

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The Blog Niche-Selection Checklist

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The Blog Niche-Selection Checklist

One of the keys to creating a profitable blog is to make sure you are blogging in a profitable niche. If you get this step wrong, your blog will be dead in the water before you even write your first post.

So how do you pick a profitable niche?

That's what this checklist shows you how to do. Take a look...

Brainstorm Markets

The first step is to brainstorm as many markets (and niches) as possible.

You can start by adding some of the bigger, evergreen markets to your list such as:

- Weight loss.
- Fitness.
- Anti-aging.
- Popular hobbies (golf, fishing, boxing, etc).
- Make money online / internet business.
- Small business / entrepreneur.
- Investments and financial.
- Physical health (arthritis, heart disease, allergies, diabetes, etc).
- Mental health (depression, anxiety, etc).
- Home improvement.

- Home buying and selling.
- Animals (dog training, raising a cat, training a parrot, etc)
- Gardening.
- Subsistence living (e.g., backyard chicken coops, subsistence farming).
- Self defense.
- Home security.
- Computer security.
- Camping and hiking.
- Travel.
- Children (raising children, adoption, fertility).
- Relationships and marriage.
- Cars (restoration, modding, etc).
- Saving money (coupons, utility bills, etc).
- Language (learn French, German, etc).
- Music (e.g., how to play the guitar).
- Productivity
- Activities for fun and profit (e.g., photography, making jewelry).

And so on. Within each main market, feel free to brainstorm any additional niches or subniches that you can think of.

Next, ask yourself these questions to add potential markets and niches to your list:

- What are your problems?

For example, if you're having troubles landing a good job, then anything pertaining to careers, resumes, job interviews and so on are potential topics.

- What are your hobbies?
- What kind of traveling do you like to do?
- Where do you spend your disposable income?
- What activities give you the most joy?
- What are your friends' and colleagues' problems, hobbies and joys?
- What types of topics do you see popping up on the news frequently?
- What types of topics do you see appearing in your social media newsfeeds?
- What conversations do you find yourself engaging in with friends, family and colleagues?

At this point you should have a large list of potential markets and/or smaller niches.

Now it's time to do some more research...

Research Markets To Find Profitable Niches

Some of the markets mentioned above are HUGE.

For example, weight loss is a sprawling billion-dollar market. If you set up a “weight loss” blog, you’re going to be up against a lot of competition, many of whom have had sites up for 15 years or more.

So here’s what you need to do: carve out a corner of the market by finding a profitable niche. In the weight loss market, your niche might be something like:

- Weight loss for women over 40.
- Low-carb weight loss.
- Weight loss for busy people.
- Weight loss for vegetarians.
- Weight loss through bodybuilding.
- Weight loss for women who want to lose the baby weight.
- Weight loss for middle-aged men at risk for heart disease.

And so on.

So how do you uncover these niches?

By researching your broader markets to uncover:

1. Niches where there are plenty of competitors (which is a sign of healthy and profitable market).
2. Niches with a variety of products and services being offered.

3. Niches where marketers are consistently investing money to advertise (because smart business owners don't sink money into unprofitable advertising over the long term).

Here's how to do this research...

- Search marketplaces. Enter your broad keywords into marketplaces such as Amazon.com, ClickBank, iTunes, Google Play, and JVZoo. Look for niches with plenty of competitors and products.
- Browse newsstands for print publications in your niche. If there is a magazine or newspaper devoted to the topic, that's a good sign of a popular market. Then check the magazine cover for ideas of which specific topics are the most popular.
- Enter your keywords in the search engines. Then take a look at what the top sites in your niche are selling, and to whom they're selling these products and services.
- Browse Google Trends. This will give you an idea of what markets and associated niches are growing in popularity.
- Use a keyword tool. WordTracker.com, MarketSamurai.com, or your favorite keyword tool will give you an idea of how popular a niche is by showing you how many people are searching for information about it in the search engines.
- Browse Facebook's ad platform. The idea here is to go to Facebook's ad manager at <https://www.facebook.com/ads/manager/creation/creation/>, and go through the motions of setting up an ad. You'll be able to judge the size of your audience as you narrow by audience demographics and behavior. This will give you an idea of the popularity of a prospective niche.

- See where advertisers are investing money.

Check the following:

- The sponsored ads next to Google and Bing search engine results.
- What types of ads you see in niche areas of sites like Reddit.com, Amazon.com and eBay.com.
- What types of ads you see in relevant print publications (e.g., Dog Fancy).

Conclusion: Which Niche?

Once you complete these steps, you'll likely have plenty of possibilities from which to choose. Ask yourself these questions in order to choose the one that's a good fit for you:

- **Which of these topics interest you the most?** You'll be blogging in this niche for years, so it's helpful to have an interest in it.
- **In which of these niches do you have knowledge or experience?** You don't necessarily need to be an expert, but it's a good idea to have some pre-existing knowledge on the topic.
- **Which of these niches show the most profit potential?** Ask yourself the first two questions above first to create a short list, and then pick the most profitable niche from this short list.

And there you have it – you now have a profitable niche in which to set up a profitable business and blog!