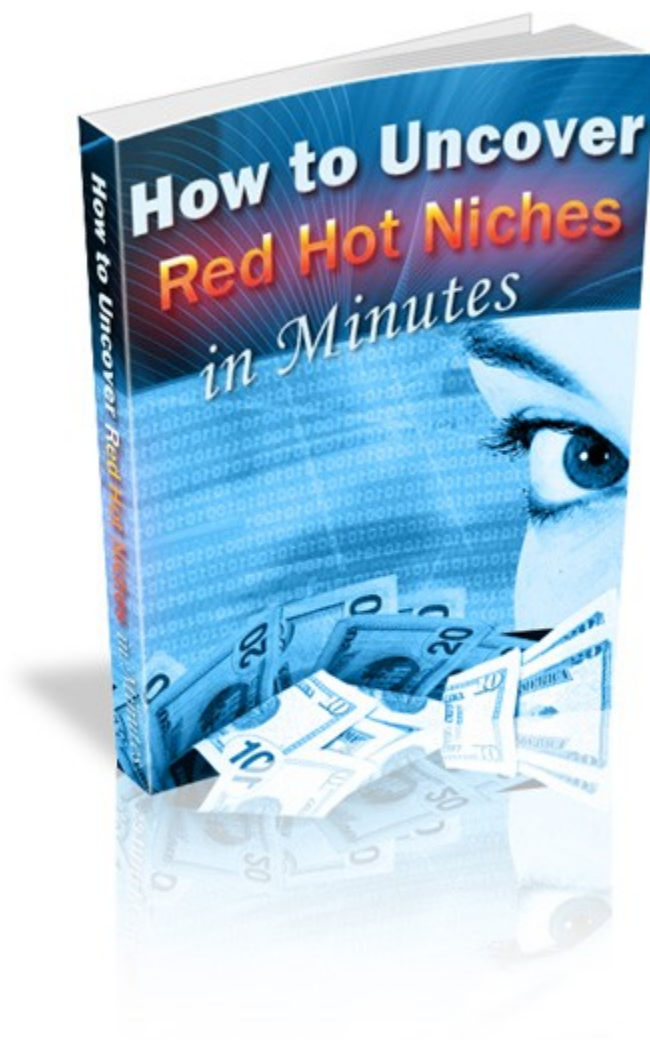


How to Uncover Red Hot Niches in Minutes



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Introduction

“Small opportunities are often the beginnings of great enterprises...”

Demosthenes (the fellow from the quote) had it right. Small opportunities, in this case niche opportunity, can be the beginning of great enterprises.

Welcome to *Niche Research Made Easy*.

If you are interested in creating a great enterprise, in expanding your business and creating a profitable business by working in a targeted and well-researched niche, there is good news for you. You’ve landed in just the right place to learn everything you need to know about niche marketing.

This book will teach you everything you need to know about niche research, so you can select niche topics that you can transform into successful businesses.

Everyone that knows anything about business these days knows that niche pays. But you have to know how to do niche research right for it to prove financially worthwhile. That’s where we come in.

The Purpose Of This Book

Here you will find all the information you need to find profitable niches to work in. We’ll walk you step-by-step through the process of finding a niche, and then deciding whether that niche will prove profitable for you in the short and long-term.

We’ll even include a brief chapter that will help you get your business off the ground. We’ll offer you some key tips for setting up a killer web and sales page that will knock the socks off your prospects and customers.

In today's competitive market, it is important you distinguish yourself from your competitor. The best way to do this is by working in a niche category. It isn't enough however, to find a niche and start a business. You have to become the master of your niche if you want to realize true success.

So this book will help you discover what niche categories you can work in to make big money, and help you become the master of your niche.

It's very difficult to decide what to sell online when there are so many categories to choose from. You can't simply shoot in the dark however, when it comes to selecting your niche. You have to work hard to find a niche you can cash in on, so you can realize your dreams and liberate yourself financially.

That's what this book we'll teach you. Here is a brief summary of what you will learn in this guide:

Chapter 1 – Finding Ideas For Your Niche

In this chapter we'll talk about brainstorming and help you learn where to look for ideas for popular niche categories. We'll also help you narrow your list and discover your own interests during the process. This is the first stage in learning how to find a profitable niche.

Chapter 2 - Initial Niche Evaluation

In this chapter we'll help you narrow your list of ideas and start some preliminary groundwork for deciding whether you have a popular niche to work in.

Chapter 3 – Online Marketplaces And Research

Here you'll learn how to use online marketplaces to research the demand for your niche topic free. It doesn't cost a penny, but with a few tips and a few links, you can discover everything you need to know to tap into almost any industry.

Chapter 4 – Evaluating Your Niche

Chapter 4 will teach you how to find out whether the Niche topics you want to offer information products in are worthwhile. Find out how many competitors exist in your niche, and find out if you are likely to make big bucks, or whether you need to select a new niche to fulfill your goals.

Chapter 5 – Selling Your Niche And Yourself

Most of this book focuses on helping you research your niche idea and product. However, we'll provide you an introductory primer that will help you set up a successful business once you have a hot topic to work with.

Chapter 6 – Testing

Find out how important testing is to evaluate the profitability of your product and niche category in this important chapter, and learn how to test simply and easily.

Chapter 7 – Final Evaluation Of Your Niche And Review

This chapter sums up everything you learned about finding a profitable niche to work in. You'll find this chapter the most helpful of all as we sum up all we learned in this guide.

