



## **Niche Report: Survival & Prepping**

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## **The Survival & Prepping Market:**

### **Introduction:**

This market is made up of people preparing for a potential big disaster - whether it be a natural disaster, martial law, or an economic crash. Their biggest desire is to take care of themselves and their families if a major disaster occurs.

Their goals are to ensure their long-term survival and protection in the event of an emergency. This means having enough food and water to live off of, for probably six months or more. It also includes ensuring all other basic needs are met, like medicine, first-aid supplies, flashlights, batteries, etc.

Their very basic problem is knowing what and how to be prepared. Once they know the basics, problems include making sure they have long-term supplies, having a readily available short-term emergency bag, making sure food doesn't go bad (by rotating and eating the food they are storing), making sure batteries don't go bad, and other problems that would arise from living with no electricity.

This appears to be a great market because everything involves people *doing things* (remember how important this is) and taking action. There is a large demand for supplies (that will eventually need to be replenished) as well as tips, tools, and strategies.

### **1. Facebook Pages:**

1. <https://www.facebook.com/SurvivalLife/> (126,000+ talking about)
2. <https://www.facebook.com/homesteading/> (105,000+ talking about)
3. <https://www.facebook.com/SurvivalistTips/> (61,000+ talking about)
4. <https://www.facebook.com/practicalsurvivalist/> (19,000+ talking about)
5. <https://facebook.com/Survival-Hacks-1581274372194257/> (14,000+ talking)



## 2. Affiliate Offers:

- |  |           |
|--|-----------|
| 1. <a href="http://odigger.com/preview/64963191/">http://odigger.com/preview/64963191/</a>                           | AffiliaXe |
| 2. <a href="http://odigger.com/preview/71783981/">http://odigger.com/preview/71783981/</a>                           | ClickBank |
| 3. <a href="http://odigger.com/preview/70483766/">http://odigger.com/preview/70483766/</a>                           | ClickBank |
| 4. <a href="http://odigger.com/preview/70239006/">http://odigger.com/preview/70239006/</a>                           | NamOffers |
| 5. <a href="http://odigger.com/preview/68789042/">http://odigger.com/preview/68789042/</a>                           | ClickBank |
| 6. <a href="http://odigger.com/preview/69097944/">http://odigger.com/preview/69097944/</a>                           | ClickBank |
| 7. <a href="http://cleanfoodsource.com/affiliates/">http://cleanfoodsource.com/affiliates/</a>                       | ClickBank |
| 8. <a href="http://www.thelostways.com/statics/affiliates.php">http://www.thelostways.com/statics/affiliates.php</a> | ClickBank |
| 9. <a href="http://ezbatteryreconditioning.com/affiliates/">http://ezbatteryreconditioning.com/affiliates/</a>       | ClickBank |
| 10. <a href="http://affiliates.survivallife.com">http://affiliates.survivallife.com</a>                              | ClickBank |

## 3. Content Sources:

1. <http://survivallife.com>
2. <http://practicalsurvivalist.com>
3. <http://survivalhacks.info>
4. <https://www.survivalkit.com>
5. <https://www.survivalfrog.com>
6. <http://survivalist101.com>
7. <http://www.backdoorsurvival.com>
8. <http://www.thesurvivalistblog.net>
9. <http://urbansurvivalsite.com>
10. <http://graywolfsurvival.com>

## 4. Types of Content:

1. Common prepping mistakes
2. Survival prepping in cities/urban areas
3. Survival prepping for beginners
4. Food & water prepping tips / how to grow your own food
5. Survival prepping skills
6. Self-sufficiency & Do it yourself projects