

Easy

Niche and Audience Selection

Internet Marketing for Newcomers



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

Pete Bentzen

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Pete is a passionate person who will go the extra mile and always wants to over-deliver, every time.

Pete's words of wisdom:

"I believe that knowledge is power. Everyone should strive to improve themselves and/or their business, no matter what stage of life they're in. Whether it's to develop a better mindset within themselves, or to increase their profits. As long as you are moving forward, you will get there, in the end."

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Introduction



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 what if you get it wrong?

Well, there's no such thing as a 'wrong' niche but you can 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 eBook to learn how to go about picking a niche that can work and can work for you.

Note: Throughout the eBook we mention for 'your blog', and 'blogging', but choosing your niche and audience is just as important for your online business, whether you have a blog or not.

What is a Niche?

Perhaps a good place to start is by explaining precisely what is meant by the term 'niche'. Simply put, your niche is your 'subject matter' for your website, your blog, your content and your products. 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 online business niche, or the 'make money online' niche.

But, you actually need to get a bit more specific than just "Fitness and Health" or "Make Money Online". Your chosen niche should be a 'subset' of the overall, being more specific and targeting a small sector or better still, a specific audience and their specific needs.

In Online Marketing we use the term 'niche' rather than 'topic' because the topics you cover might sometimes break out of your niche, although still closely related. For example, you can write a post about Networking on FaceBook, but your site will still be in the 'Make Money Online 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 on your main website and still be in a niche – if you have a community of followers on Social Media, who follow you because of expertise on a subject, you are still considered as being in that niche.

So, 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 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.

Probably a better definition for us, can be found at the Balance Small Business where they state:

“A niche market is a focused, targetable portion of a market.

By definition, then, a business that focuses on a particular niche is addressing a need for a product or service (or products or services) that is not being addressed by mainstream providers. Establishing a niche market can give you the opportunity to provide products and services to a group that other businesses may have overlooked. You can think of a niche market as a narrowly defined group of potential customers that have specific needs, a subset of a larger group.”

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 opportunities to talk about and promote in some other related niches in the same market or to the same Audience!

Also note, that if a market is large enough, you don’t need it to be “unfulfilled” or “overlooked” as often you can sell your products or services simply by having the trust of your audience, or by differentiating your spin on the need for that product or service.

This is where your USP (unique selling proposition) can make a huge difference to your sales and hence, your success!

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 online niche' and many sub-niches within this, the 'health and fitness' niche, the 'dating' niche, the 'pets 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.

As you get into this manual, you will also note, that it is far better to not just choose a niche, but to drill down into it and find a specific sub-niche. The more defined you are, the better you will do, particularly if you are choosing the bigger, more popular niches.

What You Will Learn

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

EASY NICHE & AUDIENCE SELECTION

-) 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 combining a couple of niches, can also be beneficial
-) 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, promoting and selling and this will arm you to make the right choices for your own 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 and other business content.

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

Chapter 1: Have You Chosen a Niche Before?



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

Well no...

The very fact that fitness is such a popular niche is what can make it a terrible choice for your first niche. If you create your first blog in the fitness industry, you

will have to compete with thousands upon thousands of existing blogs. Some of those blogs have been around for a long time, have far more resources to pour into marketing than you and have a lot of existing brand visibility.

Now you'll write a post on 'how to get six pack abs' and you'll be competing with hundreds of other articles on getting six pack abs. How can you expect to be different, 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 fresh posts for your blog, it also means that you're less likely to find more interesting and unique 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 what's going on in this subject.

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

However, a very popular niche is the 'make money online' niche, but it can give very different results for a newcomer, then what I've said above. You just have to identify your sub-niche and come up with your own unique spin on it. The thing with this niche is that there are many thousands of new people coming into it every day, so providing you are a bit different and you stay actively at it, you can break in and make some good money.

There is also another benefit of starting with this niche:

EASY NICHE & AUDIENCE SELECTION

If you choose this niche and are working in it, you are forced by default, to learn much more about it, how it works and what others are doing. This will help you a great deal in your Internet Marketing journey, no matter what niche you may branch out into, later.

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

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. If you don't have a clear hobby or interest, how are you supposed to turn that into something you can write about, time after time?

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 your '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 more 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?

I think you get the idea. Your niche can be any subject at all, as long as you can monetize it, and find an Audience in it.

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: Learn Something New



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 still have no idea what you will choose for your niche. That's fine, most people find this quite difficult, first time around!