Conclusion

A summary of why niche marketing works and how you can evaluate niche topics for your new business venture.

That's it! Everything you need to know about niche marketing and selling in a nutshell. Now, let's jump in and get started right away. To your future!

Chapter 1 – Finding Ideas For Your Niche

Before you do anything you have to first conduct some niche research. You have to find out what people are looking for on the Web. If you skip this important step, you are likely to fail. In fact, there is a 99 percent chance you will fail. You can't just jump into a business and hope for the best. That's like closing your eyes and jumping off a cliff. The result is not likely to be positive.

Fortunately, you don't have to enter the marketplace with a blindfold on. You can learn everything you need to know about setting up a profitable business by conducting a little research on the Web.

Most people avoid research, but you shouldn't. You can conduct research easily using a few key strategies. You may even find that you enjoy yourself. This isn't the kind of research you did in college. This is research that will pave the way for your future businesses. You want to make sure you find a business you have an interest in, but also one that will produce significant income for you.

You have to do research because not every niche will make you money. That is a fact. There is a strong chance you'll pick a niche that doesn't work out the first time. That's ok.

Using the information in this guide, we'll help you reduce your risk of failure. You'll learn how to select a profitable niche you can use to create and market an information product or two.

How To Approach Research

There are two ways to approach research. You can approach research by considering the types of information products you can sell to earn money, or you can conduct research on affiliate programs or pay-per-click programs that will

reward you for sending customer's to other information marketers sites. This book will concentrate on helping you learn to research information on niche products in information marketing, as that is where most people earn their income.

Affiliate marketing and other programs may prove a profitable side income, but are not the main focus of this book. When we talk about information products we are talking about digital products including ebooks or courses offered online. These online courses and products are rapidly gaining popularity as technology allows more people to access new information through the Web.

No matter what you plan to research, your research process should always remain the same. We'll provide you with some key steps to follow when researching in just a moment.

First, let's make one important point. When you begin your research it is important that as you find subjects that interest you, make note of them. Keep a notebook or file for them whether you plan to use them immediately or not. That's because you may find something you are interested in now doesn't have a large market but may have one in a few short years. You always want to have a file of niche topics you can go back to when you need to infuse new energy into your web page or sales process.

Now let's get down to researching niche topics. Here are two key steps you should follow when researching a niche:

1. First, brainstorm to come up with a list of ideas for niche topics you want to research. Come up with as many ideas about niche categories as you can. When creating your list, remember there are differences between what a "topic" is and what a "niche" is. Here is an example. Let's say you come up with the idea of candles. Candles are a general topic.

Aromatherapy candles however, are a niche topic. Lavender aromatherapy healing candles is even more niche. Do you see the difference? When doing your research, you'll find many topics. Go ahead and write them down, then move on to the next step.

2. Next, narrow down your list, making it as precise as possible. You want to pick out the best niche product categories, the ones that will make you the most money and the ones you have an interest in. Don't select a niche category just because you are likely to make money. Pick one that will allow you to make money, but one you also have a passion for. You are much more likely to commit your time and energy to a project when you are passionate about it.

Now that you now the first two key steps in niche research, let's find out how to generate ideas for niche topics when brainstorming.

Where To Find Ideas

There are many places you can find ideas for your niche categories. Some places we will list in this book provide you with broad topic categories you can narrow down. Others will provide you with niche categories exclusively, saving you a little bit of time when researching.

Where is the first place to look for ideas? It should be obvious to you. Online. Start doing some research on Google or Yahoo. You can look for ideas and brainstorm for niche ideas using traditional search engines. In fact, in just ten minutes surfing the Web you can probably come up with 100 or more ideas on niche topics you can use to make money.

Another place to look for ideas is online marketplaces. If people are already in a market, chances are products sold within that market sell well and make their business owner's a lot of money. Some examples of online markets include Ebay

or Amazon.com and Overture.com. You can surf Amazon.com, for example, to see how popular certain book topics are and how often people look for information on a niche topic you already selected.

If you already have a few ideas about niche topics you want to research, going online will tell you if this is a good niche to invest in based on popularity.

If you are still struggling to come up with a list of ideas for your niche topics, you can look for ideas other places. Other places to find ideas include blog directories, where people post their lists of favorite websites. These are often popular websites. From these sites you can generate hundreds of unique ideas to include in your niche topic file. What are some good examples? Try visiting sites like Technorati.com or Digg.com for more information.

The more popular a blog or online community is, the more likely there is a market for products within that niche category.

Still another place to look for information includes article directories. People who write articles do so because they want to market their products. If you notice a lot of articles on a subject, chances are the person marketing their product is making good money, so it may be a good niche to enter.

Goarticles.com and Ezinearticles.com are good examples of article directories to search through to get ideas for niche categories. Don't forget to look for articles in your field of interest. Remember, the more passionate you are about the topic you are interested in, the more likely you are to put your all behind it when selling products.

Miscellaneous sites you can look at for ideas include Craigslist.org or Lycos.com, which offers the top 50 subjects researched each week. Still another example of an excellent site to search for ideas on niche topics is FAQfarm.com; a site that

lists consumers frequently asked questions. The more questions consumers have about products, the more popular the product is likely to be. You can also check out free classified ad sites including Usfreeads.com.

One of the best places to look for information is About.com. This site is very popular and remains up-to-date on current trends. You can find information about almost any topic imaginable here. About.com does a good job of offering general topic ideas but also narrows information down into subcategories. Check the left hand side of the site for subcategories within the main category you are searching for information in.

