



NICHE AUTHORITY

THE ULTIMATE GUIDE TO FINDING

Your

NICHE AND DOMINATING IT

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Introduction And What You Will Learn



If you're interested in running a successful website or blog, then the 'niche' you choose at the start is one of the single most important decisions you will make. This one decision will impact everything from the design of your website, to the type of content you write about and the kind of visitor you attract. Even your potential monetization options will be decided at this point before you've even turned on your computer!

And if you get it wrong? Well, there's no such thing as a 'wrong' niche but suffice to say that some are far more lucrative than others and that some will be much harder to break into.

Before you take *any* action in creating a blog or website then, you should read this e-book to learn how to go about picking a niche that can work for you.

What is a Niche?



Perhaps a good place to start is by explaining precisely is meant by the term 'niche'. Simply put, your niche is your 'subject matter' for your blog. So if you're going to be writing about fitness, then fitness and health is your niche. If you're writing about making money online, you're in the business niche, or the 'make money online' niche.

The reason we use the term niche rather than 'topic' is because the topics you cover might sometimes break out of your niche. For instance, you can write a post about going on holiday and your site will still be a 'fitness niche'. Likewise, the term 'niche' is used because – as we've already

suggested – this decision will affect much more than just your subject matter. You can have no content whatsoever and still be in a niche – if you have a community site for instance. At once then, your niche describes your:

- Topic
- Audience
- Products
- Design
- Mission statement

If we look more specifically at what the word ‘niche’ actually means, then this can shed a little more light on the matter too. Looking at OxfordDictionaries.com, we get the definition:

A specialized segment of the market for a particular kind of product or service:

he believes he has found a niche in the market

smaller cooperatives must find and develop a niche for their speciality product

This description makes sense for a blogger too as it illustrates the fact that this is at least *partly* a business decision. Ideally, your niche should *also* unveil a niche in the market – meaning that you’re meeting a demand that is as-yet unfulfilled. Of course, this isn’t something that every ‘niche’ website needs to accomplish but as you read on you’ll see there are definitely some parallels. Ideally your niche will *also* provide you with access to some niches in the market!

Statistics



Now you might be wondering why the best niche is even a question. Isn't it just a matter of looking at which niche is the most successful in terms of traffic and then picking that one?

Well, as we'll see, there are many factors besides just traffic volume that are vital to consider. More to the point though, even if you *did* just go with the most 'popular' topic, you would likely find this isn't as clear cut as it should be either.

Why? Well apart from anything else, many sites aren't so clear cut in their niche to begin with. If you look at the most successful blogs across all niches then you have things like The Huffington Post, Boing Boing, Techcrunch and Kottle... The biggest blogs aren't necessarily in the most popular niches when you look at volume across *all* of the web and many bloggers don't openly share their traffic stats anyway.

Looking at a survey conducted through Warrior Forum, popular blog topics appear to include the 'making money niche', the 'health' niche, the 'dating' niche and the 'betting niche'.

But while the stats may not paint a clear picture of the 'most popular niches' what we keep repeatedly seeing in regards to this topic is just how important the choice of niche is to your eventual success.

What You Will Learn

Over the course of this book then, you will learn...

- What factors to consider when choosing a niche
- How to research your chosen niche
- How to ensure the niche you've picked is a fertile area to work in
- How to find routes to market
- How to identify opportunity and genuine gaps in the market
- How to monetize in any given niche
- How to create entirely new niches of your own
- How to ensure a steady stream of new content for your chosen subject

- How to work in niches outside your comfort zone
- What to avoid when considering your niche

By the end you should have a thorough understanding of what makes a niche suitable for blogging and this will arm you to make the right choice for your business. Most importantly, you'll see how choosing the right niche can practically *guarantee* your success as well as ensuring you actually enjoy the day-to-day process of maintaining your blog.

Understanding and fully grasping this concept could well be the difference between years of struggle and instant success. *Don't* underestimate its importance!

Chapter 1: How Have You Chosen Your Niches to Date?



A good place to start might be looking at the position you find yourself in currently. In other words, how are you choosing niches at the moment and what has been your 'system' for finding new subjects to cover so far? This is an important question because there's a good chance you're currently using the wrong strategy and that this may be sorely limiting your potential to succeed.

Avoid This Common Strategy

The most common strategy that you'll find new bloggers using to find their niches is simple: looking for the biggest niche in terms of audience and then starting to write in it.

Unfortunately, this is one of the surest ways to make life *as difficult* as possible for yourself.

An example of this might be to make a fitness blog. Fitness is a massive industry, it applies to everyone and we've seen countless other blogs be successful in this area. It's a sure thing right?

Well no...

See, the very fact that fitness is such a popular niche is what makes it such a terrible choice for your first blog. If you're creating a blog in the fitness industry, you now have to compete with thousands upon *thousands* of other blogs. Those include the likes of Bodybuilding.com and MarksDailyApple – blogs that have been around much longer, that have far more resources to pour into marketing and that have a lot of brand visibility.

Now you'll write a post on 'how to get six pack abs' and you'll be competing with a hundred million *other* articles on getting six pack abs. How can you hope to stand out and get noticed?

The same goes for finance and for other topics like dating.

There's another problem too: writing for the 'biggest niche' will almost always mean picking something that you're not already an expert in. Sure, anyone can write articles about sit-ups... until someone injures their spine and blames you for it! And if you're writing about investment strategies, business management or other more complex topics then you may well find that it's an awful lot harder to keep coming up with new stuff.

This doesn't just mean you're unlikely to stick at writing your blog (because you find it boring), it also means that you're less likely to find more

interesting and novel content – as you won't be up-to-date with the latest news in the industry and you won't have a full grasp on the subject.

For this reason, people who simply pick 'popular' niches to start their blogs in are almost always disappointed to find that after several years of just plugging away on the same topic they don't actually get anywhere. And then they give up...

Chapter 2: Starting with Self Interests



So if you can't just pick the biggest niche, what *do* you do?

Well, a popular piece of advice among writers is to 'write what you know'. Granted, this advice is generally aimed at fiction writers and creative writers but it *definitely* still applies here.

What does this mean? It means write something that you have experience in and write something that you enjoy and find interesting. In an ideal situation, you shouldn't view writing your blog as 'work' at all. Rather it should be something that you actually enjoy and actively look forward to.

What this means is that you should pick a topic or niche that is already a hobby or interest of yours. Right away this will give you a head start as

you'll be bringing lots of knowledge to the table. You'll know the subject and you'll know what kind of content you like to see in it. This means your blog will stand a much better chance of standing out and of being something interesting and unique in your field.

More importantly though, writing a blog on a subject you find interesting means that it won't be a chore for you to keep it updated. This means you'll be likely to fill it with a higher quantity of content and that content will be likely to be of a better quality at the same time! Your passion and love for the subject will keep you writing about it on a regular basis and it will come across in the way you sound enthused within the content.

Examples of Blogs on Personal Interests

So what might a blog on a personal interest look like?

This is the part of the equation that a lot of advice and a lot of eBooks forget. It seems obvious to write on a niche that you enjoy right? Just pick a hobby and make that into your blog!

But here's the thing: a lot of us don't have traditional hobbies or interests. A lot of us are so busy working that we don't get much time to pursue a new language, travel or computer programming. Many of us don't know much about finance, aren't in particularly great shape and don't know how to cook especially. Maybe you spend your evenings mostly just watching TV and playing with the kids... So if you don't have a clear hobby or interest, how are you supposed to turn that into something you can write about?

The trick is to realize that *anything* can make a good niche for a website and it doesn't have to be something that you would consider a 'hobby' or pastime in a traditional sense.

