

Finding a Profitable Niche

Niche marketing is the way to become most profitable online. That's a powerful statement but it's *true*.

When I first started out online I didn't quite *get* that concept and I paid for it with few sales from my websites.

Here's why niche marketing works. Most people don't simply 'go shopping' online, instead they are looking for specific things.

So for example if I'm looking for dart boards and reach a sporting goods store it's going to be harder for me to find exactly what I want, I'm going to have to sift through all the other sporting *stuff* before I can find what I'm looking for.

On the other hand, If I land on a dart boards only website chances are the site will have more selection of dart boards and it will be easier for me to search for what I'm looking for, meaning that's the site that will most likely get my sale.

Once you understand that concept, your next step is to find a profitable niche, however this happens to be one of the most common stumbling blocks for business owners.

The purpose of this guide is to help you find a niche that you can be comfortable with but is also a profitable one.

Before doing anything, it makes sense to start by looking at what people actually spend their money on.

So let's take a look...

So What do people spend their money on?

Everyone has a certain amount of income that they use to buy things. Most of us can divide our income into two areas, the things **we need** such as food, shelter and clothes, but there are also the things that **we want**; these are the things that are primarily triggered by **emotion**.

For example:

"I don't need that BIG SCREEN TV but I sure do want it!"

When it comes to wants there are generally 5 things that people spend their money on...

Beauty - It makes us feel good to look good. It's important to note also that our society puts emphasis on looking younger, and as our population ages anti-aging products, Botox and plastic surgery have become very hot topics.

Niches within this industry include, fashion, cosmetics, hair & nail care, fragrances and dieting.

Health - Everyone's afraid of illness and even death. We all want to be as healthy as we can for as long as we can. Feeling good and avoiding pain, injury and discomfort have become a priority for many.

The area of health also encompasses things like vitamins, weight loss, weight gain, nutrition, body building, caring for the elderly, insurance and resources for healthy living.

Love - One of our very basic instincts is to love and be loved. Finding compatible partners is a strong instinct for most of us and the internet has capitalized on that with the huge eruption of dating and friend finder sites. On the opposite end of that spectrum are divorce issues and marriage success topics.

More topics include flowers, candy, jewelry cards and gifts

Money - We all want to have more money and look for ways to make more of it, save it and invest it. Money making programs, investment and retirement programs, budgeting tools and calculators, banking conveniences and even finding better paying jobs have captured our interest.

Money is very emotional topic that often triggers stress particularly when it comes to things like debt relief or the desire to make more money and have material wealth.

Entertainment / Recreation - We all need time to play, have fun, let our hair down and relax. People also spend thousands perfecting their hobbies and finding new ways to be competitive.

Niches might include movies, games, music, art, electronics, and sports.

These topics are all opportunities for internet sales because you can connect with buyers on an **emotional level**.

It's the "*I don't need that gadget but I'd sure like to have it*" concept.

But to take your sales power even further and eliminate a huge percentage of the competition, you need to focus on the **profitable** niches. This means finding a specific need and fulfilling it. So start by looking at what people need, want and buy, then deliver it to the masses.

Why "Niche" Marketing?

The internet is full of stores, retailers and items for sale. If you're going to compete successfully you must capture the smaller markets, these are the ones the 'big' marketers leave behind.

Let's say for example that you had a local brick and mortar store that sold cutlery.

In a local town that reaches 20 to 30 thousand people you probably wouldn't do very well because most people that need knives would simply go to their local Wal-Mart or Target store, however; that's the beauty of the internet, you could create a 'cutlery' site where your reach goes far beyond your local neighborhood, your reach actually covers *the world!*

Also, an internet store that is 'cutlery' focused would certainly offer more in-depth, detailed information about knives and cutlery than any sales person at the local Wal-Mart or Target could ever provide. And because of that your sales potential is much greater.

Finding a niche should start with a topic that you are interested in. Do you need to be an expert, *not at all*. I built a [guitar website](#) and I don't know the first thing about guitars, but I also found that there are over 4000 searches a day for guitars.

In continuing my research I found the guitar topics that interest people the most. I then created my site around those topics.

So how do you get started?

Finding a niche should begin with looking at the following:

- **What do you already know?**
- **What do you like that you're willing to learn about?**
- **What are your hobbies?**
- **What are the current trends going on today?**

What do you already know?

We all have experience and knowledge in something. That could be something you do for a living, a hobby, a sport or even a having gone through a specific life event that taught you a valuable lesson.

Think about what it is you know and have experienced and think about how you can apply that knowledge to help, assist or benefit others.

What do you like that you're willing to learn about?

If you don't think you have a talent or know about much, perhaps you have a topic that you have a passion for or that interests you and you're willing to learn about.

If so, take a class, read a few books, learn as much as you can. Once you've built your knowledge base you can easily create a website or blog on the topic. You could even write an e-book .