Don't Forget To Go Local

Most importantly, look for ideas in real life. Check out your local store and visit the magazine rack. Make note of what types of articles are published repeatedly. This will give you a strong idea of what topics people are interested in, and it will help you brainstorm ideas for your niche.

Bookstores are also a great place to find information about niche topic areas. Most bookstores place bestsellers and other feature items on bookends or on tables throughout the store. They often highlight books that sell really well. So look at the bestseller list for information about possible topics.

You can also get ideas by checking your mailbox. Check your mail for direct response marketing or mail pieces. You know, ads from various places for products or services. There is a good chance if you receive an ad the product is selling well. The backs of magazines are also loaded with ads for products. Each product typically sells well, so keep this in mind.

All of these areas will give you great ideas for coming up with niche topics.

Lastly, don't forget to check out the Sunday Newspaper. What are the highlights? Check out the lifestyle section. Look through the local section. Absolutely look through the classified ads. If you see certain ads that run through many media channels, the person writing the ad is making a lot of money on it.

So keep your eyes peeled for repeat ads. You'll find it's easy to generate ideas for your niche ideas.

Your Assignment

You will be researching for niche ideas in many different places. How will you keep track of all your ideas? It is important you do keep track of all your ideas; because something you come up with that may not be popular now may be popular later.

So go out and buy a simple notebook. Label it "Niche Ideas" and put all your ideas for niche categories down as you conduct your research.

Highlight subject areas or niche categories you are most interested in working in, then verify whether they are popular. You can do this by researching your niche as described in this chapter. Place a star by any niche categories that rank well with consumers.

There you have it, some quick and easy ways to come up with niche ideas for your product. Start online, move offline and do everything in between, and you are bound to come up with at least a hundred or more ideas.

Chapter Summary

Before you can sell any type of information product or other product, you have to first decide what type of niche you plan to work in. Remember, a niche is nothing more than a special category or area of interest for consumers. It is a special area of interest with hopefully a high demand. You have to assess whether there is a demand for the category or niche area you want to specialize in.

We talked a little bit about deciding whether there is a demand for a product or service in this chapter. You can for example, search magazines, online advertisements, traditional ads and search engines to see how popular the niche area you select is with the public. We will learn more about this later.

In the next chapter, we'll talk about some preliminary steps you can take to evaluate the niche topics you selected when doing research.

Chapter 2 – Initial Niche Evaluation

In the last chapter we looked at several ways you can research niche topics. There are many online and offline sources of information on niche topics. Now that you have a list of topics, it's time to narrow your list down. You do this by finding out whether your topics are worth investing in.

Now we'll walk through what we've learned so you can learn how to evaluate all the things we talked about in Chapter 1.

Remember:

1. Never change your brainstorming list, because a product or idea can become popular in the future even if it is not profitable now.
2. Narrow your niche list of topics continuously so you have a list of narrower topics. As you continue to learn about the popularity of your subject, you will continue to narrow your list.

I make narrowing your list sound like it is something very easy to do. In fact, it's difficult to narrow your list down. You'll find you instantly become attracted to some ideas that may turn out to be big profit busters. Or, you may have 100 topics and you want to try them all.

Yes, narrowing your list is tough, but don't worry.

I'll show you how to do it easily. There are a few ways to do this. Let's go through some ways you can narrow your list.

Search Engine Niche Narrowing

In the first chapter we suggested looking at Google and Yahoo for information about niche categories. But how do you actually find ideas for niche topics using search engines? And better yet, how do you narrow your topic and choose the ideas that will prove the most profitable? It's easy. Let's focus on finding topics first.

First, go to the Google home page. In case you don't know it, it is www.google.com. Above the main search engine toolbar you'll see a button named "more". Click this button and scroll down to "directory".



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

It's much easier to just access this page by typing in the URL: google.com/dirhp.com is the direct link to this category. Once you get to the directory, you will see a list of [categories](#). These are the broadest categories for your niche. That means they are general topics. For example, you'll see: Business, Games, Health, Recreation and many other topics.

If you are just starting your search, even if you have an idea of the types of niche categories you want to research, avoid limiting yourself to any one category. You may find the category you wanted to conduct research in isn't very popular. Let's say for example you decided to try "hamster training." Chances are high after conducting a little research you will find this isn't the best category to start with. That's ok, that is the reason you created a list.

You can start by checking one category. Let's say you click the category Health. You'll notice there are many subcategories.

Our goal now is to write down broad themes and niche categories. These subcategories will help you find your niche. But even subcategories have niche areas. Let's say you pick the category of [Senior Health](#). You'll then go to a page that lists adaptive equipment, aging, fitness, hearing aids, long term care insurance, macular degeneration and a host of other topics like nutrition related to senior's health. Next to each category there is a number. This number represents the number of listings for each category. Categories that are bold are very popular.

The number of items in the senior health category is actually quite small. Let's try again. Go back to your Google directory at google.com/dirhp.com

Click [Health](#) again. This time try [Alternative](#). You will find the list of subcategories is much larger. Bold listings represent popular categories, which in this case are [Acupuncture and Chinese Medicine](#).

So this may be a niche topic you want to focus on since a lot of people are interested in it.

You can narrow the niche category you select even further by clicking on the link to [Acupuncture and Chinese Medicine](#). You'll see topics including practitioners, bodywork, schools and Qigong, for example.

