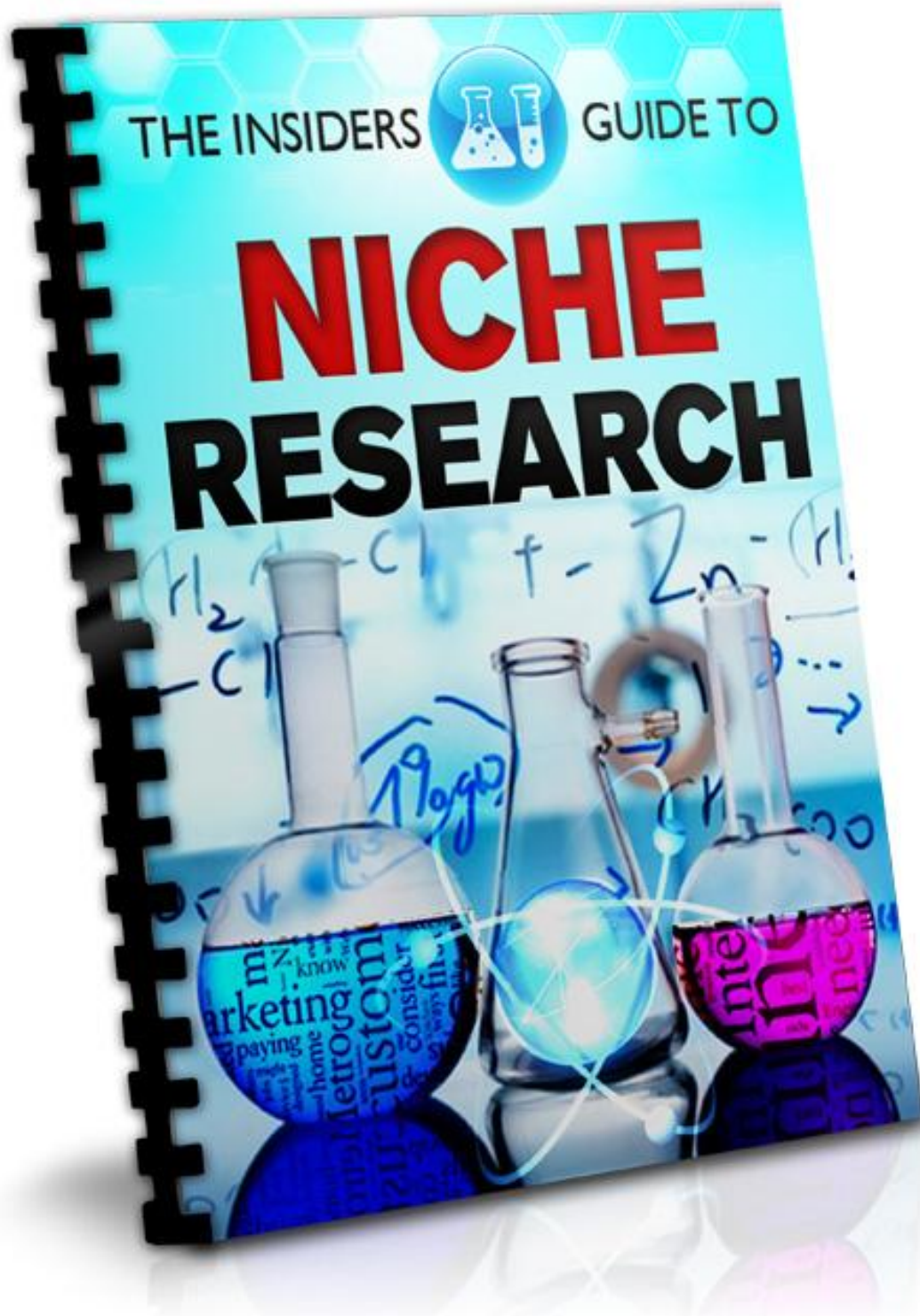


The Insiders Guide To Profitable Niche Research



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Contents

Disclaimer	2
Introduction	4
What To Look For In A Niche	6
Why Evergreen Niches Are So Profitable	9
Finding Products To Promote	13
Clickbank	13
Amazon	15
Finding Profitable Keywords	19
Summary	24

Introduction

One of the hardest things marketers have to do is pick a niche to market in. This choice can make or break your efforts to make money online, and far too many marketers make the often fatal mistake of leaping into the weight loss or make money online niches.

Because these are high traffic niche with a lot of money to be made in them, many people feel they will leap into these niches because they should be easy to make money in. Right?

Wrong!!

These niches are the hardest niches for a new marketer to make money in. The competition is fierce, the buyers are savvy and you can quickly find your resources and motivation drained as you lay on the verge of giving up.