Don't ever let yourself be discouraged by not feeling that you are smart or expert enough in a specific topic. For most niches it doesn't take much to learn about something before you know more than the average person.

Learn all that you can, **believe** you are an expert and project **confidence**, that's basically all it takes.

What are your hobbies?

Got a hobby that you love? If you do, chances are you've developed personal tips and strategies that might help others. People are obsessive about their hobbies and they spend lots of money perfecting them.

Developing a site that sells gadgets to help people improve their hobby or find information on how to develop a skill will always be in demand.

What are the current trends going on today?

Keep your eyes and ears open for trends. I like to watch TV and the shopping channels are a great way to see what people are buying. I've also had some great luck with talking to my kids. They are a great resource for finding out what the hot trends are.

Finding Ideas through Keyword Research

Let's take a look at some more ways to find and evaluate some profitable niche ideas.

We're first going to start with using a good keyword research tool. You can use any tool you like, however I prefer Wordtracker. So for the purposes of this guide you can follow along using the [Wordtracker free trial](#).

The internet is where people go for information. They go there to find things to buy and for how to do things, namely how to learn things, fix things, solve problems, find remedies, etc.

If you can find a need and fill it you've got a winner, but how do we know what it is they need or what it is they are looking for?

This is where our keyword research will help – *a lot!*

Login to Wordtracker and under the keyword universe section go to the 'Keyword Popularity' window and type in any one of the following words.

how to
how
find
buy
info
create
relief
easy
learn
tip
fix
remedy
solution
improve

If you typed in the words 'how to' you will see that it gives you a whole host of ideas to research. Here's just a sampling of what comes up (the number to the right indicates the number of searches a day for that phrase at the time of this writing):

how to make hair bows 1081
how to draw cars 1079
how to save a life 929
how to write a resume 893

how to play soccer 880
how to read guitar tabs 649
how to draw 503
how to make a photo album 490
how to make hanging flower baskets 481
how to curl hair 448
how to draw cartoons 437
how to shave 392
how to gain weight 379
sedu hairstyles how to 376
how to lose weight 376
how to build a deck 354
how to draw people 353
how to play tennis 353
how to clean brass 325
how to make a resume 314
how to knit 298
how to get rid of wasps 297
how to play guitar 284
how to write a business plan 274
how to take good pictures 270
how to play poker 257
how to write a bibliography 255
how to play chess 254
how to pick a lock 252
how to build your own aircraft 249
how to make a website 245
how to play sudoku 239
how to make a kite 233
how to write a book 231
how to make homemade wine 230
how to make diet shakes 224
how to make meatloaf 224
how to brush my dogs teeth 218
how to read palms 217
how to cut hair 194
how to write an essay 176
how to grow tomatoes 169
how to dance 167
how to quit smoking 162
how to meditate 161
how to build stairs 160
how to make soap 152
how to make relationship last 152
how to prepare a resume 135

Typing in the words *'find'* or *'buy'* also turn up lots of good ideas.

Another tip for using these words is to use word extensions. Take the word 'create' for example, try using creating, created or creator. There are some hidden tidbits you can find when you do this type of word expansion.

Not everyone takes the time to do this, so you could easily turn up hidden niches that no one else has thought of.

How Many Searches are Enough?

People always ask me, how many searches are enough? We all like specific numbers, however in this case there is no right answer.

For me personally I like to see at least 500-1000 searches a day for my main site topic and my subtopic pages should have at least 200-300 searches a day including the variations of the search terms.

For example, at the time of this writing, candles has over 1100 searches a day and the topics 'unity candles', 'pillar candles', 'electric candles' each has over 500 searches a day including the variations of those keywords.

Your topic and subtopics may have smaller numbers and *that's OK!* Your site as a whole, which includes your main page plus your sub-pages, will be targeting a much larger number of searches.

Places to find profitable niches

It's one thing to find a niche but it's another to find *a profitable* niche.

We're going to take a look at some great places to find profitable niches. These will not only give you some niche ideas, they will also show you how profitable the niche may be by looking at the successes of other web sites.

Check out eBay

Go to www.ebay.com. Here's where you can get ideas by looking at the eBay shops. *These shops are making money!*

For example, if you look at the category *'baby'* you will come to a page that lists the 'popular searches' and the 'largest Stores'. If you look down under the largest stores you will see a number displayed in parentheses, this is buyer feedback which means these are the numbers of buyers. Of course not all buyers make comments so they've made *at least* that many sales.

Check out Ebaypulse

<http://pulse.ebay.com>

This is where you can find 'hot' items. It's basically a snapshot of the eBay marketplace and features the top 10 **popular searches, popular stores, popular products** and most watched items.

If you click on the category listing at the top you'll see that you have several categories to choose from. After selecting a category you will see a list of the largest stores for that category. Next to each store is a number in parentheses. This number indicates the number of sales; this is the same as we saw above for eBay.