This is just one method of finding new niche topics, narrowing the topics you already have and gauging the popularity of topics you plan to explore in the near future.

Chapter Summary

In this chapter we focused on some preliminary tools you can use to conduct niche research and find more information about niche topics you have an interest in. You also can use this chapter to find even more niche topics to include in your file. It will take you some time to explore all of the categories and subcategories listed on each search engine site, so break your task into small parts. Plan to spend about an hour every day researching one or two topics.

In the next chapter we'll look at another great source of niche topics and information - online marketplaces.

Chapter 3 – Online Marketplaces And Research

In the last chapter we looked at various places to research your niche, primarily by focusing on search engine research. Now we are going to look at a broader way to conduct research, through online marketplaces.

The Power of Ebay

One of the biggest online marketplaces is Ebay. If you are not familiar with Ebay then you should get familiar as soon as you can. Just visit: Ebay.com

Go to the left hand screen of Ebay. Here you will find a link for “All Categories” listed after all product offerings. You’ll have to scroll down quite a bit to get there.

This will direct you to the directory list of all categories on Ebay. You’ll come to a screen where you’ll have a chance to browse all categories on Ebay. You’ll see every main category and every subcategory listed under each main category. Down at the bottom of this page you can scroll down and click a button labeled “[Popular Searches](#)”. Here you can look at the top listing keywords, top product keywords, top store keywords, etc.

What are keywords? They are words consumers frequently type into search engines when looking for information. Keywords provide you with invaluable information, including what customers are looking for and how they are searching online.

Looking through directories like that on Ebay is a great way of conducting research. Look under top category keywords and find out what people are looking for. There is even a page on Ebay that lists the hottest or most popular search terms and categories of products people are searching for. You can access it by clicking on the link below.

<http://pages.ebay.com/sellercentral/whatshot.html>

Go there and you will find some other helpful tools. There is also a link for Ebay Marketplace Research. It contains historical information on items listed, sold and bid on. You have to pay for this, but there are free areas. In the Marketplace Research section, you can download a PDF file containing lots of information on product categories and how well they sell.

There are many levels of membership, very affordable, that you can join depending on your needs. Check it out here:

http://pages.ebay.com/marketplace_research/detailed-comparison.html

Each of these sections on ebay has something unique to offer. For example, Ebay Pulse provides you with information on the items most often watched on the auction site and lists the most popular stores. Why is this information important?

Because it will tell you how much demand exists for the niche areas you are interested in. You can scroll through categories and find out how many searches people conducted within a period. If you click a specific category, Ebay will list the top 10 products customers are looking for within that category. This will help you assess whether there is a demand for your niche topic.

Ebay is one of the best places to go because every day thousands and thousands of consumers visit ebay to buy products and services. You can also look at other people's stores to see what they are doing and what the competition is. You'll get a million more ideas just but doing this.

Another great site is Shopping.com.

This site is much like Ebay. On the left side you will see a list of categories. You can also find out what the top searches are on this site too. Access the site directly by following the URL below:

www.shopping.com/top_searches.html

Click this link to see the top 100 searches for shopping.com. The best part about this site is they update their information every two weeks, so you can make a note of trends occurring within your industry. This is a great way to assess demand for your niche topic. Remember as you conduct your research you will also come up with a dozen more ideas for niche topics you can consider when starting your business.

Look for specific and generalized niches and words you can use to research further using either Google or Overture's search tools. We'll talk more about these search tools in Chapter 4.

Chapter Summary

You can literally find all of your ideas if you want at Ebay and Shopping.com, but don't limit yourself to these sites. Check out as many as you can. Don't forget to do a general search using search engines. You don't have to limit yourself to Google and Yahoo! but these are the most popular. You can go other places like the ones mentioned, including Lycos.

Amazon.com is another place you can search for popular niche topics. The more you diversify your search, the more information you will find on your niche and the better able you will be to refine your general topics and transform them into niche subcategories that are likely to turn a strong profit for you.

Now that you know everything there is to know about researching a topic, it is time to talk about evaluating your niche topic to determine how profitable it may be on the market.

Chapter 4 – Evaluating Your Niche

In the last chapter we learned how to narrow our niche category using online marketplaces. Now it's time to find out whether the niche you selected will prove valuable for you financially. How do you do that? It's easy. Just follow the steps in this chapter.

Picking a niche will not do you any good if you don't evaluate whether working in the niche is worthwhile. After all, your whole point is to find a niche that will turn profitable. Many business owners fail because they don't do their homework. They fail to research their niche and find out if there is (1) interest (2) demand and (3) supply for their product category.

Interest, Demand and Supply

When evaluating whether a niche will be profitable, consider the following:

- **Consumer Interest** – That means you need to know whether anyone cares about the topic you are interested in. If people are actively seeking for information on your topic, then chances are it is a good one. Just because you think something is a great idea doesn't mean someone else thinks it is a good idea. Keep this in mind.
- **Demand** – You have to find out whether there is demand for your information. You can find out how many people are looking for information using the tools discussed in this guide, but you have to find out also whether people will spend money on your niche topic. How do you determine this? Find out what the competition is. If there is a lot of competition, there is probably a lot of people spending money. That is why the Google search tool is so helpful; it gives you an idea of how much competition there is for your product or niche category. Remember, if people aren't willing to pay, your product will fail.

