

Niche Selection Cheatsheet

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Niche Selection – Action Plan.

What is Niche?

- As defined by Google, a niche is "...denoting or relating to products, services, or interests that appeal to a small, specialized section of the population...".
- "Weight-loss" is a MARKET. "Weight-loss for men over 40" is a NICHE. Understand the difference and focus on a niche and NOT a market.

Who is Your Target?

- Hungry buyers! These are people who have a problem and are looking to solve it and they don't want it solved tomorrow, they want it solved today – NOW. And most importantly they are prepared to spend money on alleviating their problem.

What problems?

- The three tried and tested evergreen markets of list building are: Health (Weight Loss/Diet, Acne, Tinnitus - more) Wealth (MMO, Forex/Investing, Get out of Debt) and Happiness (Dating, Marriage/Divorce, Getting Ex Back). Drill down to find a specific niche.

Anybody Searching?

- Use the [Google Keyword Planner](#). Enter your niche keywords and establish how many searches per month are being made for products or services in your niche.
- Identify further niche keywords and do searches on them too.

Anybody Buying?

- Go to Amazon Bestsellers, Magazines.com even eBay, or just type your niche keywords into Google. See if information is already being provided for your niche and whether people are actually paying good money to find a solution to their problem.

WARNING!

- Don't make your niche fit the research i.e. don't be blind to what the research is telling you. You may be passionate about '*shark fishing in Lake Ontario*' (!!!) but if the research shows there are no buyers of products (which seems highly probable), then it is unlikely you will succeed! Consider another niche and start the research again.

ACTION

- Decide on a niche and carry out the research as shown above to see if is viable. Use the resources on the next page to help you but don't dwell too much on them at this stage - TAKE ACTION

Niche Selection - Resources.

Main Resources



1. *Profitable niche selection strategies*
2. *How to Perform Niche selection when All the Good Ideas are Already ...*
3. *Ecommerce Product & Niche Selection (Updated: September, 2017)*
4. *How To Find A Profitable Niche Market In 3 Easy Steps*
5. *Niche Selection – How To Select The Right Niche - Finding Your Niche*

Video Resources



1. *How to Find A Profitable Niche Market - 2017 | Online Business ...*
2. *How to Find a niche the right way - YouTube*
3. *How to Choose a Profitable Niche - YouTube*
4. *How To Choose A Profitable Niche 2017 – YouTube*
5. *How to do Niche Market Research with Amazon and Clickbank ...*

Facebook Resources



1. *Super Easy Extreme Niche selection and targeting with Facebook ...*
2. *A Seven Step Niche Selection Checklist... - Merchant Business ...*
3. *Niche Selection Cheat Sheet | Facebook*
4. *Empire Flippers - "When it comes to niche selection you'll... | Facebook*
5. *Indigo Niche - Our friend Liz bought a selection of... | Facebook*

Forum Resources



1. *Niche selection advice | Warrior Forum - The #1 Digital Marketing ...*
2. *Niche Selection | The Fastlane Entrepreneur Forum*
3. *Next Gurus • View forum - Niche Selection*
4. *Niche Selection Process. I want your insights. | Apex Forum*
5. *Niche Selection how? - Blogging Question - ShoutMeLoud Bloggers...*

Niche Selection Tools



1. *Free Keyword Research Tool and SEO Tutorials – Market Samurai*
2. *Tools & Resources - NicheHacks*
3. *Niche Finder Pro Keyword Tool for Finding Niches - Store Coach*
4. *Business Tools I Use - Niche Pursuits*
5. *The Tools I Use Everyday to Build and Grow my Niche Sites - Niche ...*

Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to see more success online

If you would like to take the next step, click the link below now...

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