For instance, let's say that you enjoy the computer game Sonic the Hedgehog. That's not something you'd proudly announce at a party as being your 'hobby' but that's not to say it can't make a *great* niche for a website. The same goes if you love the show Doctor Who, or Come Dine With Me, or The Office. Fan websites do *brilliantly* because they are something that a lot of people know about and that *some* people are very passionate about. What's more, fan websites provide obvious routes to market, they don't face too much competition and they have a steady supply of new stories and options for news.

In other words, a fan website is actually *perfect*. Once you choose your topic, you'd just have to find an existing SubReddit or group on Facebook/Google+, announce it and then watch other fans flock there. You might even be able to get some support from the official makers!

The same goes for a sports team. Sports teams are fantastic niches because again, there are a lot of very passionate people interested in the subject and there are plenty of opportunities to promote yourself. How about the next game's program for instance?

If you don't have something like that, then you can also look to your daily life. You could write a personal blog about being a Mum, about looking after an elderly relative... about your dog even!

You can also look at personal experiences. Where have you travelled? What have you studied?

Combining a Niche With a Personal Brand



There's also a lot to be said for inventing whole new niches which you can do by looking at who you are as someone a little more *complex* than a person who enjoys just one topic.

You are a unique individual and you probably have a unique perspective and take on the subject that you're covering. If you want to make a personal brand for your blog or website, then why not tap into that and create a whole new niche that *only you* could write?

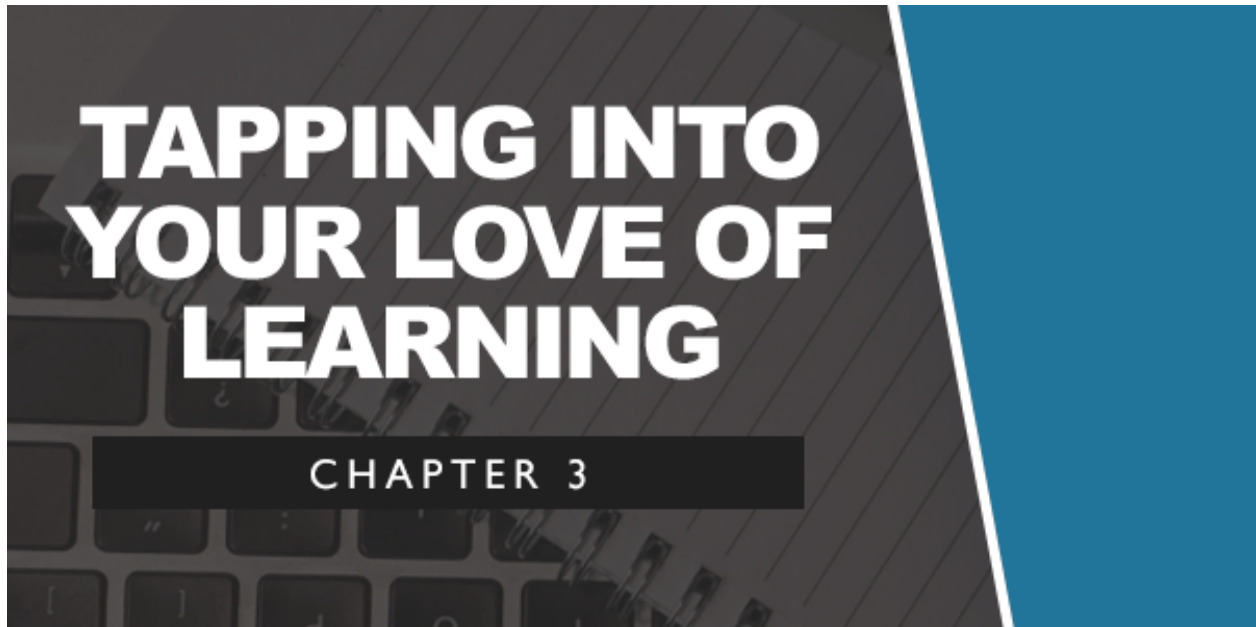
This might sound confusing but think of some examples. The website Nerd Fitness for instance is highly popular despite not neatly fitting into one category. Instead it works by combining two separate niches – 'nerd

culture' and 'fitness'. This creates something entirely new and focusses on the things that the blogger is interested in. He's then put himself at the heart of that topic.

Another example is the 'Art of Manliness'. This is an entirely new niche that you won't see listed on any guide to 'top website topics' and it revolves entirely around what the author finds interesting. This makes the Art of Manliness much more than just a standard website with a standard niche – it is elevated to the point where it can be thought of as a movement or a way of life.

So if you don't have one hobby – even a less obvious one – take a long look at who you are, what you're really interested in and what you can offer that no one else can. Otherwise, think about your personality and how you can cover an old topic in a new and interesting manner.

Chapter 3: Tapping Into Your Love of Learning



There's one more option for those of you who might not have an obvious topic in mind yet... And that's to learn something new.

So you have no area of expertise and no hobby or skill. That's fine, most people don't!

But you must have things that you *find* interesting. You must have ways you'd like to improve and things you'd like to learn – and this is why you can create an exciting blog around the idea that you're learning the new subject and sharing what you're learning at the time.

Wish you were a hacker? Then why not learn hacking and write about your experiences as you learn?

Wish you could speak another language? Why not share your progress and provide tips to that end for your audience along the way?

Why Listen to a Learner?

Now you might be wondering why someone would want to read advice from you if you're not an 'expert' of any kind in your given subject. What could you possibly have to offer?

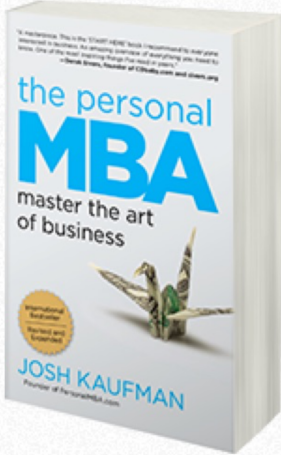
This is a short sighted view though: actually, writing as a learner has the advantage of ensuring that you don't scare your audience away with jargon. Often learners make the best teachers because they find it that much easier to put themselves in the shoes of the people they're trying to teach. What's more, this gives your content an interesting narrative as you can discuss your learning journey along the way. This gives your content a bit more of a personal touch and can be fun for your readers.

There's another advantage to writing as a learner too – and that's that you will have an easier time.

The problem with teaching as an expert is that a lot of other experts are going to be watching you and waiting for you to fail. If you're a fitness writer and you suggest a move that might open up the rotator cuff just a little too much, you can bet that the more knowledgeable portion of the fitness community will come down on you like a ton of bricks. If you're writing about the brain and you get your 'white matter' and 'grey matter' mixed up, then you can end up the laughing stock of Reddit.

If you write as a learner though, then you are admitting that you're not an expert on the subject, that you are likely to make mistakes and that you're still learning on the job. As a result people will be more patient with you and more sympathetic and you will have more license to write freely without fear of criticism.

An example of a highly successful blog in this nature is 'The Personal MBA'.



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This blog was the pet project of Josh Kaufman who started it in order to take notes on his progress learning about business. He wanted to undertake an MBA but didn't have the time or the money to do so. Thus, he set about to see if he could learn all the principles taught on such a course and kept his blog as a kind of repository for all that information for his own reference.

In doing so, he created a fantastic resource for entrepreneurs and would-be business men and women. The result was a highly popular site and eventually a book deal. Ironically, *this* became his business!

This story might inspire you to approach a topic as a newby and especially if you can give it a unique angle as Josh did. At the same time, it also shows us another advantage of picking something you want to learn – if you want to learn a topic and if you find the resources to help you aren't out there... well then there's a very good chance that other people will feel the same! Build a blog for yourself and you'll be building it for other people too.

This is what some people refer to as 'scratching your own itch'.

Personal Growth

Of course all this doesn't only apply to learning an actual topic. You can also take the 'new to the field' approach to other types of activity or more general 'growth'.