- **Supply** – Lastly, you need to know if there is room for you to enter the niche category you are interested in. Too much competition is bad because you will have a hard time making an impact. Remember the advice given above when researching the popularity of your niche. You want to make sure there are enough customers out there to buy your product. You also want to make sure competition isn't so fierce you can't enter the market.

What you want is a niche category that will allow you to set up your products and then let them run themselves.

Let's look at these ideas in more detail so you can decide whether you have a good niche topic.

Conducting Marketability Research

Just like you can search for ideas on the Internet about niche categories to work in, you can also search the Net to find out how popular a niche is. You can find information about demand, supply and consumer interest using several different online tools.

Here are some different places to look online to decide how popular your category is and how much money you could make.

1. **Conduct a basic keyword research.** Take your niche topic and conduct a keyword search to find out how many people are searching for that topic monthly, weekly or daily. You can do this many ways. You can pay for a service that will allow you to conduct keyword searches. An example is keyworddiscovery.com. You can also use free tools available on the Web that will help you find out how many people are searching for a niche topic.

One of the best free tools is the Keyword Selector Tool on Overture.com. You can access this free tool by visiting: inventory.overture.com. Let's say, for example, you selected the niche category "poodle dogs." Just type "poodle dogs" into the search box. You'll see that during the previous month, 1945 people searched for the term "poodle dog." Your goal should be to find niche areas where you get at least 60,000 -100,000 people searching for a niche category each month. Otherwise you simply won't sell enough products to make your efforts worthwhile. Some people recommend you look only for categories from 100,000 on up.

Let's try another term. Let's say you select the broader term "dog" instead. You'll see that more than 4 million people searched for the term dog. Four million is too high a number. If you try to create a business while competing against 4 million others, you will have a very difficult time getting your business off the ground. But, if you scroll down the list a bit, you'll find dog grooming is a popular niche, with more than 94,000 people searching every month for this term.

Dog breeds also bring up more than 100,000 searches but less than 200,000. So use this tool and other tools to find out how popular your niche category is. Check back frequently if you find a topic you have an interest in doesn't have a large following, because remember that people's wants and needs change all the time.

2. **Use Google.** Google also has an **excellent** free keyword search tool. You can type in your keyword and the tool generates a list of potential keywords for your campaign, but also provides statistics on the terms popularity. For example, if you type in the word dog, you get an analysis of the search volume or number of people looking for the category, but ALSO information about how many other people are competing and offering

products within the market. This makes this tool very distinct from the tool provided by Overture. You can see what your competition is up to when you use this tool. Google also provides you information on the time of year a product or category does well. Just visit:

<https://adwords.google.com/select/KeywordToolExternal>

3. **Try Wordtracker.** This is another tool like that offered by Google and Overture, only you will have to pay for it. But try out their trial membership. There are many advanced tools you can use on Wordtracker.com to help you find out whether your niche is profitable. Often you get a lot more for your money when paying for something. It's probably best to at least try something like Wordtracker and compare the results you get with other online keyword tools.
4. **Try Online Communities** – If you enjoy doing something, or have a hobby, it will help you to find other people that share your interest. If you find many online communities that cover your niche area, there is a good chance you will do well with your product. You can look for online discussion groups, forums or message boards. Join as many as you can. This will help you assess whether the demand exists for the product you plan to sell, whether customers are willing to pay good money and whether people are interested in a new product in the niche category you are thinking of.
5. **Use Ezines and Newsletters.** Another way to gauge interest is through Ezines and Newsletters. You can subscribe to as many as you like within your niche category. See what they are saying and how many advertisements are listed in each newsletter. A good way to gauge the demand for a product or niche category is to count the number of advertisements in any publication, whether an ezine, newsletter, traditional paper, magazine or other medium.

6. **Blogging** – Blogging is a new phenomenon that is catching on among consumers. Many successful business owners use blogs to sell their niche products, or to link customers to their web pages. A good example of a site to check out is Technorati.com and Blogger.com. You can search online communities and find out how popular a topic is and assess how much interest people have in an online topic.
7. **Pay-Per-Click Research** – PPC research will help you evaluate demand. Overture has another tool that allows you to look at the number of people bidding on search terms, so you know how competitive the market is. You should look for bids that range from 25 cents to \$2.00. These suggest the categories people are investing in are popular, but also that customers are willing to pay for products in this category. Don't bother with topic areas where people are paying less than 25 cents because that suggests there is no competition for your product. You can also do PPC research on Google, which is one of the biggest networks available. Just enter your terms in the search engine box, then look for how many ads are listed on the right hand side of the screen.

You can see how many people are paying for advertisements for the niche area you are interested in. Any topic that has 7-10 or more ads likely suggests there is good demand for your product. Go ahead and click each ad to find out if they specialize in your topic and sell products that relate to your topic. This will help you assess whether there is an existing demand. Again, it's important to make sure people are advertising for their product or service and are making good money because people want the information they sell. You can create a list of the number of ads listed on Google for each of the topics you selected for your niche categories. You should really focus on information products. If you find several people already offering coaching, e-books and other products, that's a good sign.