But you must have things that you find very 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 a new subject and sharing what you're learning at the same time.

Wish you were a gardener? Then why not learn gardening and write about your own experiences as you learn?

Wish you could speak another language? Why not share your progress and provide tips about your learning process and your success as you go, for your audience?

Why Listen to a Learner?

Now you are probably wondering why people would want to read your posts and learn from you if you're not an 'expert' of any kind, in your chosen subject. What could you possibly have to offer?

Well, that is short-sighted: actually, writing as a learner has the advantage of ensuring that you don't scare your audience away with deep jargon. Often learners make really good teachers because they find it that much easier to put themselves

in the shoes of the people they are in turn, trying to teach. This also gives your content an interesting narrative as you can discuss your learning journey along the way, as well as what you've learnt.

Your content will have a much more of a personal touch and can be fun for your readers. They will see you as being where they want to be, right now.

There's another advantage to writing as a learner too – and that's that you will have an easier time, coming up with the content to write.

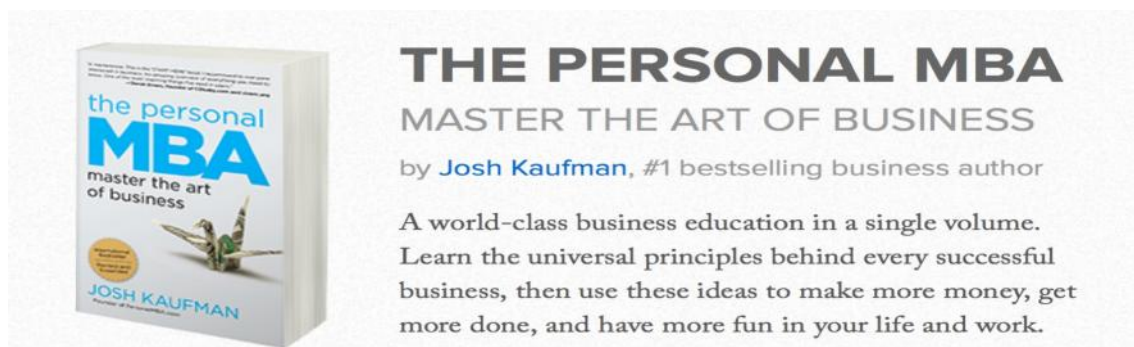
The problem with teaching as an expert is that a lot of other experts are going to be watching you and waiting for you to say the wrong thing, something out of date, or something they disagree with.

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 openly 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 of this, 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'.



This blog was the pet project of Josh Kaufman who started it to take notes on his progress, while 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!

Josh's story could very well inspire you to approach a topic as a newbie and especially if you can give your topic a unique twist, as Josh did.

At the same time, you will have the 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! So, while you build a blog for yourself, you will be building it for other people at the same time. How's that for Learning and Earning at the same time?

Some people refer to this 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 spin.

Chapter 4: You Must find the Money



Now all this is great, but at some point, you will have to think about the money, that is what we are here for, isn't it?

As with the design stage of any product, it's important to do some research and testing to make sure there is an audience out there. Make sure you do this before you invest too much time and effort building your site and producing your content.

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 the level of income you expect or need.

And yes, some niches vary drastically in terms of profitability, so this is something you need to do as early as possible!

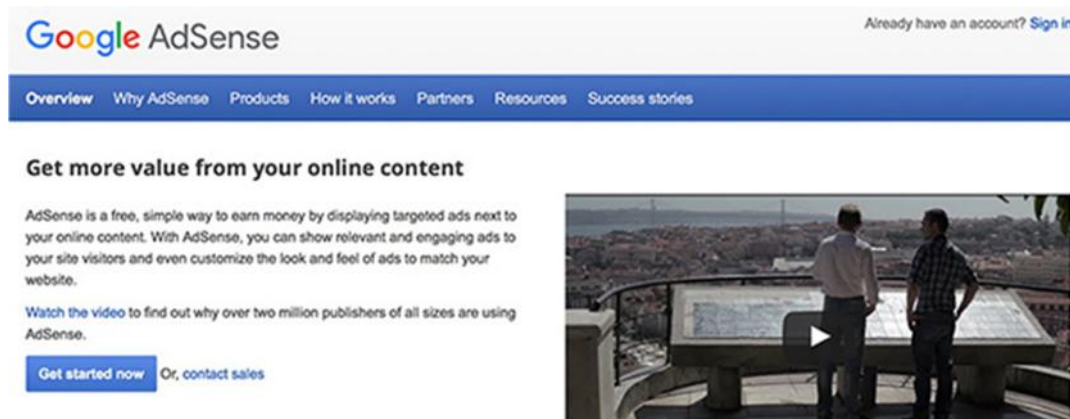
What Makes a Niche Profitable?