Use the EBay Hot Items Report

EBay also puts out a monthly "hot item" report that you can get at:

<http://pages.ebay.com/sellercentral/hotitems.pdf>

This is an excellent report for finding niches that eBay has profited from. It's also updated monthly so it's always current. The report is still free and it indicates the degree of "hotness" from "super hot" to 'very hot' to 'hot'. You'll find lots of good tips there for finding profitable niches.

Nifty eBay Niche Site Builder

It's called 'Build a Niche Site" or [BANS](#). BANS builds you an eBay niche store from the products that eBay sells online and you promote them as an affiliate. You select what products you want to promote and BANS builds the site around those products. You don't have to sell and deliver the products yourself you simply promote them on your site and you receive commissions on sales you make. I built my first BANS niche store in 4 hours with their 'easy to setup' instructions.

I ran across this product a few years ago and ended up really liking it. What I really love about my BANS sites is that they continue to bring a steady flow of income for me each month. ...*Just another idea.*

Examine the Google sponsored listings.

<http://www.google.com>

If you go to Google and type in your topic keywords you'll notice the listings down the right hand side and at the very top. These are paid advertiser listings. Watch these listings for several weeks and pay special attention to the ads that continue to appear, this means the advertisers *are making money!*

Use forums

One of my favorite ways of finding out what people are looking for is to go to topic forums. For example, if you think you would like to sell cameras, find a camera forum. Reviewing topic forums will give you some really good hints about what people want to know within your topic. You can also ask questions on these forums which is an easy way to get candid, useful feedback.

Use the Google Keyword Metrics tool.

<http://www.technobloggie.com/keyword-tool/index.php>

This tool tells you a lot about the money making potential of certain markets. Specifically what keywords people are paying for on Google Adwords, which is Google's pay-per-click ad service.

It's helpful because you can see what keywords people are bidding on. I generally analyze results by determining that if a keyword's bid is anywhere from \$0.40 to about \$2.00 this is a profitable market. Anything more than \$2.00 I personally feel is too competitive. If keywords have \$2 bids or higher, you're probably on the right track however I would say try to think about narrowing down the niche a little more.

Also try looking for products that offer affiliate programs that pay fairly high commissions, this is also a good indication these types of products sell well.

The Google Metrics tool is also a *BIG* help if you will be using pay-per-click ads.

Use Paypal for Ideas

Paypal can give you ideas by going to 'Paypal Shops'

https://www.paypal.com/us/cgi-bin/webscr?cmd=_shop-ext

If you click on a 'Shop Category' to the left you will come to a page that lists all the stores that use PayPal. Some of these may be eBay stores because a lot of eBay customers use Paypal as their payment processor, but if you look at the store listings again you will see a number next to the store, this lists the number of PayPal members that have paid this merchant.

Lots of profitable ideas there as well!

Amazon

Amazon is a perfect if you are looking to create information products, or even to get good content ideas.

<http://www.amazon.com>

For finding information to write about I go to 'books' and type in the niche you are interested in. For example, let's try 'parenting'. There are too many books on parenting, so let's try narrowing it down just a little to 'single parenting'. We're

getting better but look what happens when we try 'single parenting for moms',
ahh ...much better.

Now if we look at Wordtracker we can see that 'single parents' and 'single parenting' has over 300 searches a day.

Looking through all of the book titles will give you lots of good focused ideas.

Lots of good ideas! Almost too many, but don't get discouraged or distracted. Keep up the search and stay focused.

One thing to remember when searching for an idea is not to try to be all things to all people. You want to narrow down your market as much as you possibly can.

For example '*musical instruments*' would be much too large of a market. Narrowing it down to 'Guitars' is better but narrowing it down further to 'electric guitars' or 'acoustic guitars' is even better yet.

A final few words...

These are a few of the techniques and strategies I use to find profitable niches but they're certainly not the only ones.

If you'd like more ideas or are more of a visual person, James Jones has a few excellent [free videos](#) on finding untapped niche markets and finding profit streams that you can tap into as well. Regardless of where you are in your search these videos will give you some powerful insight.

There's no perfect niche

You're not likely to find niches that are *unfilled* so don't get hung up on trying to find the *perfect niche*, *there is no such thing*. Simply do your research, find an interest and be committed.

As the internet evolves there will be more and more sites with more and more competition but don't be afraid of that. Competition means that you're in a good market. With social marketing and the various marketing strategies available online you'll be able to use your competition to your advantage.

Once you find your niche, build a focused website, keep your visitors in mind at all times and use good search engine optimization and you're good to go.

I truly hope that helps you get started and perhaps motivates you a little. Finding a niche is an important step but the truth is there are thousands of niches that are

profitable for people. The real success comes from getting started, being focuses and staying committed to becoming successful.

My Best for your Success :-)

A handwritten signature in black ink that reads "Mrs. Singh". The signature is written in a cursive style with a prominent initial "M" and "S".

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