Fitness blogs are often popular for example when you start off with the aim of losing 'X' amount of weight. Someone who is overweight themselves would likely find it reassuring to read of your exploits, rather than hear advice from someone who has abs on their abs!

Likewise, you can run blogs on general personal growth. Why not talk about how you've set out to become a better person? Or more confident? This is essentially what 'Art of Manliness' or 'Nerd Fitness' is – with an extra personal bent.

Chapter 4: Go Where the Money Is



Now all this is great but at some point you still need to think about the money. As with the design stage of any product, it's important to test there is an audience out there *before* you invest too much time and effort building your site and producing content.


This is why you need to think about how you're going to monetize and whether the niche you're thinking of choosing will support the business model that you have in mind.

And yes, some niches vary drastically in terms of profitability so this is a skill you should learn early on!

What Makes a Niche Profitable?

So what makes a niche profitable? To understand this fully, you need to think about the options available you have for monetization.

One of these options is advertising: placing Google AdSense or banner ads on your website. This is actually the least profitable form of monetization though because you'll be sending your visitors *away* from your site every time they click on an ad. What's more, you should consider that if those advertisers are willing to pay for your traffic, they must have a way to make more money from them than you are.

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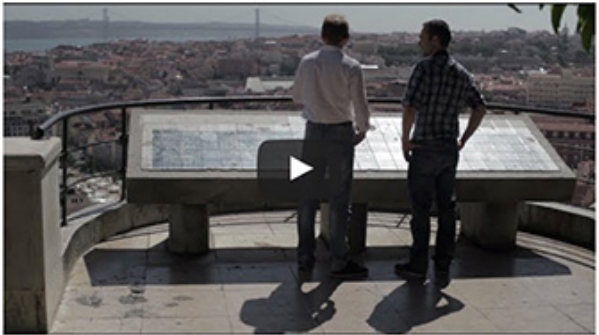
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How are they making money? Most likely it's by selling something. If they are selling something, then they'll be able to keep the lion's share of the profit from each visitor while at the same time keeping them engaged with their brand. This is what you should be aiming to do from your site, at least eventually. You can do this either by creating a product of your own – ideally a 'digital product' such as an eBook – or by selling a product you

didn't create, such as an affiliate product. Of course services are also an option.

Now what you have to consider is that some niches lend themselves to products you can sell much more easily than others. And this will impact on your advertising fee as well – think about it, if there's nothing for your advertisers to sell in your niche, then they won't be willing to pay very much to appear on your website!

So the most profitable niches are definitely those that have lots of things to sell.

This is where picking a niche like 'Sonic the Hedgehog' isn't quite so good. After all, Sonic the Hedgehog is a trademark of SEGA. This means that you can't sell your own Sonic the Hedgehog merchandise and the best you might get away with is a 'guidebook' – which isn't going to fetch a ton of cash.

At the same time, other advertisers aren't really going to want to advertise on your website either. You'll be able to get ads from Google AdSense but they might not be very relevant (they'll probably be from the likes of Amazon, or from other game manufacturers). This means they won't get clicked that often, which means you won't earn that much money from them. What's more, because they won't be selling any 'high ticket items' themselves, they won't be able to pay out huge amounts for those clicks you're getting them!

This is the kind of thing you need to be thinking about when you're coming up with your niche. Of course you *can* still make money from Sonic the Hedgehog blogs or other fan sites but it's going to be much harder

compared with some other niches and you might want to think hard to come up with some kind of plan first.

Some High Earning Niches To Consider

One of the most obvious reasons a niche might be high earning is that it offers a form of investment for the customers. So let's say that you have a blog on investing – this is something that people will be willing to *pay* to learn about, because they should be able to earn more money from that knowledge than they spent to acquire it. The same thing goes for something like business (like The Personal MBA). People spend *thousands* on online courses to learn how to make money from websites. Why? Because in theory they'll earn that money back!

The other type of niche that is likely to be very profitable is any that promises to change your viewers' lives in a very measurable way. Here you want to think about your 'value proposition' or how you are making people's lives better.

This is why fitness is such a great niche to be in from a profitability standpoint: people are willing to spend a lot more money on fitness books, or workout equipment because they believe that they will give them abs, build them biceps and tone their buttocks.

This in turn can lead to them living longer, being more confident, having more luck with the opposite sex, looking better in clothes and more – to most people this is a highly tempting prospect and one they'd be more than happy to spend a lot of money on!

A similar example of this is dating. Dating is something many of us feel very strongly about, so if you write about that, you can earn a lot.

Of course other things are simply desirable and in this case, the ‘higher ticket’ the item you’re selling, the more you can potentially earn from your site. So if you’re writing about sports cars... well then you have the potential to earn a lot of cash! This is also why travel blogs can earn a lot of money – because they appeal to travel agents and sites like Trivago or Expedia for advertising.

If your niche isn’t obviously profitable in that it doesn’t have a tempting value proposition, the promise of investment or high ticket items then you just need to get a little more creative. And creativity can benefit you anyway.

For instance, maybe your plan is to make money by helping people find hotels to stay in so that you can then take commission? Maybe your plan is to build the site up and then branch out and extend into another area? Or perhaps you’re just going to sell the site once it gets to a certain size.

Whatever you decide, just make sure you’ve thought all this through before you go ahead!

Profitability and Your Target Audience

Something else to think about here is the type of audience you are going to get writing on a particular subject, or your ‘demographic’ to use the correct parlance. Even if your niche is *potentially* profitable, you need to consider

the possibility that it might not earn as much as it should if your audience don't have any disposable income!

If you're writing about computer games then there's a good chance your demographic might be somewhat younger – at least a large portion of it. This means they may not have as much money to spend as an older audience. This also happens to be a reason that the 'silver surfer' audience are so popular at the moment (pensioners on the web) as they tend to have a lot of disposable income!

Profitability and Evergreen Sites

Another thing to think about is whether the niche you've chosen is *always* going to be profitable. Because the point you need to keep in mind is that some things will just be 'fads' and others will be long lasting. Likewise, some topics will lend themselves more to 'evergreen content'.

This is something you need to take into account with a fan site again. If your fan site is about something new that is currently in the public eye – a recent film or book for instance – then you may struggle to find an audience once that particular interest falls out of favor.

Likewise, even if the thing you're writing about has a hardcore fan base that stick by it for a long time, you might still find it difficult to write 'evergreen content' that people can read in ten years' time.

Let's say for instance that you are running a site about Star Trek and you write a piece on your predictions for the third movie that's about to come out. In doing so, you have instantly dated that piece of content and if

people find it again in 10 years, it's not going to be relevant or interesting to them.