So, what does make a niche profitable?

To understand this fully, you need to brainstorm about all the options available for you to earn from your chosen niche. What are people looking for, in regard to information, services and products, that are directly or closely related to your niche? Can YOU provide these products and/or services, in a profitable way?

One of the monetization options is advertising: you can place Google AdSense ads or other people's Banner ads on your website. But... keep in mind this is actually the least profitable form of monetization. You will be sending your visitors away from

your site every time they click on an ad. What's more, you should think about the fact that if those advertisers are willing to pay for your traffic, they must have a way to make more money from these ads, than you are making from sending your traffic. If they can, so can you. So, find out what they are doing and then do something similar?



You need to ask, research... How are they making money?

They must be selling something. If they are selling something, then they'll be able to keep a good share of the profit from each visitor while at the same time keeping these visitors engaged with their brand. This is what you should be aiming to do from your site, or at least planning so you can do it too.

You can do this either by creating a product of your own – ideally a 'digital product' such as an eBook or video training series – or by selling a product you didn't create, such as an affiliate product. Or, of course, providing 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 for their ads to appear on your website!

So, as one would expect, 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 likely to earn you 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 or resellers). This means the ads won't get clicked very often, which means you won't earn very 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 the clicks you're sending to them!

This is the kind of thought process and research, you need to be doing 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 monetization plan, before getting right into it.

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, and a lot more!

Another 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 because it doesn't have a tempting high 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 and spend a lot of time or money!

Your Target Audience

Something else to think seriously about, is the type of audience you are going to get when you write about a particular subject, or your 'demographic' to use the correct term. Even if your choice of niche was picked as a very profitable one, you need to consider the possibility that it might not earn as much as it could, if your audience don't have much disposable income!

For example, if you're writing about computer games, then there's a good chance that a large percentage of your audience will be younger, teenagers, etc. This means they will most likely not have as much money to spend as more mature people. 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!

This is just another thing that you need to consider, while choosing your niche and in particular, your audience for that niche. You can do all this research, but if you don't identify that people are looking for and willing to pay for products, you may have wasted your time, anyway!

Profitability and Evergreen Sites

Yet, 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 short term 'fads' and others will be long lasting. Likewise, some topics will lend themselves more to 'evergreen content'. These are the ones you should look for, as it makes it easier to write content that will attract people for a long time and create products that will continue to sell, for a long time.

This is something you need to take into account with a fan site as well. 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 from being as popular.

Even if the thing you're writing about has a hardcore fan base that stick by it for a longer period, you might still find it difficult to write 'evergreen content' that people can read in several 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 next 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 years to come, 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 some 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. Some fads can be very lucrative, but you need to get in very quickly, and then get out. Better yet, if you can anticipate an upcoming trend or fad, you can stand to earn a lot of money very fast, before the real competition gets into it.

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

Chapter 5: Your Specific Demographic



In chapter 4, we mentioned some ideas, now it's time to get into some more detail on those.

We talked about the fact that some demographics have more disposable income than others and that some people are more likely to spend the 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, within your niche.

Shrinking Your Audience

If you have chosen to operate in one of the very large niches like fitness, then you can really struggle to stand out, or to compete with the other blogs in your niche. We did mention this earlier. Luckily, there are some ways you can have your cake and eat it, too.

One very good option is to take a broad niche, but to aim your blog content at a very specific sub-niche, within the broad main niche. This way, you can cover the sub-niche in great detail, but when exhausted, you simply bend it around to a related sub-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' example.

Honing in on a specific 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'.

While doing this, make sure you create or seek out products that are very closely related to your specific sub-niche and use your blog content to pre-sell the needs and benefits of those products.

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 group
-) Gender
-) Illnesses (fitness for diabetics, etc.)
-) Interests (fitness for the fashion conscious)
-) Careers
-) Sexuality
-) Religion (Christian blogs are very popular)

And of course, there are many more – so do some brainstorming and 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 mentioned above, no niche has everything – and a niche that is highly profitable won't necessarily have the best demographic.

So, to provide the best guidance for selecting your niche, we should consider what makes a great target audience, for a particular niche.

