

\$100K Factory Session 1 Summary

Welcome to \$100K Factory Session 1! In this session, we discuss the following:

- Select your big niche and sub-niches
- Select your website names
- Introduction to Facebook Audience Insights

Final Goal

Either 2 big niches with 2 sub-niches each

Or

1 big niche with 4 sub-niches

The final goal is to have 4 sub-niches and 4 websites, each website matching one sub-niche.

Selecting Your Niches

Big Niche Guidelines

Big niches are passions, hobbies, professions, products, etc.

Thing BIG – really big – over 5 million Facebook audience numbers.
Examples of big niches:

- Sports
- Country Living
- Animals
- Cars
- Cooking
- Gardening
- Fitness
- Do It Yourself
- Beauty

- Dogs

Consider seasonality. “Gardening” is a great Big Niche, but it may limit you to spring and summer. However, because gardening is such a huge niche anyway, it should be fine, but keep it in mind that audience interaction may go down a bit in the winter.

Why think of big niches? It is so you will be able to find lots and lots of content when you are building your websites ... it also helps keep you focused.

Brainstorming Your Big Niche

Think of your passions, interests, occupations or hobbies. What do you like? You will be working in this niche for months, possibly years.

Another thing to try is to go shopping. Look at magazines to brainstorm ideas, Dummy’s guides, and talk to friends and family.

Finally, we have the Project 55 bonus, which is available in the member’s area.

Small Niche Guidelines

Once you have a BIG niche, now you have your focus. Think now of sub-niches within the big niche.

For small niches, drill down, but it can still be big. Stay under 5 million, but it is not an exact science. If it’s 5 million, that’s still fine. 5 million is just a nice, round number.

Within the sub-niche, make sure you have sizeable fan pages to ensure content is available and being shared.

Brainstorming Your Sub-Niches

Facebook’s Interest tab doesn’t have a nice, hierarchical tree where you can dive down from niche to sub-niches. Instead, you will first need to leave the Audience Insight tool to look elsewhere for ideas:

- Facebook pages search
- Google search (and Google News)
- Pinterest

- Wikipedia
- Magazines and categories in the non-fiction section of a bookstore or library

Facebook Audience Insight Tool

This tool is intended to assist people and business that run ads on Facebook. You can find it here:

https://facebook.com/ads/audience_insights

If you can't get to it (if the page is blank or not found), this means you do not have a business account. To get one, follow the instructions on the PDF guide in the member's section of Resources – it is also available on the Session 1 page.

Note: If you have NEVER opened a Facebook page, create one now, but DO NOT follow the PDF guide ... your account runs the risk of being flagged.

Instead, look under Project 55 to look for sub-niches that you will be interest in. Then, email the Go / No Go team at 100kfactorysession1@gmail.com with the subject line "New Facebook account" – add the niches and sub-niches you are interested in.

In the meantime, keep building up your new Facebook account with some images, keep adding friends, talk about things, etc.

We believe that Facebook's automatic filters are looking for "fake" accounts trying to immediately create ads (even though your account is certainly not fake!) By creating a real, personal account with real information, you won't get flagged as you progress to creating ads.

The Audience Insight Tool

If you have access to the Audience Insight Tool, begin your niche research! Make sure your location is the United States?

Why the United States? Simply because we want everybody to be on the same level. If you love a niche that is not popular in the United

States (ie cricket), then select a different country. But for all our examples, we will be using the United States.

The screenshot shows the Facebook 'CREATE AUDIENCE' interface. On the left, the 'Location' is set to 'UNITED STATES' and 'Age and Gender' is set to '18+' and 'Any'. Under 'Interests', 'Hunting' is selected. On the right, the '(New Audience)' summary shows '25m - 30m monthly active people'. Below this, the 'Page Likes' tab is active, displaying a list of top categories. 'Hunting' is the top category, followed by 'Farming/Agriculture', 'Shopping/Retail', 'TV Network', 'Company', 'Outdoor Gear/Sporting Goods', 'Public Figure', 'Community', 'Website', 'Recreation/Sports', and 'TV Show'. 'The Big Buck Club' is highlighted under the 'Recreation/Sports' category.

In the example above, we typed Hunting into the Interests on the left. We see it is a BIG niche – 25 – 30 million pages. So we decide to use this as our big niche.

How to find a sub-niche? First, see what pages are on the Page Likes screen. Below, we see “The Big Buck Club” ... and it brings up “deer hunting.” Let’s erase hunting, and type in Deer Hunting ...