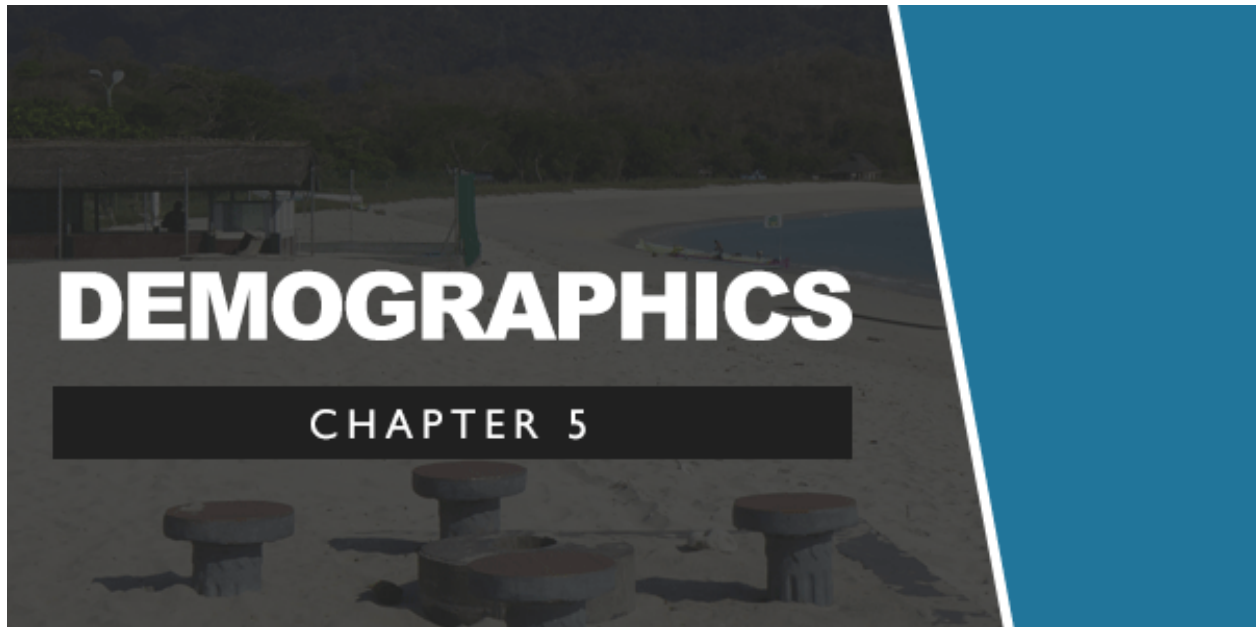
News sites struggle with this problem, as do tech sites and more. This is another advantage of a fitness site – it stays evergreen other than the trends that come and go.

Note that 'trends' and 'fads' can also mean movements – like CrossFit or like 'Bikram Yoga'. Even diets like the Paleo diet will likely eventually fall out of favor.

This isn't to say that you can't potentially make a lot of money from a fad in the meantime if you want to get in quick and get out. Better yet, if you can *anticipate* an upcoming trend or fad then you can stand to earn a lot of money before there's even any competition for you to face off against.

Unfortunately no single niche 'has it all' and whatever you pick, you will be making some compromises.

Chapter 5: Zeroing in on a Certain Demographic



In the last chapter we touched on some ideas that we're going to look into in a little more detail here.

Specifically, we spoke about the fact that some demographics have more disposable income than others and that some people are more likely to spend money too.

Thinking about your audience is an entirely different approach to your niche selection and can be an interesting way to come up with a topic to cover.

Shrinking Your Audience

If you choose to operate in a large niche like fitness, then you will likely find that you struggle to stand out and compete with the other blogs there. We have discussed this already. Fortunately though, there are some ways you can have your cake and eat it.

One option is to take a broad category but to aim your blog at a very specific niche. For instance: fitness for the over fifties. Or maybe 'parenting for people who work from home'. This is again very similar to the aforementioned 'Nerd Fitness'.

Honing in on a small target audience is a great way to make your blog stand out in a crowded niche and it creates some great opportunities for marketing and for promotion because you now have a specific crowd you can appeal to and a number of ways you can reach them. This way, you go from being a 'small fish in a big pond' to being a 'big fish in a small pond'.

What demographic based slants are there that you can pick from then?

Here are just a few ideas that might be able to get you started:

- Location based slants (LA, London?)
- Age
- Gender
- Illnesses (fitness for diabetics)
- Interests (fitness for the fashion conscious)
- Careers
- Sexuality
- Religion (Christian blogs are very popular)

And of course there are many more – so get creative!

Choosing Your Audience



Of course any niche you choose is going to affect the type of audience that you end up writing for. Some topics will naturally appeal to older or younger readers, some will appeal to one gender more than the other... etc.

This is just one more reason that you need to think *carefully* when selecting your niche. As stated, no niche has it all – and one that is highly profitable won't necessarily have the best demographic.

So to provide the best guidance in selecting your niche, let's consider what makes a great target audience.

Here are some considerations:

- Passion and commitment to the subject (here's where something like a football team is ideal)
- Free time (meaning they have more spare time to spend on your site)
- Disposable income (so that they can spend more money on your products)
- Personality (you want them to be friendly participants in your community)
- Impulsivity (or at least, a willingness to spend money on products)

So ask yourself, what type of audience meets all those criteria?

As mentioned, the 'silver surfer' is a particular demographic that's very popular at the moment, mainly because they have a lot of spare time and a lot of disposable income. This means they are more likely to spend a lot of time on your site and to spend money on the products and services you are offering.

A site that does this well is called 'Writers' News'. This is a site about the hobby of writing, that appeals to a lot of older women. These women spend a *lot* of time on the forum and generate a huge amount of user-generated content, which has a big earning potential.

But then again, silver surfers are also less than ideal in some other ways. For instance, they likely are in a happy relationship, they're probably retired and they might not have quite the same interest in spending money on new computers, holidays or books on fitness.

So consider every aspect of the target audience you'll be reaching before you finalize your niche!

Chapter 6: Is Your Niche Content Rich?



We've looked at whether a niche has 'evergreen content' or not but how about content... full stop?

Of course *any* subject matter is going to have *something* to write about but it sure is easier in some areas than others.

Ideally you want to find a topic that is still active and that is still evolving. This way, there will consistently be new things you can discuss. Ideally though, you want new topics that will remain evergreen.

In some ways, this makes fitness or bodybuilding less than ideal. After all, not much tends to change in the world of bodybuilding or fitness from one month to the next. Press ups will always work your pecs and sit ups will always work your abs... there are only so many countdowns of exercises for each bodypart you can write!

So how do websites on this topic overcome that limitation? One method is that they look at studies and research on the topic to find new ways to train and new suggestions. For instance, a study might come out showing that slow curls can lead to hyperplasia (the growth of new muscle cells). This then is a great new article in the making and what's even better is that it should remain relevant as long as subsequent studies don't reveal the information to be incorrect.

Still though, this is an area that's going to involve a lot of reading to stay up to date and it's not *highly* easy.

Technology on the other hand has lots going on and lots of new information – it's just a shame that a lot of it won't remain evergreen.

This is another reason that learning a new subject can be a useful strategy – this way you can share what you learn as you learn it. It is news as far as you are concerned and as far as your audience is concerned. At the same time though, as long as what you learned was accurate, it should still be useful information even when someone reads it ten years later.

Make sure then, that even when you feel you are something of an expert in your field, that you keep on learning and keep on absorbing new information.

This is another scenario where broad subjects come in handy. The 'Art of Manliness' blog for example is a blog that covers anything that could be considered 'manly'. This includes working out, making conversation at work, trimming your beard, shaking hands, smoking cigars, drinking whiskey... there are literally hundreds of different topics available that will still be within this niche.

Even if you don't choose to go as broad, consider giving your niche something a little different just so that you'll have more original content to come up with. And remember, if what you're writing has been done a million times before... then really you may as well not bother.

Researching Your Niche and Coming Up With Topics

Once you have your niche, it's definitely a skill to keep coming up with new topics and new articles to write. In order to do this, you need to make sure you have as much 'input' as possible. In other words, the more you keep learning on your subject, the more information you'll have to recombine and make into new topics. What's more, providing yourself with lots of information from other blogs and magazines will hopefully inspire you to come up with topics that will perform well.

So where can you get this inspiration and this information? A few good examples include:

- Other websites
- Magazines
- Books
- Podcasts
- YouTube

Don't just follow the exact formula of posts in other media though. If you do this, then yours will be unoriginal and likely derivative. Instead, think about ways you can learn from the *nature* of the article, rather than copying the specifics.

So if you like the way one article combined two topics, how about combining two different topics? Or if the article had a unique structure, how about applying that structure to something else?

It can also pay to read about things that aren't related to your niche at all – or that are vaguely related. This can give you ideas that you can then apply to your own topic, or it can provide you with more opportunities to combine topics and come up with something new.