Here are some considerations:

-)] Passion and commitment to the subject (the more passion they have for your topics, the more they will follow everything you do and the more willing they

will be, to buy)

-) Free time (if they don't have free time, they won't spend time on your site or blog)
-) Disposable income (they need to have available funds to spend on your products, or they are not who you are looking for)
-) Personality (you want them to be friendly participants in your community, engaging with you and your content, builds trust)
-) Impulsiveness (impulsive people can be the best and the quickest spenders)

So, think seriously about, what type of audience meets the majority of these 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.

One 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 helps in two ways, it saves the site owners a lot of work and has a big earning potential, by having very high engagement within the audience, themselves.

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.

EASY NICHE & AUDIENCE SELECTION

Meaning, one audience demographic does not suit all niches, so, consider every aspect of the target audience you'll be reaching before you finalize your specific niche.

It is all a matter of the combination that has to compliment each other, not one or the other!

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 your choice can sure make a huge difference, as some are much easier than others.

Ideally, you want to find a topic that is currently active and one that is still evolving. This way, there will consistently be new things you can discuss. But, you also want the newly evolved topics to be ones that will remain evergreen, as well.

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 body part, that you can write about!

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 show that your particular spin on the information, could be incorrect.

So, if this was your choice, it is an area that's going to involve a lot of reading to stay up to date and it's not going to be easy, to keep it fresh and maintain engagement.

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 for very long.

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. If things or even opinions change, you need to cover these changes.

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.

Research Your Niche to Come 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 or blogs in your niche
-) Magazines on your topics
-) Books
-) Podcasts
-) YouTube (a great place to search for information)

But... don't just follow the exact posts you find in other media, you must make it unique, make it 'Yours'. If you do just copy, then yours will be unoriginal and you will not get any love from the search engines and you will reduce your 'authority' in your niche. It is very advantageous, to think about ways you can learn from the articles, you find and then write your own content based on what you learn. Your content will contain ideas from several other articles but will not be the same as any of them.

For example, you might 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 entirely different?

It can also pay to read about things that aren't related to your niche at all – or that are vaguely related. This gives 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 completely 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, 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?

There are so many places on the net, in the news agencies, everywhere, that you can get ideas from, that you didn't even think were appropriate to your niche, but in fact, they put a whole new spin on something.

Chapter 7: Will It Get You Clicks?



We've already asked whether you'll be able to get a good income 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 get traffic, resulting in payments 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 necessarily a strict requirement, sometimes it's just about being interesting and to address curiosity.

Some niches that are very popular online are the ones that have the most adverts – and that in turn makes them even more popular and 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.

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 your blog specifically on 'fitness for entrepreneurs' and you could then have adverts from both of 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 large popular blogs?

Another thing you can 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 not always, 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 are not the most profitable way to monetize your website... so why does this even 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 that AdSense is incredibly quick and simple to set up, meaning that you can have a blog that's earning money in weeks by using this while you get your main income source(s) set up. (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, just for your own research and confirmation.

Chapter 8: Potential for Digital Product Affiliate Promotions



As we discussed above, it won't be most profitable for you to be relying on adverts, then what other options do you have for monetization? One of the most profitable and also one of the 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 example, if someone created an eBook or an online course, you could promote that product using an affiliate link, so you get paid a percentage of the sale every time that someone buys it from your site. Very often the commission can be up to 100%, but 50% to 60% of the price, is very common!

How can the creators afford to pay out so high percentages? 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. But more than that, they will have set up their sales funnel, so every buyer gets onto their subscribers list, it is worth paying you the high commissions, based on what they will sell to that buyer in the longer term. 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 someone else's product.

The great thing about digital products like eBooks and video courses, etc. is that they have zero cost to produce – they don't require any materials to create, they don't need storage and even the delivery is free!

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

Finding a Niche for Digital Affiliate Products

So, if this sounds like a great business model to you, the question then becomes, which niches are best for selling digital products as an affiliate?

If you consider that digital products are mainly information products, you simply need to find an area where information is at a premium. In other words, you need a subject where people are very eager to learn and are willing to 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 already freely available.

Once again, the heavy hitters will be things like fitness, online business, dating and other areas where you can teach someone a skill that will improve their lives in some big 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 online, 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 be looking at other niches first...

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 those, then you will have a smaller potential audience – but you also you will have more marketing opportunities and less competition. Another challenge as an affiliate marketer, 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... It's all a matter of the spin you can put on it!

