



How to choose a profitable niche

PLUS - A BONUS KEY QUESTION ANSWERED

Potential buyers don't know or trust you – how can you get round this? See page 8.

This is an excerpt from the 31-Day Plan To Blogging for Profit Blueprint.

I want you to see how easy it is to follow simple and clear day-by-day steps like this and start thinking about which niche you'd choose.

You'll see how simple this all is if you break it down and do step 1 and then step 2 etc. **If you can do this, you can make money with the blueprints in Home Profits Formula!**

Sneaky huh? So, no more thinking that you can't do this. **Ok?**

Learning how to find and choose a profitable niche is essential to your online success. It is so easy to waste time, money and resources on trying to market to a favourite niche that either doesn't have the money to spend or is used to getting everything for free.

Let's start the lessons...

Over this lesson and the next two you'll discover how to find and then choose a niche. Read on...

➔ How to Find a Niche

Ask around about how to find a niche, and some people will tell you to follow your passions. Others will tell you to follow the money.

Here's an idea: Start with your passions... but then find out if they're profitable.

That way you're sure to make money, yet you're also working in a niche which interests you.

So, the first step is to uncover a niche. Let's start by brainstorming. Answer the following questions. Don't limit yourself to just one answer per question. Indeed, you should list as many answers as possible for each question.

Brainstorming a Niche

- What are your favorite topics of conversation?
- What was your favorite topic in school?
- What job do you work now?
- What job do you wish you had?
- What kinds of sites do you visit regularly and/or have bookmarked on your computer?
- What kinds of TV shows/channels do you like to watch?
- What types of magazines do you subscribe to?

- What are your hobbies?
- What do you spend your expendable income on?
- If you had \$1000 to spend right now to spend on yourself, just for fun - what would you do with it?
- What are your favorite books?
- If you could take three college courses, what would they be?
- What topics do you know a lot about?
- What topics do your friends ask you about?
- What type of events do you like to attend?
- List your other interests:

Today's task: Complete the above questionnaire. Once you're done with it, you should have several possible niches that interest you and/or that you know a lot about.

Next time you'll find out if these niches are profitable!

How to Choose a Niche, Part 2

If completed yesterday's assignment, then you should have a list of potential markets, niches or topics.

Now let's work on whittling this list down by doing some market research.

In other words, you're about to discover which of your potential niches is profitable – and which ones you should discard. Read on...

How to Tell if a Niche is Profitable

Sometimes a marketer finds niches that seem to have very few other marketers actively working in the niche. And the first thing the market sees is dollar signs, as he believes he found an "untapped" or "unexploited" niche.

Maybe you'll have the same experience and the same thoughts.

If this happens to you, however, consider this: Maybe the niche really isn't "untapped." Instead, perhaps the reason why there aren't other marketers taking advantage of it is because there isn't any money in the niche.

When you become a more experienced marketer, you'll be better able to tell if a niche is untapped or merely unprofitable.

For now, however, I suggest that you look for niches with plenty of marketers in them. That's because a lot of marketers selling a lot of different kinds of products generally points towards a profitable niche.

Here then are some ways to determine if a niche is profitable...

a) Check Marketplaces

If you'd like to sell information products (i.e., ebooks), then check out the Clickbank.com marketplace. Simply go to www.clickbank.com/marketplace. Then you can use the search function at the top of your screen ("Find Products") to uncover niche products.

All you need to do is enter your broad keywords as a search term.

Example: Gardening, dog training, weight loss, quilting, horses... and so on.

For the moment, you just want to see if there's an interest in the broad market (and then you can narrow it down to a tighter niche later, based on what you uncover during all of this research).

Now look at the results. Typically, the products near the top of the results are the more popular products. So if you see several products on the same topic at that top of the search results, that's a very good sign – it shows there is some demand, and that there's a market buying the products.

Another marketplace you can visit is Amazon.com. This goes for whether you're selling info products or physical products. Again, just enter your main keywords. Those products appearing at the top tend to be the best sellers. If you see a lot of products, then consider it a good sign.