8. **Ebay** – You can also assess demand by reviewing Ebay. What you need to do is search for active listings. This will tell you how many people are interested in a product. Next, look at specific items for sale and make sure they match your niche category. Find out how many people are selling the product and how much they are making. If a lot of people are selling in your niche category actively, the chances are good there is demand for your niche product. You can also look to see how many bids people have placed for items like the ones you plan to offer to assess demand. You can also research how many listings closed with a sale. This will help you assess the demand for your niche area.
9. **Magazines** – Magazines are one of the best places to research demand because people advertising in magazines are paying big bucks to advertise in them. That also means there is high demand and they are making good money. So research your niche product in magazines and write down the number of ads you see for your product.
10. **Books** – If you plan to look at magazines, you should also plan to look at books. Find out how well books in your niche are selling at your local bookstore. Or, you can go online. Places like [Amazon.com](https://www.amazon.com) and [BarnesandNoble.com](https://www.barnesandnoble.com) offer information about book sales. At Amazon.com you will also find reviews of books. Most bookstores list their most popular categories of books so you can get an idea of how well your book (if you plan to sell one) will sell in the marketplace.

Evaluating Supply

How do you evaluate supply? Check the number of competing ads specific to your niche topic. Many advertisers place advertising for any topic they can find. This won't make you money. You should look for how many others are competing for your exact niche topic. You want to know how many companies

are selling products in your niche topic to people that WANT to buy the product or service you are selling.

Let's say you are interested in selling dog collars. You want to find at least 10 ads targeting people interested in buying dog collars. Your goal should be to look for between 10-20 ads. But don't go with your topic if there are more than 40 ads because the competition will be too high.

Pay-per-click prices will also tell you whether there is a supply of customers for a product. If the prices are high, say \$2.00 and over, the chances are good there is a strong supply of customers available willing to buy the product or service. That means people are willing to pay a lot of money to come visit your site.

Also look for existing information products through affiliate program services. See how many ads there are for affiliate programs to sell the product related to your niche topic. Chances are if lots of affiliate programs exist there is a good supply of buyers eager to buy products within that category.

The most popular service that helps you check out affiliate programs and their success is [Clickbank](#). Clickbank allows people who own products to connect with people interested in selling them. That's the basis for an affiliate program. You can browse through click bank or sign up as an affiliate and see what products are top sellers in their niche category.

Clickbank actually organizes their products into categories, so you can for example, go to the Health category, then "mental health" and then see what is selling and what isn't. This will help you establish whether there is a demand for a product and supply (meaning people are buying the products within a certain niche).

Chapter Summary

Once you've put your list of niche categories together, it's time to find out how popular the category is you selected. Take some time to visit all nine of the locations listed above to assess the demand and interest for your niche topics. As you go through each of these sites, you can start crossing off niche topics from your list that don't have a high enough interest or demand for the product.

You can also start highlighting those that have the highest interest. The quickest way to narrow your list is to select two or three of the tools above to narrow your list of niche categories to about ten. Once you are down to about ten different categories, then you can go through each of the sites listed above and compare each niche to find out which ones will do best. Try narrowing your list to five, then three. Eventually you will be able to evaluate whether one niche is the best to start with. You can save the rest in your files and start working on them once you get your first site up and rolling.

Now that you know everything there is to know about researching and evaluating your niche, let's talk about promoting your product a little bit.

Chapter 5 – Selling Your Product

Chapter 4 focused on teaching you methods for evaluating whether your niche will sell well in the market. Once you narrow your niche to one or two products, it's time to start selling so you can test your niche product or topic even further.

If you followed the previous instructions, by now you should have selected a niche topic to work with. You know there is interest and you know there is demand. So how do you get customers to buy from you? The process is much easier than you may think.

Find Out What Your Competition Is Doing

The first step toward success is to find out what your competition is doing... and then do it better. While you conducted niche topic research, undoubtedly you came across some of your competitor's websites.

Now is the time to go back and review them. What are they doing well? What can you improve? Most importantly, what sets you apart from them? You have to figure out what sets you apart from your competition to beat your competition. To do this you can create what marketing people call a "unique selling proposition." This is a unique statement that describes what makes your business different from all others.

Let's say for example you are in the business of dry cleaning. Your unique proposition may be, "We clean in 24 hours guaranteed." What does this statement say to the customer? It suggests that they can clean any garment or other product in 24 hours or less. That is a bold claim, but one the company lives by nonetheless. And it is what sets them apart from the competition.

Some people interchange or confuse their unique selling proposition with their business slogan. The truth is, you can use the two as the same. When you build

your website, which we'll talk about in a minute, you'll want to have your USP prominently displayed for customers to see. They want to know why they should buy from you instead of your competition.

The Website And Landing Page

To sell an information product online you have to have a website or sales landing page. The landing page is the most important page of your site. It is the first page your customer will see when they visit you, and it is the first impression they will get of your product or service.

A good sales letter is worth its weight in gold, because it is what is going to convince your customers to buy if they have any interest in buying your product. A good sales letter can make you a lot of money. Writing a sales letter is a true art. If this is your first time, you might consider hiring a copywriter to help you out.

One simple and easy way to learn how to write a great sales letter is to look at and print good sales letters from the web. Print out sales letters for information products you know are selling well. Now what do these letters have in common? What makes them stand out from the crowd? The chances are high a few things make them different.

Here are some key ingredients of good sales letters and tips for writing good landing pages:

1. **They have a powerful headline.** The headline is often the first part of the page a visitor sees. If it is good, the customer will want to read more. If it is bad they will click off your page. You should spend more time on your headline than any other part of your sales page.

