point you should now have a small number of niches that you've determined are viable.

You can either go with the niche the numbers show will be most profitable or the one you're most interested in and believe you can put the most effort into.

The key now is to take action and turn these ideas into online businesses whether that's authority sites, niche blogs, email lists, ecommerce sites, products or services.

Whatever path you choose focus on it, stay motivated, and make sure you've done your research properly before hand as laid out in this guide.

THIS REPORT WAS FIRST PUBLISHED AT

[HTTP://WWW.NICHEHACKS.COM](http://www.nichehacks.com)

**IF YOU LIKED THIS REPORT YOU'LL LOVE WHAT
ELSE YOU CAN FIND.**