

Easy

Niche and Audience Selection

Internet Marketing for Newcomers



Resource Cheat Sheet

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

Pete Bentzen

Finding the right niche is perhaps the single most important step towards launching a successful blog or website that you can monetize for big profit. That's because choosing your niche will not only impact on the type of content you should be writing, but also on the type of visitors you'll get, hence, the potential monetization options and much more.

Luckily, finding your ideal niche doesn't have to be a guessing game and there are plenty of resources and tools out there that can help you to find the right niche for you.

Read on for a full list of resources you can use to identify the ideal topic for you to write about and earn money from!

Refer back to the eBook, to remind yourself how to go about it and what you are looking for.

Niche Ideas

The following articles and resources will provide you with ideas for niches. These are lists of popular topics that have proven successful for other marketers and browsing through them should help trigger your inspiration!

50 Successful Blogs in Every Topic Imaginable

<http://www.sparringmind.com/successful-blogs/>

From 'Sparring Mind', this article lists 50 big blogs in a range of different niches. Rather than just looking at niches themselves, this can help you to see how other bloggers have managed to thrive in each area which should hopefully whet your creative juices!

The World's Largest Blog Niche and Topic Idea List

<http://www.sparkplugging.com/sparkplug-ceo/the-worlds-largest-blog-niche-and-topic-idea-list/>

Whether the claim in the title is true, we can't be sure. What we can be sure of though, is that this is a very impressive selection of niches all in an easy-to-navigate list. You should be able to find some topics here you wouldn't have thought of.

81 Topic Ideas for Starting a Blog That Matters

<https://fizzle.co/sparkline/81-blog-topic-ideas>

81 more ideas. Because you can't have too many to go through!

Examples of Blogs/Niches

In the book, we looked at a few sites that had done very well by selecting creative niches. Here are those blogs for reference.

The Personal MBA

<http://personalmba.com/>

Blogger Josh Kaufman created his blog while learning about business and in doing so, built a resource that other people could use too. The result? A highly successful website that made him a lot of money.

The Art of Manliness

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

A completely original idea for a blog niche that nevertheless manages to incorporate many others. This is truly an example of a site that was successful because of its niche!

The Four Hour Blog

www.fourhourworkweek.com/blog

The blog of author Tim Ferriss and another great example of a multidisciplinary blog. Tim covers self improvement, productivity, fitness, technology and more but it all ties together, very neatly.

Sonic Stadium

<http://www.sonicstadium.org/>

A website for fans of Sonic the Hedgehog. A great demonstration of how a 'fan site' can be very popular. You don't have to have an in-demand skill to have something to blog about!

Nerd Fitness

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

An awesome example of taking a broad niche and then honing it in to focus on one specific demographic. Nerd Fitness has been incredibly successful thanks to its unique position within the market.

This something you can do with many choices of niches.

The Affiliate Networks

Selling affiliate products is a great way to make money. But before you set out to do that, you need to ensure that there are products available in that niche for you to sell. How do you do that? You check the biggest affiliate networks before you begin of course!

JVZoo

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

JVZoo is the best all-round affiliate network. It combines an excellent user interface with lots of features and relatively low fees.

ClickBank

<http://www.clickbank.com>

ClickBank has been around a long time. It's more fiddly and expensive than JVZoo but it also has a huge selection of products worth looking through. Even if you don't use this one, it's good for getting ideas.

WSO Pro

<http://www.warriorforum.com/warrior-special-offers/>

Warrior Special Offers Pro is a great place to find affiliate products as well as to sell them if you ever get to that point. Just be aware that this mainly caters to the 'make money' niche.

Amazon Affiliate Program

<https://affiliate-program.amazon.com/gp/associates/join/landing/main.html>

If you're planning on selling 'tangibles', then Amazon's affiliate program is ideal. This is perfectly geared toward certain niches that don't lend themselves to digital products.

ShareASale

www.shareasale.com

Another perfect one for selling physical products. Offers a little higher commission as compared with Amazon.

AdSense

Another way to monetize a niche is with AdSense. These two links will get you started:

AdSense

<https://www.google.com/adsense/start/>

This is where you sign up and grab your code for embedding ads. You can also learn about the program [here](#).

Keyword Planner

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

This is a great one for checking how much money is being spent in your niche on ads. This can give you a good idea of how competitive a specific niche is, as well as helping you learn which keywords etc. are the most in-demand.

And while you're at it:

KeywordSpy

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

KeywordSpy lets you check out the competition and popular keywords on AdWords. Another useful one for looking at the state of a particular market and for sussing out sites that you'll be going up against!

Research

The other thing you need to do is to research your niche to find out what kind of content you can write there! Once you've picked your niche, you'll need to keep doing this to continue coming up with fresh stuff that your visitors will want to read.

Use these sites:

Google Scholar

<https://scholar.google.com>

This is a good place to visit if you want to check out the latest studies and journal articles. A great tool for science-based topics.

PR Newswire

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

A good place to find press releases that you can use to hear the latest news from specific companies. New product coming out? Hear it here first!

Muncheye

<http://muncheye.com>

A site that lists many launches recent and coming soon. It's known as the launch calendar site for I.M. products. Check it out to see what other marketers, who have done their research, have chosen to create their products on.

So, there you go: a ton of resources you can use to help you discover your perfect niche. Use the lists to find ideas and the examples for inspiration. Then research the profitability of your niche by looking at affiliate products and Google AdSense spending. Finally, start researching the kind of content that you'll be looking at and how well it's doing out there.

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