2. **Write to your target audience.** You want to speak to them directly using powerful words that create a sense of urgency. You want your customer to feel they have to have your product right now, today or else.
3. **Provide your readers several “calls to action.”** That means invite them to buy your product several times. There are a lot of sites with great copy, but the visitor can’t find the link to click to actually buy the product. It is very sad, but very true.
4. **Write in SIMPLE language.** Some people make their language too difficult to understand. If you want to attract the widest possible audience, you should write simply and easily. Write at a 6-8th grade level. Do not use technical jargon or complicated language or you will scare your visitors away.
5. **Use multiple subheads throughout your sales letter.** This will help break up the paragraphs and keep your reader’s eye moving throughout the letter.
6. **Keep your paragraphs short.** If you create long paragraphs, your reader will feel like they are reading a novel, and are likely to give up on you before they get to your sales pitch.
7. **Tell your reader HOW you are going to fill a need they have.** The number one thing a sales letter must do is explain how you are filling a need they have. Then you can explain why they should buy their product. All customers have needs. Your customers have needs. You must acknowledge their needs in your letter, then tell them how they will benefit from buying your product. You can do this by creating a bulleted list of benefits describing how your audience will benefit by buying your product.

8. **Tell a story.** One of the easiest ways to sell to people is by telling them a story. Tell them how your product helped you overcome adversity or some amazing feat. Tell them about a friend's experiences with the product.
9. **Use Testimonials.** Apart from telling a story, using testimonials is one of the best ways to build credibility when creating sales letters. Offer a few people the chance to read your book ahead of time at no cost in exchange for a testimonial about the book. Don't make up testimonials, use real ones. Ask your subscribers to provide you with testimonials. Once people see that your product helps others, they are more likely to see the benefit of ordering with you.
10. **Use powerful closes.** Don't fizzle out at the end. If your reader made it that far they are just seconds away from buying. Instill a sense of urgency by using powerful words like, "Act Now" or "This is a limited time offer." Remember to include a P.S. or two at the end reminding your customer of the benefits they will realize by buying your book or other information product.

Creating a powerful sales letters is not as hard as you think, and it can truly mean the difference between average sales and incredible sales.

A Word On Headlines

Powerful headlines and sub headlines can make or break a sales letter often. To determine the best headline for your product, you should test drive at least two or three different headlines. Try each to see which converts the most visitors to buyers. That way you'll make the most of your headlines.

Chapter Summary

Your sales letter may be the first thing your prospect or customer sees before they invest in your product. Therefore, you want to make sure your sales letter is as strong as possible. You may have found a very profitable niche, but you may not sell well if you don't take the time to test your sales letter and create a powerful sales letter. Be sure to use powerful language but simple language, be direct and write powerful, eye catching and actionable headlines. These key features will help ensure your visitors not only gain an interest in what you have to offer, but also buy into what it is you are offering.

Now let's talk more about testing, because it is important to the process of finding a truly profitable niche.

Chapter 6 – Testing

A wise man once said a powerful product is a tested product. The same is true of your niche. You won't know if your niche topic is worthy of your time until you spend some time testing your products on customers. You also have to test your niche to make sure you have a really outstanding topic that will make you money. Once you have a great product and landing page you have to start testing your sales page. You've probably heard this at least once or twice before. Testing is the most important step you can take to maximize your profits.

Thanks to the Internet, you can automatically test just about anything you want these days. You can test your landing page, your ads, your banner ads, testimonials, your web design, your headlines, your bullets, backend offers and anything else you sell on your website.

Most of this you can accomplish using simple software available on the web. The primary elements you should test include your product, your landing or sales page and your web design. You can also test your advertisements. One way to do this is through customer surveys. Try freeonlinesurveys.com for example. Just type in your search terms and you can find testing software for just about anything imaginable.

To test your product, make a mini-version of it and test how well it sells. You can conduct an online poll to find out how well your customers like the product and what changes they might like to see in the product. You can also find out just how much customers are willing to pay for a product if you test it ahead of time.

You can install a simple CGI script free to test your sales letter and web pages. Try visiting cgi-resources.com where you'll find information on CGI scripts for testing, and also surveying your customers to find out what they want or how you

can improve what you are offering them. What this script will do is allow you to test multiple different web pages. You may create a sales letter, for example, with five different headlines. The script will send each visitor to a different web page so each customer may be seeing a different headline. When split testing a web page, it works best if you test one thing at a time (like the headline) so you can tell what is causing customers to have a preference for one page over another.

How do you determine if your niche is profitable? Ultimately, if you have done your homework, researched your niche, developed a good sales letter and the sales start pouring in, chances are you have a winner. You have to do all the legwork, however, to determine whether a niche is profitable. You can't just randomly pick a niche and hope for the best.

That is why testing is so important. Since we have spent so much time talking about researching your niche, you should also spend some time testing your marketing tools to ensure you are doing the very best you can to make your niche product sell well when it does hit the market.

There is also software you can buy relatively inexpensively online to help you test your products. At surveymethods.com you can create surveys that will allow your customers to rank your products for quality and usefulness.

Don't forget to frequently check Overture.com and related sites to make sure your niche topic remains popular. Check to see how many searches are done each month, and if sales peak during certain months. If this does happen, you can always ramp up your marketing efforts during "peak" seasons.

Chapter Summary

Testing is an important part of the niche evaluation process. Once you decide on a niche topic and create a winning sales letter, you want to continuously improve your product and letters by testing them. The easiest way to do this is by

surveying your customers. You can also split test sales letters to see which may generate the best response for you. Remember, the key to success is test, test test!