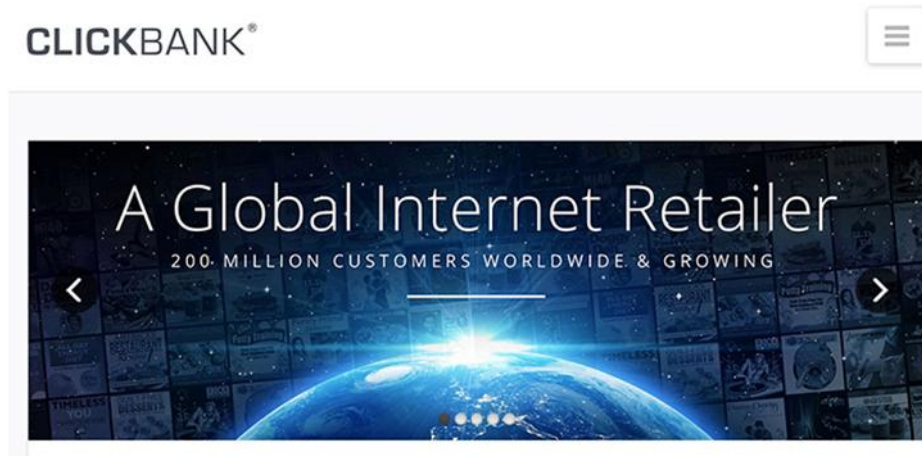
Big Affiliate Networks

The quickest 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 affiliate market places, like ClickBank, JVZoo, etc. If you find a niche that has a lot of products available on these sites, then you'll be able to choose the best ones that you think will sell so you can keep a steady stream of new products coming.

Keep in mind, you don't just want to sell to each of your fans once. You must be aiming to create a large list of subscribers on your e-mail list so that you can message them with new products on a regular basis. So, don't just sell anything you find, make sure you choose products that are of high quality and well suited to your audience, so you build and maintain their trust.

The most popular affiliate networks are:

ClickBank (www.clickbank.com)



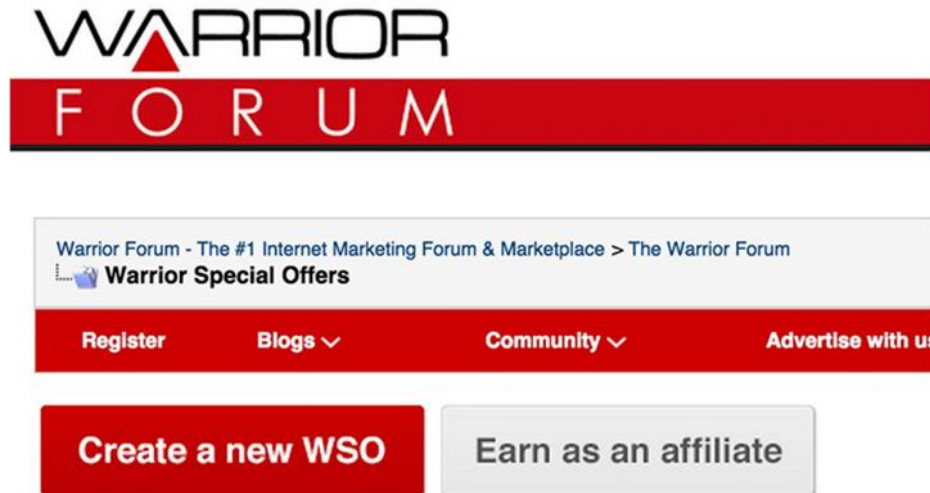
This is one of the oldest and largest affiliate networks. It has higher fees than some others and the user interface is less tidy and appealing, but it also has a lot to offer in terms of the range of products available. ClickBank is one of the top two sites to do your research on.

JVZoo (www.jvzoo.com)



JVZoo is currently the most popular affiliate networks, in the Make Money Online niche. 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/>)



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 also in the 'make money online' niche).

You should take a look at all three of these affiliate networks and browse around by niche. You will get a good idea of where the action is, as far as what is selling now!

Chapter 9: Tangible Affiliate Profits



We discussed digital products and that they have a lot of benefits, but we also need to mention that physical objects or ‘tangibles’ have their own set of advantages. This is particularly true for certain 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 the actual product, 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 physical products. The same is true for niches that are directly related to particular products or tools. Many popular niches exist for these types of products, such as:

-) Tools
-) Gardening products and accessories
-) Clothing
-) Jewelry and watches
-) Books
-) Cameras
-) Computers, Laptops, tablets and accessories for these
-) Even groceries

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 disadvantage is that your commission percentages will be much lower than it would be for digital products on say ClickBank, JVZoo or WSO.