For instance, reading about parkour you might find that you are able to come up with a new fitness topic – leg training for free runners. Or maybe if you have a coding website and you are reading about nutrition, you could work out which foods can support healthy brain function for a coder. How about décor?

The more you read, the better your writing will be and the more ideas you will have – it's that straightforward!

Another tip is to make sure you keep your eyes open for new topics and that you do more research to discover newer ideas.

So for instance, if you're reading about nutrition you might see the mention of a particular amino acid, or a particular nutrient. If you haven't heard of it before, then perhaps you could research that. Maybe it has some unique properties that not many people know about? Maybe it can be found in a particular food item? Maybe you could come up with a recipe around that?

Sometimes new ideas come just when you ask a question. Why is it that you can't rip that piece of paper in half 7 times? Why do we sneeze? Do

your own research and follow your own inquisition – if you're thinking it, then other people might be too.

Finally, don't be afraid to go straight to the source for breaking news and ideas. Go to expos in your niche, watch the games live if you're writing about sport, check the patents if you're writing about technology... even consider calling someone from high up in an organization to get the scoop. Or what about looking at press release sites to hear news straight from big companies?

Chapter 7: Is It Click Worthy?



We've already asked whether you'll be able to get high payouts from particular niches and whether or not there will be many advertisers operating in your niche. But another question to ask here is whether the topic you're looking at is 'click worthy'. In other words, is it likely to garner clicks, resulting in payouts from those advertisers?

Again, you'll be looking at many of the same factors to answer this question. The most click-worthy topics are likely to be those that have a clear 'value proposition' or that have the potential to help your visitors earn money. This isn't a strict requirement necessarily though.

Interestingly, the niches that are most popular online are the ones that have the most adverts – and that in turn makes them even *more* popular. Thus

all the 'big' common niches such as fitness, dating, making money online etc. all have a lot of opportunity to make money from AdSense.

But we've seen that creating a blog in these niches also has its downsides... so what's the answer? One option is to create a combined niche as we've discussed previously. Likewise you can do 'one off' posts that combine more than one topic.

For instance, if you were to make a blog on martial arts (relatively low clicking potential) you could write posts on fitness (higher click potential). On the other hand, make a blog on fitness for entrepreneurs and you could then have adverts from *both* those categories sending your click potential through the roof.

Researching the Market

How do you know for certain that your niche is potentially profitable with lots of click-worthy ads available? One way is simply to do some market research before you dive in head first. And the best way to do *that* is often to look at the competition. When you're browsing other websites, which ones seem to have the best quality and quantity of relevant ads? Which niches are being discussed as the profitable options on Warrior Forum and other blogs?

Another thing to think about when you're looking at AdSense are the keywords. If you use Google's keyword tool, you'll be able to see which search terms are the most popular and which have the most advertisers on AdWords (advertising that goes directly on Google, as opposed to on other websites). While it doesn't always follow, this is generally a good indication that a niche might be profitable and have lots of advertisers in it.

Does it Matter?

We've discussed earlier in this book that adverts really aren't the most profitable way to monetize a website... so why does it matter at all?

Well first of all, it pays to give yourself as many options as possible rather than to limit your earning options. Remember too that AdSense is incredibly quick and simple to set up, meaning that you can have a blog that's earning money in weeks this way (assuming you get the traffic).

More importantly though, the click-ability of a niche is a very good indicator that there's money to be made there and that it's worth your time working in this area.

Chapter 8: Digital Product Affiliate Promotion Potential



If you're not going to be relying on adverts, then what other options do you have for monetization? One of the most profitable *and* easiest to get into is affiliate marketing.

Affiliate marketing (as you probably know) means selling products that you did not create and do not own. For instance then, if someone created an eBook or an online course, you could then promote that product using a link and get paid a percentage of the profit every time that someone bought it. Sometimes this percentage can be anything up to 60% of the price!

How can the creators afford to pay out so much? Simple: they want your help promoting the product and anything you help them sell is going to be extra *on top* of what they would have managed on their own. In other

words, even if they only got 10%, that would still be 10% more than they'd get without your help. They are willing to offer a high percentage then because it's all extra and because this will then encourage people to promote their products instead of different ones. The great thing about digital products like eBooks is that they have zero overheads – they don't require any materials to create, they don't need storage and delivery is free!

Selling digital products as an affiliate is a brilliant way to make money then because you get a large chunk of cash for selling something that you didn't have to make. This means you don't need to waste time creating a product that might not sell (when you choose your affiliate product you can ensure you pick something that has already been shown to sell well!) and you don't need to spend money outsourcing, or have a technical skill of your own. It's an entirely risk free business model with *zero* overheads and no skill set required.

Finding a Niche for Digital Affiliate Products

So the question then becomes, which niches are best for selling a digital product as an affiliate?

If you consider that digital products are mainly *information* products, this means that you need to pick an area where information is at a premium. In other words, you need a subject where people are very eager to learn and will pay for that information.

This writes off a number of different niches. For instance, it writes off the ‘fan’ niche, seeing as most people probably wouldn’t be willing to pay much to hear your opinion on a new film or comic. Likewise, it writes off smaller niches, or niches where lots of information is freely available.

Again, the heavy hitters are things like fitness, business, dating and other areas where you can teach someone a skill that will improve their lives in a profound way. Ask yourself this: if you had to create a piece of text that would promote and sell a book in this niche, how would you go about making it sound like something people would have to buy?

If it was a fitness book, you might start with something like this:

Hey you! Are you tired of training programs that don’t work? Are you tired of feeling TIRED, FLABBY and UNATTRACTIVE? What if I told you there was a way you could get a shredded mid-section and strong arms in just 5 WEEKS?

Likewise, if you were trying to sell an e-book about making money, you might start it something like this:

If you’ve been dreaming of escaping the rat race and finally earning the sort of money you feel you deserve, then keep reading. There is a way that ANYONE can make money online and it’s surprisingly simple. Now, this isn’t a get rich quick scheme, it’s just a smart business model that happens to be...

Sounds good right? On both counts? We *all* want abs and we all want money and so these are easy ‘value propositions’ (remember that phrase?) to sell.

On the other hand, if you have a book on Neuroscience, you might find that this is a topic that's a little harder to sell products in. So one test to see if your niche is good for affiliate marketing is just to think: how would you go about pitching a book in this subject? If you can't think of a strong opener, then perhaps you should look elsewhere...

Skills and Hobbies

Note that there is another way to make an eBook 'must have', which is to sell something that a select group will need. For instance, if you happen to know how to set up a restaurant like the back of your hand, then you can find an eBook on this and make it a 'must have' for chefs who want to set up their own business. If you can find a book on stage lighting, then there will be a lot of stage lighters out there who will potentially be interested in buying.

Remember again though all the things we talked about regarding what makes a great demographic. Do stage lighters have lots of disposable income? Are they likely to spend lots of time online? To read eBooks? This is something that's worth researching.

Of course if you pick a smaller niche like this, then you have a smaller potential audience – but you also have more marketing opportunities and less competition. *Another* challenge as an affiliate marketer though is going to be finding products to sell. If you want to go this route, then you might want to consider creating your *own* product. We'll be looking at this in the last chapter, so keep reading.

Meanwhile, you can get the best of both worlds by finding a way to introduce one demographic to products from a broader niche. Sometimes

it's a matter of finding a group with easy routes to market and then convincing them that they need something they perhaps didn't realize.

For instance, you can take that Neuroscience eBook and you can introduce it to a group interested in 'self-help'. Likewise, you can take a fitness book and introduce it to bloggers...

