

Easy

Niche and Audience Selection

Internet Marketing for Newcomers



Checklist

Your First Step to Your Online Income!
You Need to Get This Right, To Get Going!

Pete Bentzen

Checklist

If you are looking to find the perfect niche to enter and earn with from your new blog or website? If you follow this checklist, and refer back to the eBook, we will walk you through how to find the perfect niche to create content and provide a useful resource you can check against as you test the market.

Why it Matters

Your niche impacts your web design, your content, your monetization options and even the demographics you'll be dealing with for your audience!

Start With Self Interests

Pick a blog topic you find interesting – this way you'll be able to ensure that it's fun to update it every day or at least very frequently. You'll be less likely to get bored with the topic and your copy will really pop out and attract more followers.

Pick a subject you know lots about – this will mean you have more information, so you can provide more unique and accurate content.

It doesn't have to be traditional – your 'interest' doesn't have to be a 'traditional' niche or subject. It could just as easily be your favourite sports team, or a great book that you read recently.

You can even learn something new! – If you want, you can learn something new and turn that into the content for your blog, while you're learning. This way, you can write not only about the subject itself but also your experiences, from learning it.

Note: You can always be in more than one niche at once. Try using a couple traditional niches and write about both. But... Be careful, you have to do both justice and you need to choose subjects that are related to each other.

I would suggest one niche, get it going properly, then choose another?

How to Create a New Niche

To create a new niche, you can take two topics and combine them into one. A couple of examples might be:

-) Fitness and entrepreneurialism
-) Blogging and writing
-) Technology and the 'maker' movement

You can also create new niches ala 'The Art of Manliness' by taking a connecting theme and using this to combine a whole range of different topics.

How to Survive in a Competitive Niche

- To survive in a very crowded area, you should try focussing on one specific demographic with your topic.
- Or one very specific area within your niche.
- Or you can find a specific route to market that very few are tapping into.
- Check Social Media sites and Question/Answer sites to make sure people are talking about it, now! You must locate your Audience as well.

How to Research a Topic

Once you've chosen your topic and you've started producing content, you'll want to begin researching it. To do this:

-) Subscribe to some RSS feeds of relevant blogs
-) Subscribe to a magazine on the subject
-) Rent out some books and read around the topic
-) Look at press releases and journal studies for breaking news
-) Learn to ask the right questions and follow the thread to come up with something new!
-) Research in Online marketplaces to see what products are selling well and at what prices. If you can't find much selling, you should probably choose something else, unless of course you have a completely different spin on it, that you

are confident will sell. In that case, you need to do some testing!

Profiting From Your Niche

To make money from a blog, you need to ensure the niche you're choosing is profitable. To do this, consider the following...

1. Clickability

Does your niche have lots of relevant ads that people will click? Look at other blogs in your niche and see if they are doing well with AdSense and other networks. Check how many searches it's receiving per month, in recent months. Don't overdo the number of ad spots, people come for your great content, not to see lots of ads.

2. Affiliate digital products

Look to see if there are lots of affiliate products available for your niche. You can do this by checking WSO (Warrior Special Offers), ClickBank or other affiliate networks.

3. Tangibles

If not, perhaps you can make money as an affiliate selling physical products. A good way to do this would be with an Amazon partner account. This way you can sell books, toys, gadgets and more.

4. Your own products

Finally, ask yourself whether there are products you can sell yourself. This means looking at whether the niche is overcrowded and whether there's space for something new. Is there a specific problem you could solve with an eBook? Is there a need for video tutorials?

5. Blogs aren't the only way

Blogs are a great central space for you to build your authority and your followers, but you should also other websites as niche specific as possible.

Testing Your Niche

Before you jump in, there are some things you can do to test the niche first.

-) Try selling a PLR product to see if people are willing to buy in that area.
-) Try creating a landing page to get people to sign up for a mailing list or even pre-order an upcoming product.
-) Look at the other players in that niche and see how they're performing.

Bottom Line

The bottom line is to recognize that your niche is intricately connected to your business model, the design of your site and even your day-to-day activities. Make sure you research this thoroughly and make sure you have a real plan for how you're going to monetize the niche before you spend a huge amount of time or money.

Remember the all important "Audience" this is a high priority in your niche choice.

Get all this right and you'll make life MUCH easier for yourself.

<< END >>