When thinking about your niche, think about whether or not you could sell physical products there. If you can, it 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 will find physical products as well as 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 offline world. Bear in mind though, 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.

A good example of doing this would be to have a blog, with attached online store or several stores. You would then, have a good search system so people can find what they are looking for, and use your blog posts to pre-sell, or advertise your main products. You can add extra pages with specials, best sellers, etc.

Think about it, you can look at a whole new range of niches, if you are considering these types of products for your monetization.

Chapter 10: Launch Your Own Products?



Selling affiliate products that are either physical or digital is one very good way to quickly start making money from your site, without the 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 if you want, you can find other affiliates to help bring more traffic to you instead of you doing that for someone else.

Having your own product has other advantages such as, the subscribers list you build will be full of your "buyers" for you to make ongoing sales to and there are great benefits in regards to your niche authority, nothing builds your authority in your niche better and faster than having your own products offered from your site.

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 of 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 some new products, before you even begin.

Is There's Space for Your Products

So how do you decide whether the niche you're considering is one you could create your own 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 (written or video), 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 for making money online.

The question you have to ask here, is whether you can compete and whether you can offer something new, or even put a unique spin on something that is not so 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 – as suggested above, 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. 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, as long as you have also found 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 own 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 or 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 that they aren’t going to buy. 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 are planning to sell.

What you’re going to do, is to run a practice promotion as though you were actually 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.

Keep in mind that these one-off tests are not always accurate, there might be a better time to do it, or it might just need a slightly different approach. You will need to weigh up your options, before you decide to move on.

To do your test, simply create a landing page, then promote your product and describe 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.

If you want to soften the disappointment some would-be buyers might experience, you could have a free eBook or similar, and you can also offer to let them know as soon as the product is ready, and that way you have their email address, hopefully for a sale later.

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, if no one goes there, you can head back to the drawing board.

As mentioned, this strategy works even better, 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!

This is just one example of testing a product before you create it, many people simply find a very similar affiliate product for doing the testing, and others will decide based on stats from the affiliate networks.

If you are planning on one of the competitive niches, I recommend some form of a test. In this case you should plan your different spin and promote your test in that way.

Keyword Research to Find Hot Niches



There are some shortcuts you can use to find niche markets that are very profitable. One of the most common ways is to use keyword research tools. By researching the numbers of searches per month, for particular keywords, you can get a good idea of the size of your potential market.

Here are a few tools that are recommended:

LongTail Pro

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



LongTail Pro has been one 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

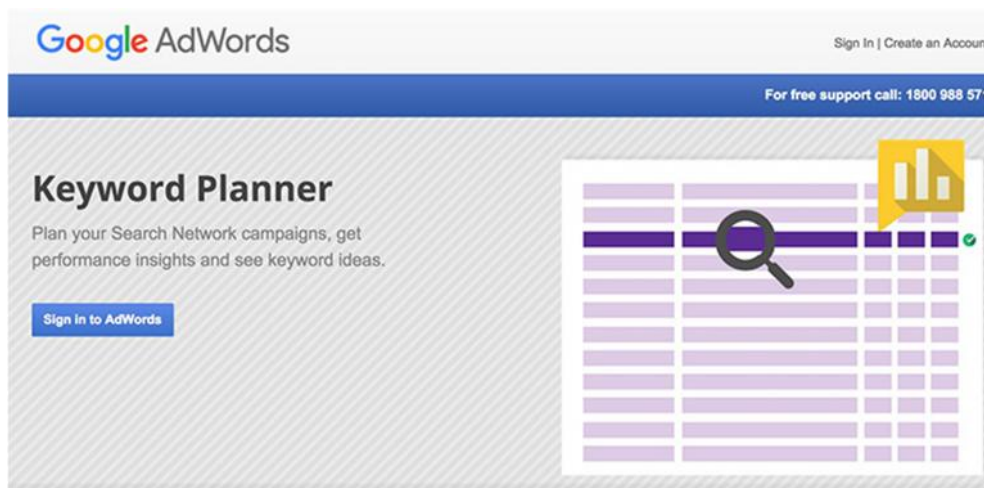
<http://www.spyfu.com/>



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? There is a lot of sense to using this tool, as the keyword research will be based on actual Google searches and will be a good indication of your market.

SEOBook's Keyword Tools

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



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

They have a whole range of different tools, and a number of free tutorials to help with your research. Definitely, well worth a visit!

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.

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