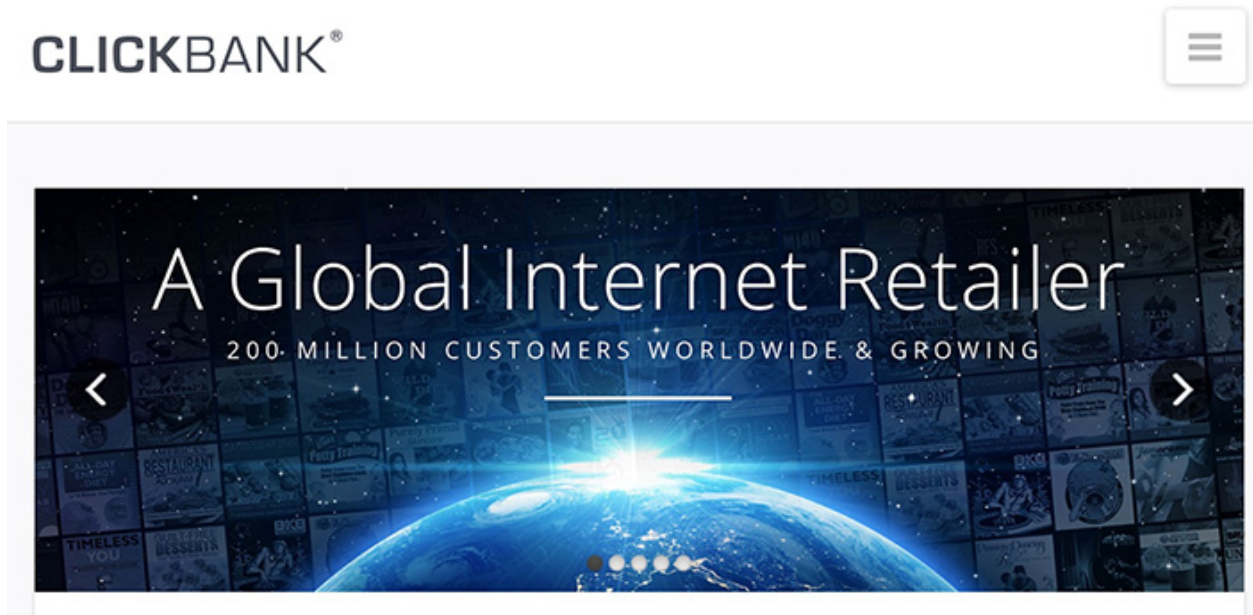
Big Affiliate Networks

Another way to know whether a niche works for selling digital products as an affiliate, is to research what's currently on offer and to look at the 'big three' affiliate networks. If you find a niche that has a lot of products available, then you'll be able to choose the best ones that you think will sell most easily *and* you'll be able to keep a steady stream of new products coming.

Because keep in mind, you don't just want to sell to each of your fans *once*. Ideally, you'll be aiming to create a large list of fans on your e-mail list so that you can message them with new products on a regular basis. (This also means you need to pick the best products you can find to ensure you maintain that trust!)

The most popular affiliate networks are:

ClickBank (www.clickbank.com)



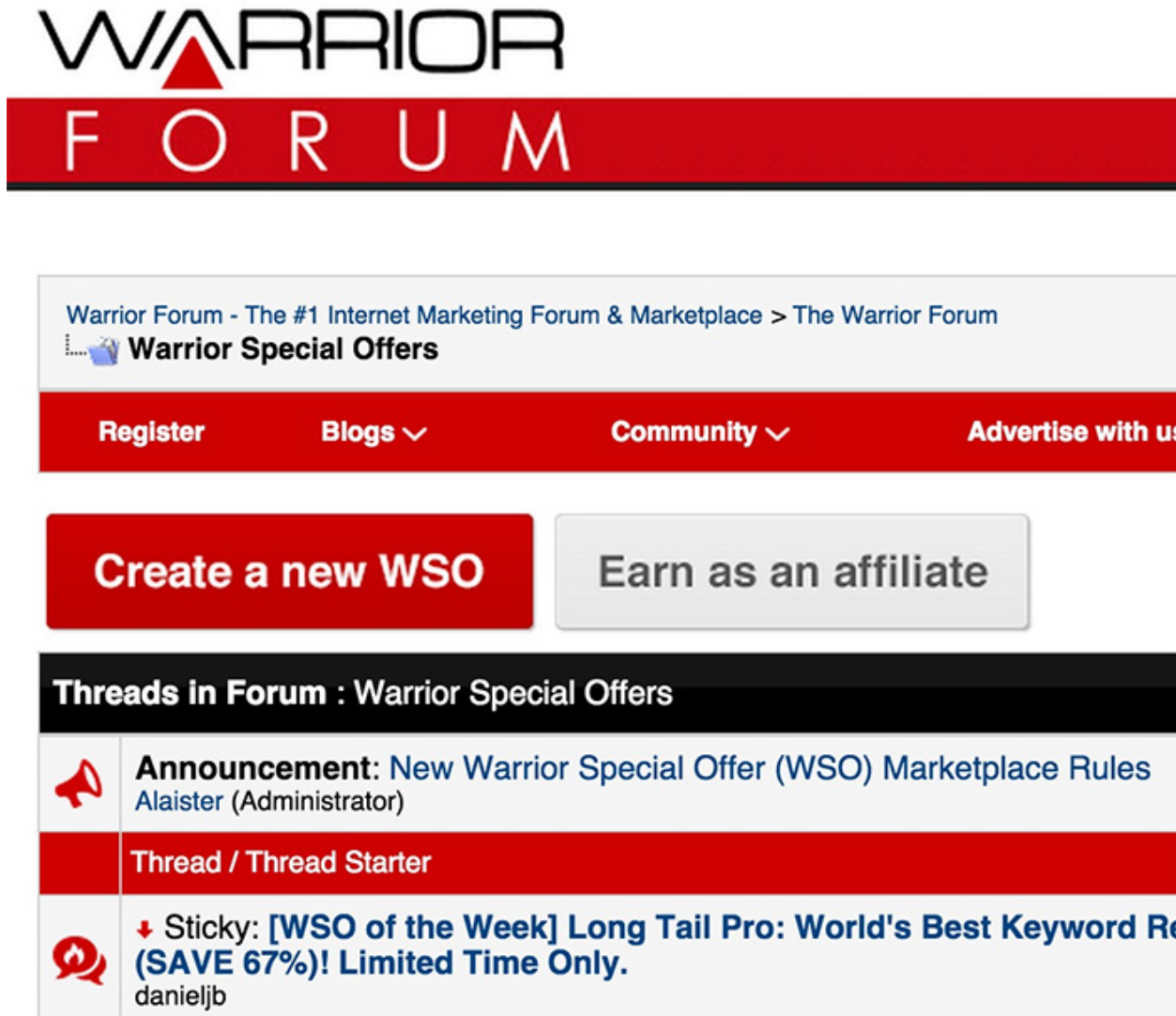
This is one of the oldest and largest affiliate networks. It has higher fees than some others and a somewhat untidy interface but it also has a lot to offer in terms of the range of products available.

JVZoo (www.jvzoo.com)



JVZoo is one of the most popular affiliate networks currently. It has a lot of products, a slick and simple interface and low fees (though not as low as Warrior Forum). Tip: Think about bonuses you can offer for your buyers!