Whilst there is money to be made in these niches, there are other niches that are much easier to make money in when you start out. If you are determined to go into either of these niches, then do so when you are established and have learned the ropes. You will be in a much better position to tackle them.

Many marketers tell you to start out in a niche that you are interested in, i.e. something you are a fan of or are passionate about. This can be a good idea because it is much easier for you to be motivated by something you have an interest in. It allows you to focus on the Internet marketing and not have to learn about a niche as well.

However, there are some cases where a niche just isn't profitable. There are some hobbies and interests which do not lend themselves to marketing. Martial arts tend to be one where people will buy an occasional DVD or book, but that is about it. Compare this to a baseball fan who will buy almost anything to do with his or her team!

It's important that when you select a niche it is one where people make purchases or click on adverts online. Some niches people solely look for information. For example, the niche of Dog Ear Infections might have a lot of traffic and little competition but people tend to be looking for

information before they make a decision on whether or not to take their dog to the vet. They are not looking to buy dog related products. This makes that niche very poor.

However, a niche such as Outdoor Heaters is a much better niche because people tend to be looking for information to help them decide to buy a product, which they will often buy online.

You need to consider whether the product or niche you want to promote is something that people buy online. Something like shoes, expensive jewellery and watches don't tend to be bought online. Think about it, if you were buying a \$10,000 Rolex watch, would you buy it from the Internet to save a few bucks or would you buy it from a reputable shop so you ensure you get a quality, genuine watch and good service.

All of these are things that you need to take into consideration when you are choosing your niche. It is important for you that you find a niche that is not only profitable, but one where you can realistically make money with the level of competition in the niche.

Should the level of competition be too high, you will struggle to get your website ranking in the search engines. If you have deep pockets and are planning to rely on paid advertising then this isn't going to be a concern, but most of us will want some organic, free traffic too.

This report is all about how you can find profitable niches easily. Don't worry, there are tens of thousands of them out there that you can work in and make money from.

What To Look For In A Niche

Firstly you need to understand what to look for in a potential niche. You can do the niche research as we talk about it here or you can focus in on subjects you are passionate about and have some knowledge about already.

Your first task is to write down a list of all the things you are good at, all of your skills, and all the things that get your fires burning, no matter how silly, trivial or small they could be.

Pause reading this report just for a moment and write some down, and then come back to the report and you can look at how to evaluate the subjects (or niches) you have chosen. Think about your hobbies, interests, sports teams you follow, job and other things that you know well.

Now you should have a few ideas of some niches that you want to tackle so you need to understand whether or not the niche is profitable and one that is worth pursuing. Don't be concerned if most of your ideas end up as no-go niches, there will be at least one gem in there that you can create a website it and start niche marketing.

1) Do People Buy From This Niche Online?

Not everything sells online and you need to consider this when choosing what you are going to promote. Some items, such as shoes, for example, really don't sell well online because there is such a variation in styles and fits. Very few people order their shoes from the Internet because they prefer to try them on first.

Expensive jewellery and watches are another thing that just don't sell online. If you are going to spend \$10,000 on a watch then you are hardly going to order it from the Internet to save a couple of hundred bucks!

Examine the niche you are considering and see if people are buying it online. How many reviews are there on an Amazon product? How many Adwords ads are there when you search for the keyword? How many of the sites in the top ten are selling products compared to how many are just providing information?

This is going to give you an idea of whether or not people buy the product you are considering promoting online or not. If they don't buy it online then there is little point trying to sell it.

2) How Many Other People Are Marketing In This Niche?

This is another important consideration when choosing a niche. If there are a lot of other people promoting products in this niche then it is more than likely one that is profitable.

If there are just a few or no people promoting the product you have to wonder if it is one that doesn't sell online or if you've discovered an untapped niche. The latter is unlikely, but it is possible. Do your research to find out if the niche is one which is profitable.

This will also give you an idea of the competition in the niche. A niche with too much competition may be too difficult for you to get traffic in, unless you are paying for the traffic that is.

You need the right balance of competition and traffic. Your skills in SEO and your budget for paid traffic will determine how high a level of competition you can work with.

3) Do People Search For This Niche On The Internet?

This is where you determine whether there is enough traffic to make it worthwhile marketing in the niche that you have chosen.

Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]	Ad share	Google Search Network [?]	Search share	Approximate CPC (Search) [?]	Local Search Trends
<input type="checkbox"/> [dog training] ▾	High	60,500	33,100	-	74,000	-	£1.20	
<input type="checkbox"/> [dog training videos] ▾	High	2,900	1,600	-	1,900	-	£0.96	
<input type="checkbox"/> [dog training schools] ▾	High	1,900	1,300	-	1,900	-	£3.83	
<input type="checkbox"/> [dog training advice] ▾	Medium	1,900	1,300	-	1,600	-	£0.80	
<input type="checkbox"/> [dog training tricks] ▾	Medium	720	480	-	880	-	£1.00	
<input type="checkbox"/> [dog training techniques] ▾	High	1,000	720	-	720	-	£0.84	
<input type="checkbox"/> [dog training school] ▾	High	880	480	-	720	-	£3.33	
<input type="checkbox"/> [dog training video] ▾	High	590	390	-	1,900	-	£0.95	
<input type="checkbox"/> [free dog training] ▾	High	720	480	-	590	-	£0.97	
<input type="checkbox"/> [in home dog training] ▾	High	390	320	-	390	-	£1.31	

If there are not enough searches per month then you will get very little traffic, meaning your earnings will be low. You have to balance traffic versus earnings. So a niche where you get paid \$500 a sale may be

profitable to go in with only 500 searches a month, but a niche which only pays \$5 a sale won't be worth as much to you.

It's important that you determine how many people are actually looking for the product you are promoting in order to determine how profitable the niche will be for you.

Remember that the more profitable niches and high traffic niches are likely to have much more competition, meaning it could be harder for you to rank well in the search engines and start to earn.

4) What Problems Cause These People To Turn To The Internet

People come online to buy a product because they have a problem that they want a solution for.

Whether they have come online to buy a lawnmower, solve a health problem or buy a jersey for their favorite sports team, they have come online to solve a problem.

In the first instance, their problem is they want to cut their lawn. Now they may want to do it cheaply, neatly or in style with a ride on lawn mower. You need to understand why they are at your website and market to them appropriately.

Understanding the problems your potential audience has helps you to focus your website content on their needs. The more relevant your content is to your target market, the more likely they are to stay on your website and eventually buy.

This is one of the big secrets of marketers who make a full time income online. Whilst it does entail some extra work on your part, it means more success from your website because it better meets the needs of your target market.

Why Evergreen Niches Are So Profitable

By far the best niches to market in are what are known as evergreen niches. The definition of an evergreen niche is one which is in constant demand, year after year.

So a niche like avian flu or the death of Michael Jackson are not evergreen niches because they are a flash in the pan. They come and go very quickly. Sure, you can create a website in this sort of niche, profit from it whilst it is hot, but it doesn't build you a long term business because after the interest in the subject has waned, the site stops profiting.

An evergreen niche is one where the interest in the niche is constant over the years and new people come into the niche regularly.

Evergreen niches include things like parenting, debt, betting, making money, weight loss and so on. These are niches which are going to be profitable now and will still be profitable in a year and five years time.

People are in debt now. People were in debt ten years ago and people will be in debt in ten years time.

People want to make more money now. They wanted to make more money twenty years ago and they will still want to make more money in twenty years time.

Setting up websites in an evergreen niche means that you can profit from a single website now and in the future. This means you can work once and get paid time and time again for that effort.

Any smart marketer will realize that this is a good thing and a great way to build a long term sustainable business.

Many marketers tend to have a combination of evergreen and other websites in their portfolio. This gives them a good range of earnings. They have the long term earnings from the evergreen niche websites and then the short term boosts in income from the non-evergreen niches.

When you are considering entering a niche you need to determine if it is an evergreen niche or not. If it is evergreen then it is a lot more attractive to you as a marketer.

Remember that when you build a website in an evergreen niche you can build a long term, sustainable income. Building these websites can provide you with a nice stable income to replace any day job income.

Make sure that your website portfolio contains a mixture of evergreen niches and other niches because this way you can profit from short term niches and build a long term business.

Some of the most popular evergreen niches include:

- 1.)ADHD
- 2.)Acne
- 3.)Adoption
- 4.)Alzheimers
- 5.)Anger Management
- 6.)Anti Aging
- 7.)Antiquing
- 8.)Anxiety
- 9.)Archaeology
- 10.)Arthritis
- 11.)Asthma
- 12.)Astronomy
- 13.)Back Pain
- 14.)Backpacking
- 15.)Bass Fishing
- 16.)Become A Nurse
- 17.)Bird Training/Train Your Bird to Talk
- 18.)Boating & Sailing
- 19.)Bowling
- 20.)Boxing
- 21.)Camping and Hiking
- 22.)Ceramics
- 23.)Cheerleading
- 24.)Chess
- 25.)Chicken Coops
- 26.)Chronic Fatigue
- 27.)Classic Cars
- 28.)Cooking/Recipes
- 29.)Copywriting
- 30.)Cure Hemorrhoids
- 31.)Decorating
- 32.)Depression
- 33.)Diabetes
- 34.)Divorce
- 35.)Dog Training
- 36.)Dropshipping
- 37.)Eating Disorders
- 38.)Gambling
- 39.)Gardening