Today's task: Research Clickbank and Amazon as described above.

Tomorrow you'll discover all the other steps needed to research your potential markets!

How to Choose a Niche, Part 3

Last time you started learning about the different ways you can research a market to see if it's profitable.

Let's pick up where we left off..

b) Search Google

This is easy – simple enter your broad keywords into Google (such as “bodybuilding” or “motor homes”) and see what comes up. You're looking for two things:

- 1. The organic results.** These are the regular search engine results. Pay attention to the top sites (those on the first page).

What are these sites selling? If many of the top sites are directly selling products or services – or if they carry ads for products and services – that's a good sign. And if they're selling similar items, that's a clue about which particular kinds of products are popular.

Secondly, look at the competition. Are there plenty of sites in the results? Again, that's generally a good sign, because it shows some demand.

- 2. The sponsored results.** You also want to look at the paid ads that appear at the top, bottom and along the sides of the results. If there are only a couple ads, be worried. But if all the ad slots are taken, that's good – because marketers don't spend money advertising if there are no willing buyers.

c) Check Offline Publications

Now look at offline publications related to your market. For starters, are there magazines devoted just to your market?

Example: If you're interested in dog training, then you'd quickly notice several dog-related magazines (like Dog Fancy).

That alone is a good sign. But you also want to browse through these magazines and see what type of paid advertising appears in the publication. This will give you a clue about what's hot in that market right now.

d) Keep an Eye Out for Other Paid Advertising

Listen to the radio and watch TV. Are there any channels or stations related to your market? If not, can you find any specific TV programs related to your market?

Example: Take the example of dog-training again: Just a quick look across a variety of channels (including Animal Planet) reveals several dog-training programs, just as Cesar Milan's "Dog Whisperer" program.

And if you watch the commercials, you'll see plenty of paid advertisements for paid products. Both the show and the commercials indicate there is a demand for products in the market.

e) Look for Offline Marketplaces

Finally, you can look to offline marketplaces to see if there is a demand. You can look for retail shops or entire sections in big stores devoted to your market.

You should also look for offline events, like trade shows, conferences

and workshops in your market.

Once you do all the research described in this lesson and the last, it will quickly become clear which of your potential markets have the most profit potential. If you have a couple that seem to be equal, then just choose the market you think you'd enjoy the most.

Bonus Report - Potential buyers don't know or trust you – how can you get round this?

Trusting in someone is an essential thought process that goes through everyone's mind when deciding whether to buy something.

The common questions everyone asks themselves are...

1. What is it?
2. What's in it for me? - What are the benefits?
- 3. Why should I buy from you? - Can I trust you?**
4. What's the next step?

Number 3 is the seemingly hardest one to overcome. There is an easy way and a hard way.

This report is part of the hard way that I'm using. I'm trying to build trust with you because I am showing you how to solve many of the drawbacks in succeeding online.

I will or have shown you....

1. How and why, you've failed so far. To stop this happening again.
2. The difference between flawed plans and the 20 proven blueprints that I include because one size does not fit all!
3. How to never get stuck again.
4. Help you get traffic – The 3 easy ways... While showing you 20 more traffic methods are almost in your grasp.
5. How to find a profitable niche.
6. And how to get potential buyers to trust you – a vital step. This bit!

I've taken a lot of time to research and write these reports and guides for two reasons. Because I want you to avoid the barriers to success that trip up so many but also to build up that trust in me.

I've given this all to you for free, worked this hard to help you. Therefore, Tony is a great guy and you should look at what I'm offering!

There is a shortcut. Phew!

Borrow the trust people have in others.

If you start with one of the many ways to promote goods at Amazon then as soon as they are guided to an Amazon page they relax as they know and trust Amazon.

Perhaps you always promote the best bargains on Amazon in your niche. As you save them money then you become more trusted. Now perhaps is the time for your product "How to find the best Amazon bargains" or your bargains membership site.

As you can see the trust is first borrowed from Amazon and then earned by you.