Chapter 7 - Final Evaluation Of Your Niche And Review

It's always important that you do a final evaluation of your niche once you decide what you want to work with so you make sure you pick a profitable niche. Here is a short checklist of how you pick a profitable niche.

1. Make sure you find a product that people want. You do this by searching volume. You can look at volume through Overture or Google.
2. Next, look for online communities that may be committed to your topic including forums, message boards, and ezines or blogging communities. These suggest there is interest. Places like Technorati.com and Blogger.com are great for doing this.
3. Find out what types of answers people are looking for by visiting sites like Google Answers or faqfarm.com.
4. Test your niche topic and sales letters consistently to produce the best results.

Remember, you want to make sure you select niches that are profitable. If they aren't profitable there is no reason to create a product for them to begin with. You can use Overture.com and Google's keyword search tool to find out how often people are searching for search terms in a given month.

Basically, any word that is searched for over 100,000 times in a single month is a good word, a competitive keyword you can use to drive traffic to. The range you want is roughly 10,000 to 60,000. If you go higher than this you will have lots of

competition. You can go up to 100,000 and still do really well, provided you have a strong sales letter.

You can take a base product and then customize it for highly targeted niches that have just a few thousand searches each month.

Next, you want to look at Google Trends. This is a new product Google is offering. Google trends is found at www.google.com/trends

The way it works is this. You put a search term in, one of your keywords, let's say acupuncture for example. You can then compare it to another search term, like chiropractic. Just separate the two words by a comma when you enter them into Google. What happens is you get a chart of popularity for the two words. It offers a comparison for all regions of the world for a ten-year period.

You can select the U.S. and evaluate what the volume is for acupuncture and chiropractic. What you want to do is look for high volumes for your niche topic. This will guarantee your success. The neat thing about this tool is it also lists if there are recent news references about the subject you are researching. You can compare spikes in search volume with recent news reports.

This is just another example of how you can target your research tactics to ensure you find a profitable niche to work in. What you are looking for is search volume, when it peaks and when it declines, as these factors may impact your marketing efforts once you start really marketing and developing your product.

Now, you can also use Google to find online communities. Go to Google groups at www.google.com/groups

See if there are any groups that match your niche topics. If there are a lot of groups, then chances are there is demand and supply.

Yahoo! offers a similar tool to research online communities and groups. Just go to Yahoo's main page and go to the group section. Then type in your niche topic and see how many groups there are. Again, the same principle applies, the more the better.

Once you look at groups, you can research forums to see if there are any in your niche. What you do is enter a few specialized search terms to find forums. You can start by using the main search engine and typing in your niche topic + the word forum. For example, if researching acupuncture then type in "acupuncture forum" and see how many forums pop up. If there are many forums, take some time to check them out.

See how well they are put together, read through them and make sure there is not only interest but demand (that means consumers want to buy in the industry). Remember if you see a lot of ads alongside the listings, this is a good sign they are competitive.

With forums, you want to see how active they are. If a forum is not very active, then your niche topic may not be that profitable. Look for forums that are updated regularly. This is a good sign you have a good niche topic.

You can also try typing in your niche topic + the term "discussion" to find out if there are live or active discussions about your niche topic. The more active the discussions, the higher the odds your niche will be profitable. Please know when you put your search terms in quotes, Google or any other search engine will search for the exact phrase.

One of the best ways to find forums and discussion groups is to put your search terms in quotes, especially with forums.

The same principle applies to looking for ezines or newsletters. You can input your niche topic + ezine or newsletter and see how many topics come up. Make sure you don't just look at how many listings there are. You have to actually visit each one to see that they are active and offer decent information. If you don't find the information you want take away the quotes and see if you find more relevant information. What you want to find are people who are interested in your niche and offering a product for it.

You can go to Technorati.com and search for your niche topic in blog posts and see what comes up. Hopefully a lot of people are talking about your niche topic. This is a good sign.

Chapter Summary

Never stop testing and researching your niche. If you stay on top of your industry and changes in trends, you will always have a niche that is profitable and capable of making you money. You may find with time you have to change certain aspects of your sales pitch or offer additional or back-end products. But the bottom line is if you research your niche topic well and make sure consumers have a continuing interest in them, but also an interest in buying them, then ultimately you will succeed in finding a profitable and rewarding niche.

Conclusion

In today's competitive market it is more important than ever that you find a profitable niche if you plan to make money selling information products or any other product on the Web.

There are literally millions of niche categories you can select from. Unfortunately not all of them produce good income. There are three keys to success when it comes to niche evaluation. These are:

1. Customer Interest
2. Demand, and
3. Supply

You have to find a niche category that customers have an interest in, and are willing to pay for. You also have to have a supply of products and customers to draw from. You must take action to research your niche using the tools provided in this guide. Once you find multiple categories that interest you, don't forget to write them down. And always file away categories that don't seem like they will work now, because they may work in the future.

You can use other tools, including surveys to help assess your visitors interest in your product. Once you do find a good niche, work hard on developing a killer sales letter. If you can, always test your headlines and product to make sure you have selected a niche product that will prove profitable in the long-term. Sometimes small changes are all that are necessary to make a few sales turn into thousands of dollars of sales.

Lastly, do not stop once you find one profitable niche. There are still millions of untapped resources out there. Take advantage of them and start as many businesses as you like. You will become richly rewarded in the end.

Thanks for taking the time to read our book. You may now consider yourself an elite niche evaluation expert!