Warrior Forum (<http://www.warriorforum.com/warrior-special-offers/>)

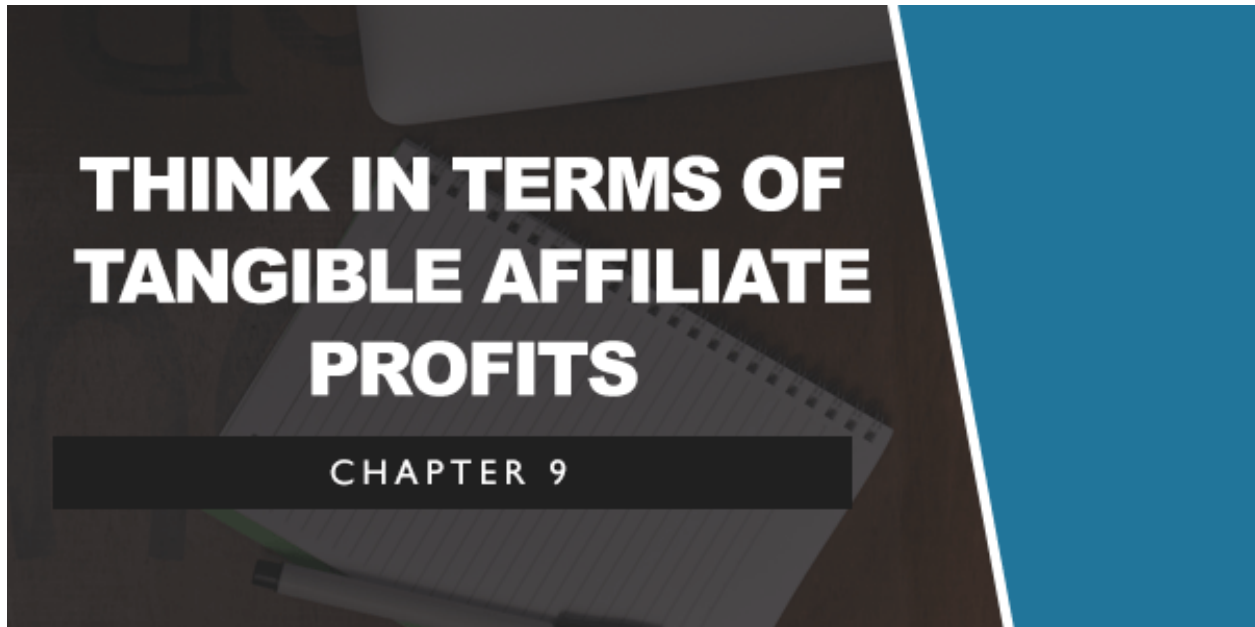


The screenshot shows the top of the Warrior Forum website. At the top is the 'WARRIOR FORUM' logo, with 'WARRIOR' in black and 'FORUM' in white on a red background. Below the logo is a navigation bar with links: 'Warrior Forum - The #1 Internet Marketing Forum & Marketplace > The Warrior Forum', 'Warrior Special Offers', 'Register', 'Blogs', 'Community', and 'Advertise with us'. Below the navigation bar are two buttons: 'Create a new WSO' (red) and 'Earn as an affiliate' (grey). Below these buttons is a section titled 'Threads in Forum : Warrior Special Offers'. This section contains a list of threads. The first thread is an announcement by Alaister (Administrator) about 'New Warrior Special Offer (WSO) Marketplace Rules'. The second thread is a sticky post by danieljb about '[WSO of the Week] Long Tail Pro: World's Best Keyword Research Tool (SAVE 67%)! Limited Time Only.'.

Warrior Special Offers or 'WSO' is a section of the popular 'Warrior Forum', itself a community for digital marketers and bloggers. This section allows you to sell or find digital products and you can normally get a pretty good idea of the niche just by reading the heading (a lot in here is in the 'make money' niche).

Take a look at all three of these affiliate networks and browse by niche. You should quickly get a good idea of where the action is!

Chapter 9: Think in Terms of Tangible Affiliate Profits



While digital products have a lot of benefits, physical objects or ‘tangibles’ also have their advantages. This is particularly true for particular demographics who are not yet used to spending money on things they can’t physically hold in their hands. Older audiences and audiences less tech-savvy will be far more inclined to buy things they get to keep, as will those who are less inclined to read or learn (which most digital products revolve around).

The niches that appeal to these kinds of visitors then, will also lend themselves more to selling real products. The same is true for niches that are directly related to particular products or tools.

When it comes to selling physical products online as an affiliate, one site in particular will most likely spring to mind: Amazon. Amazon has a great affiliate system that lets you sell anything you can find on their site – the only caveat being that your share will be *much* smaller than it would on JVZoo or WSO.

When thinking about your niche, think about whether or not you could sell physical products here. This is a great way to monetize the ‘fan’ niche for instance – as you can sell related merchandise without needing the rights yourself.

There are other sites that offer the opportunity to make money from physical products too. Examples include ShareASale (www.shareasale.com) and Commission Junction (www.cj.com) where you can also find digital products.

When you use this strategy you essentially turn your blog or website into a ‘store’ in the same manner as a highstreet store. This then means you can sell anything that you might sell in the real world. Bear in mind then as well that you don’t have to stick purely to one niche – as with real stores you can easily sell multiple different products that aren’t directly related to one another.

Chapter 10: Is There Room for You to Launch Products?



Selling affiliate products that are either physical or digital is one very good way to quickly start making a lot of profit with no need to create something of your own.

However, if you're looking for the single most profitable monetization option available, then creating your own product is by far the best option. This way, you won't just keep a percentage of the profit but will instead get 100% of that profit. What's more, with your own product, you will be able to keep your visitors completely engaged with your brand and you will be able to find other affiliates to help bring more traffic to *you* instead of doing that for someone else.

Creating a product doesn't have to be as hard as you think either: there's nothing to stop you from simply outsourcing the whole process so if you want an eBook written this might just mean paying a writer. Want to sell an app? Hire a programmer from a site like UpWork. Of course if you *can* write or program yourself, then you can always create your own product. You might even want to get *really* ambitious and create a tangible product of your own, maybe using 3D printing!

Whatever you decide, creating your own product or line or products is a great 'end point' to have in mind when you're creating your blog and coming up with your business model. Right from the start then, it's a good idea to ensure that there's room in your niche for a new product before you begin.

Considering Whether There's Space for Your Product

So how do you decide whether the niche you're considering is one you could create products in?

This basically comes down to doing market research just like you would do as any product manufacturer. In turn, that means asking whether there is an audience for what you're thinking of selling and whether there's potentially too much competition.

Of course an example of a niche where there is a huge audience would again be one with a broad appeal and an obvious value proposition. Fitness again, or business provide plenty of opportunities to sell information in the form of courses, eBooks or 'reports'. At the same time though, this is

also an area with a *lot* of stiff competition – you only have to look on Facebook to see countless adverts for eBooks on fitness or making money online.

The question you have to ask here, is whether you can compete and whether you can offer something new. If not, you may be better off selling a product as an affiliate. That said, it's important to be optimistic here and realize that with the right product or the right slant, it is more than possible to compete even in a crowded market – you just need to do something new! You can also use the same approach we used earlier to finding smaller niches within bigger ones. Instead of making a fitness eBook, you could make a fitness eBook for a certain age group or social group.

To research what's currently available in your niche and to get ideas, you can again browse affiliate networks to see the products being sold, or you can just look at the other sites in your niche. How are they monetizing? What is working and not working? What tricks have they missed?

Products for Smaller Niches

On the other hand, you have smaller niches – for instance those we mentioned earlier that correspond to specific careers or skills. For instance, if you wanted to create a product for stage lighting professionals, then this might be a unique niche to fill.

In this scenario, creating a unique product is perfect – you've found your particular niche and hopefully a way to market to them, so all you need is to create something you can sell to them. This again lets you focus on your

strengths and your personal expertise and that's how you can really provide value.

Whenever you create your own product though, you will be taking a big risk. You'll be investing a lot of time, money or both into creating something new that you have no guarantee will sell. The worst case scenario is that you spend all your time creating something new only to find that the audience isn't there, or your product isn't going to sell. This is even *more* of a risk if you're selecting the niche for your blog entirely on the basis that this new product is going to sell!

Before you select your niche on this basis then, consider trying something called 'verifying' the product...