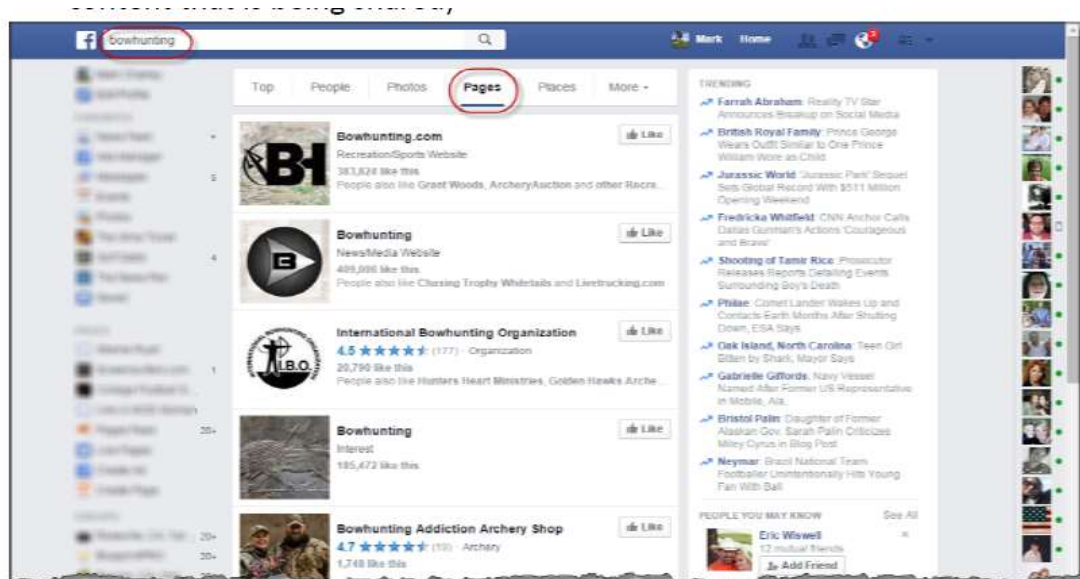
The screenshot shows the Facebook 'CREATE AUDIENCE' interface. On the left, the 'Location' is set to 'UNITED STATES' and 'Age and Gender' is set to '18+' and 'Any'. Under 'Interests', 'Deer hunting' is selected. On the right, the '(New Audience)' summary shows '4.5m - 5m monthly active people'. Below this, the 'Demographics' tab is active, displaying a bar chart for 'Age and Gender'. The chart shows the distribution of age groups (18-24, 25-34, 35-44, 45-54, 55-64) for men and women. The data is as follows:

Age Group	16% Women (54% All Facebook)	84% Men (46% All Facebook)
18 - 24	31%	22%
25 - 34	27%	31%
35 - 44	19%	22%
45 - 54	14%	14%
55 - 64	7%	7%

4.5 to 5 million. Perfect! We have our first niche.

To continue brainstorming, you can keep looking at Facebook pages, or do Google searches to see what other popular sub-niches of hunting are (ie fly fishing, bow hunting, turkey hunting).

Find Facebook pages in your sub-niche with lots of likes, lots of shares, and plenty of fresh content. This proves the audience interest and viral potential of content.



Some sub-niches won't fit our parameters. For instance, wine is 40 – 45 million ... but you can't really drill down into 4 sub-niches.

You can, but they are too small – for instance, if you decide on red wine, white wine, and 2 others, you will then be building websites JUST on white wine, and JUST on red wine. It won't work. There is not enough content.

Cupcakes and electric guitars are other examples. These have huge audiences, but you can't break it down any more. So, these would be sub-niches.

Finally, make sure sub-niches don't overlap. Do a thinking exercise. If you have your 4 websites, and you find a piece of content (news, a viral video, some fun fact), if you have troubles deciding which website to put it on ... then your sub-niches are overlapping.

Facebook Pages For Sub-niches

Look for at least 4 Facebook Pages with over 150,000 likes. Again, this is not an exact science, but make sure there is a lot of likes, a lot of sharing content, and a lot of active, updated content. This shows the engagement and sharing capabilities of your audience.

Domain Names

What makes a good domain name?

- Be creative
- Use niche slang or jargon (ie “Strike out” for baseball)
- Think brandable (Mashable, Twitter)
- Think magazine title, newspaper, journal
- .com is preferred

Take a niche keyword or phrase, and add certain words to the end.
Examples:

Buzz, Place, Times, News, Zone, Wire, Digest, Blog

Places to find great domain name ideas:

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

<http://www.panabee.com/name-generator>

Domains on Fire

Steve & Aidan’s own software tool to find auction domains

Use this if you wish to look for aged domains at auction, for sale, or redemption period (still owned by the original owner but about to expire).

Sign up under “Software Suite” in the members area.

Simply enter a word and search. To limit the search:

- Exclude hyphens
- Exclude Digits
- Exclude Adult
- GoDaddy Auctions only
- .com only

Domain Health

Checks to see if the domain is on a blacklist or a Google AdSense ban.

Note: As of June 17, there is an error where ALL domains seem to have been banned.

Instead, use this site: <http://bannedchecksite.com/> - If a Google ad appears below the website name, it is NOT banned.

Where to Get New Domains

GoDaddy, Namecheap, 1and1.com, Siteground

Look for a coupon first! Google “Godaddy coupon”

DO NOT register a domain name with a trademark in it.

Hosting

We are using Siteground.com for our hosting:

<https://www.siteground.com/go/100k>

Choose “Grow Big” for \$7.95/month. This hosting package is good for ALL your domains.

If you are comfortable with hosting, Wordpress installs, plugins and theme, you DO NOT need to go with our hosting. However, if you would rather be able to “push one button” and have our software install everything for you, then choose Siteground.com.

Go / No Go Requirements

When your big niche and sub-niches are ready, send them to 100kfactorysession1@gmail.com

List the following:

1 (or 2) big niches – audience size at least 5 million

4 (or 2 each) sub-niches per big niche

- Audience less than 5 million, at least 150,000
- Check audience engagement and Facebook pages

List the 4 domain names you will be acquiring

There is NO deadline for this, but you should be ready by June 22nd or 23rd