Validating Your Product

To avoid a situation where you're putting all your eggs in one basket before you have any guarantee that you've bet on a winning horse, you can use a process called 'validation' to ensure the market is out there for what you're selling.

Essentially, all you're going to do is to run a practice run *as though* you were selling your product and then see how many imaginary sales you can rack up. If the number is high, you can go ahead and invest the time, money and energy into creating the product. If not? Then you know not to waste your time and you can start thinking about alternate niches and alternate products.

Simply create a landing page then, promoting your product and describing it as though it were real. At the bottom, explain the price (this is important to get a true idea of how in-demand your product is) and then add your 'buy now' button.

Only instead of taking your customers' money, the buy now button will take them to a 'coming soon' page, where you'll tell them that your product isn't quite ready yet. Just a warning: this method may make some customers upset, but you're simply saving yourself lots of time and money so you'll know for sure that it's something your audience wants.

You'll add a little script to count how many unique visitors make it this far and in doing so, you'll be able to get a picture for how many people *would* have made a purchase if you really had something for sale there.

This is the perfect strategy because it lets you see how many products you can potentially sell before you have created anything! If 10% of your visitors make it to the 'coming soon' page, then you know you have a winner on your hands and it's worth going ahead with the product and the niche site. On the other hand though, if no one goes there, you can head back to the drawing board.

This strategy works even better too if you collect e-mails as leads from the coming soon page, or if you let people 'preorder'. This way you can even start making money before you create your blog, completely removing *any* possibility of it not working out!

Keyword Research Tools To Find Hot Niche Markets

There are shortcuts to finding niche markets that are profitable. One of the most common ways is to use keyword research tools.

Here are a few tools that are recommended:

LongTail Pro

<http://www.longtailpro.com/>



LongTail Pro has been once of the most useful paid tools out there for finding keywords you can target. They offer a free trial, so give it a go and see if it's right for you.

SpyFu

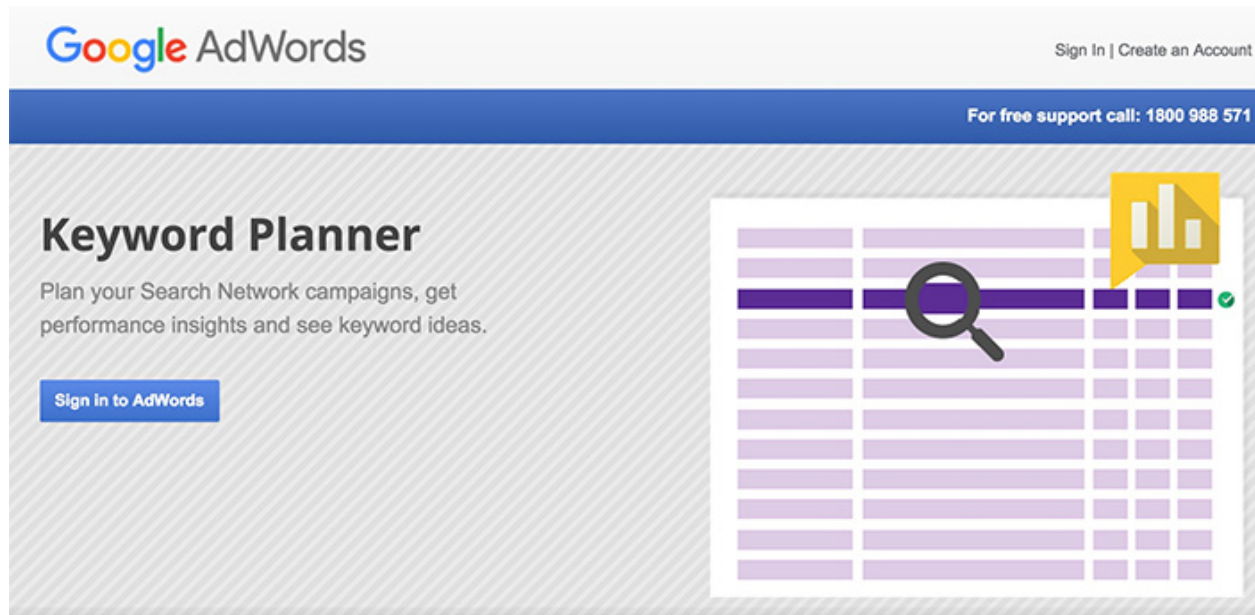
<http://www.spyfu.com/>



A top resource and tool for finding profitable keywords.

Google's Keyword Planner

<https://adwords.google.com/KeywordPlanner>



Search for new keyword or ad group ideas

Why not use the top search engine's own keyword research tool?

SEOBook's Keyword Tools

<http://tools.seobook.com/keyword-tools/>

The screenshot shows the SEOBook website interface. At the top, there's a navigation bar with links: Home, Blog, Pricing, Community, Training, SEO Tools, and Videos. Below this is a sub-navigation bar for Training Courses, including Overview, SEO, PPC, Tracking, Credibility, Monetization, Video & Audio, Tools, Interviews, and Discounts. The main content area is titled "Keyword Research & Suggestion Tools". It features an overview text: "These are free and paid tools which will help you find which keywords to target and how competitive they are. Here is a video offering an introduction to keyword research". Below the text is a video player showing "SEO Keyword Research Basics". To the right of the video are social media share buttons for Google+, Twitter, LinkedIn, and Facebook, with counts: 56, 55, 25, and 74 respectively. On the left side, there's a sidebar titled "SEO Tools" with a description: "Tools to help you build and market your website." It lists "Firefox Extensions" (Rank Checker, SEO Toolbar, SEO for Firefox, Website Health Check, Duplicate Content Checker) and "Web Tools" (The Keyword Tool).

Check out SEOBook's range of keyword tools and recommendations.

Conclusion and Summary



So there you have it! Over the course of this eBook you should have learned pretty much everything you need to consider when choosing a niche for your blog and hopefully you'll also now realize just *how* big a deal this is and why it's so important.

If you used to think 'niche' just means fitness, dating or making money, then hopefully you'll now see that this was a very narrow view of what the term could mean. Hopefully you'll *also* see that approaching your blog like this would make it *much* harder to start making money quickly.

Instead, you should be aiming to pick a niche that gives you access to the right demographic, you should be choosing a niche that you find fascinating and you should be creating unique variations on popular topics in order to

stand out with your own brand. When you do this you'll find it's *much* easier to start making money quickly, by introducing good products to an audience that otherwise wouldn't have found them.

Some strategies you can take directly from this book include:

- Creating a blog that focusses on a small aspect of a larger topic – such as fitness for the over 50s.
- Creating a fan site for a TV show, computer game or anything else, promoting it on social media and selling tangible merchandise as an affiliate.
- Creating a blog that's entirely new by combining things you find interesting – then tying it together with a cool brand.
- Learning a new subject and writing about it as you go. Selling an eBook that teaches the specific skill or career you're learning.

Better yet, you can use the skills you've learned to come up with your *own* unique niche and business model. You should now be able to:

- Come up with new and more novel niche ideas
- Identify the niches with the biggest potential for creating new, evergreen content
- Find niches that provide a broad appeal without facing too much competition

- See which niches are the most profitable in terms of advertising
- Understand when a niche is right for a particular monetization model
- Test the viability of a product within a certain niche before going ahead
- And much more!

Most importantly, you should recognize that choosing your niche also means choosing your audience and your business model. Don't blindly stumble into the topic where you think there's the most money – instead think about how *you* are going to make money and what you have to offer and then create a concrete business plan within that subject area.

If you get this right, it can honestly be a quick and easy process to conquer your market and start making good money. Good luck!

IMPORTANT: To help you further take action, print out a copy of the *Checklist* and *Mindmap* I provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that I recommend you go through.