Finding a Niche: It Doesn’t Have To Be a Bitch!
How to Find a Hungry Market in 4 Simple Steps

Updated for 2015!

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Table of Contents

What this special report is all about .............................................................. 3
Why should you listen to me? ...................................................................... 5
What is niche marketing? .......................................................................... 7
How do I find a niche to serve? ................................................................. 9

Step #1: Brainstorm Niches .......................................................................... 9
  Online in large numbers ................................................................. 9
  Actively looking for solution .......................................................... 10
  Have a strong emotional need ........................................................ 11
  Are willing to spend money ............................................................ 12
  Are underserved by the market ....................................................... 14
  Wrapping up this section ................................................................. 15

Step #2: Identify the Problems Your Niche is Having ............................... 17
  Look at the problems in your own life .............................................. 17
  Books about trends ........................................................................... 18
  Popular blogs .................................................................................... 18
  Popular forums ............................................................................... 21
  Amazon Bestsellers ........................................................................ 22
  How-to websites ............................................................................... 26
  Wrapping up this section ................................................................. 27

Step #3: Pick Out the Winning Niche Problems ......................................... 28
  How to Find Problems with the Best Chance of Being Profitable .......... 29
  Niche Problem Filter #1: Good amount of searches related to problem 30
  Niche Problem Filter #2: Searches imply intent to solve problem ...... 33
  Niche Problem Filter #3: Stable number of searches ......................... 35
  Niche Problem Filter #4: Compelling benefit of purchasing online .... 39
  Niche Problem Filter #5: Limited amount of quality free information 40
  Niche Problem Filter #6: Problem relates to making money ............. 42
  Wrapping Up This Section ............................................................... 43

Step #4: Understand Winning Niche Problems Deeply .............................. 45
  Two Approaches to Deeply Understanding Your Niche’s Pain Points ... 46
  Approach #1: The “Private Investigator” .......................................... 46
  Approach #2: The “Survey Researcher” ............................................ 50

Where You Go From Here ........................................................................ 63
What This Special Report is All About

Why I’ve Written This Report

I’ve written this report for everyone who is struggling to find ideas for their Internet business.

There’s a pretty typical path that people follow when they first start learning about making money online. Let me know if this is the path you’ve followed (I sure did):

1. One day while surfing the web you came across an e-book on how to “make thousands of dollars a day on complete auto-pilot”.

   (Or maybe you’d heard of a 14-year-old Internet wizard who was making ten times his teacher’s salary.)

2. You did some Google searches for “make money online” or “online passive income”, and bought the first good e-book you came across.

3. Overwhelmed by the foreign concepts in this new world (what the heck is “PPC” and “SEO”?), you bought some more e-books (or online “courses”) that promised to show you a “drop-dead system for stuffing your pockets with cash overnight”.

4. Meanwhile, you were also spending lots of time on Internet marketing forums, searching for that elusive system that all of the IM shysters promise is so simple (and yet so massively profitable).

5. You bounce around from model to model (should I be an affiliate marketer? Create my own product? Set up Adsense sites? Become a domainer? Buy and flip websites?). You spend a lot of time staring blankly at your computer screen.

No doubt you’ve come to the conclusion that is no silver bullet for making money online. Starting an Internet business takes time and hard work. But like anything else, the more you do it, the easier it becomes.

The key is to choose a point where you’re going to stop reading and start implementing.
This special report shows you a straightforward system for choosing niche markets that you can build an Internet business around.

The awesome thing about this system is that it allows you to make money using many of the models I mentioned above – because it involves getting to know a *market*, rather than just learning the flavor-of-the-month online business model.

And remember: I said this system is *straightforward*. That’s not necessarily the same as EASY.

**What’s In This Report**

This report is all about *finding a niche to serve*. In my business, I follow these 4 steps to find a niche:

- Brainstorm niches
- Identify the problems in the niche
- Filter out the garbage
- Understand your audience deeply

So let’s dig into it!

But before we do, turn the page to learn a little bit about me and why I’m qualified to teach this stuff.

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**Want to find a profitable niche in the next 60 days?** Then please check out my [Niche Sherpa Video Coaching Course](http://www.NicheSherpa.com).

In the course I take you step-by-step through my method for finding a niche that will **make you money as quickly as possible**. The course includes dozens of instructional videos, PDFs, bonuses, and an online community. To learn more, please go to [http://www.NicheSherpa.com](http://www.NicheSherpa.com).
Why Should You Listen to Me?

I know what’s going through your head right now: “Who is this guy and why is he trying to convince me that it’s so great to be an online entrepreneur?”

Here’s a little bit about me:

1. I have ten years’ experience in doing research to get inside people’s minds – survey research in particular, both online and offline.

   One of the more interesting surveys I was involved in was in rural India. For my Master’s thesis, I designed a survey to try to figure out if changes in the price of forest products leads to a change in the behaviour of people who live in India’s forests.

   One of the coolest things about that survey was that some of the people I met had never met a “white person” in their lives!

   Here’s a picture of me in a small village in Madhya Pradesh, India, while conducting a survey (back in the good ol’ days when I had hair):

![Image of author conducting survey in India](image)

2. In addition to being passionate about research, I’m also obsessed with making research less BORING!

   I know that even using the word “research” makes some people’s eyes glaze over, their head flop back, and their tongue hang out of the side of their mouths.
But research is an INCREDIBLY powerful tool in any marketer’s arsenal.

Here’s the thing: if you want to enter a market and virtually guarantee that you’ll be profitable, or if you want to dig deep into the needs of an audience, a least a little bit of research is essential.

If you enter a market without doing research and you make a consistent profit, you can chalk it up to luck (and luck can run dry pretty quickly).

3. I’ve been involved in Internet marketing since 2006, and have been using my online research methodology to find desperate buyers since 2008.

I’ve run dozens of online surveys, and have figured out a way to tell early if I have a “winner” or not. (More on that a little later.)

This means I can quickly weed out the losers, and spend my time understanding the needs of a market. When you have that knowledge, finding solutions is pretty simple.

Having an online business has allowed me to live anywhere with my family. In 2013 I moved from Canada to Bali, Indonesia with my wife and two kids. Here’s a picture I took of my 8-year-old goofing around while we were scuba diving off a place called Padangbai:

But enough about me…let’s dive into it (pun intended)!
What is Niche Marketing?


In a nutshell, niche marketing involves serving one part of a market, not just promoting a single product.

A niche can be sliced out of a larger market in many different ways. A niche market can consist of:

- A certain demographic group (for example: women aged 25-35, men aged 55-65, etc.)
- A certain psychographic group (“psychographics” identifies people by their Activities, Interests, or Opinions – for example: golfers, Democrats, etc.)
- Specific needs (for example: people who need a solution for back pain)

When a lot of people first get into Internet marketing, they’re often told to pick a product and start promoting it (usually by going into the Clickbank Marketplace and choosing a product that has high gravity).

There are a couple of BIG problems with this technique:

*What if that product suddenly gets pulled off the market?*

*Or*

*What if a new (cheaper or better) product comes on the market, and the product you’re promoting suddenly stops selling?*

On the other hand, if you focus on serving the needs of a whole niche you won’t get burned when a product you’re promoting disappears or becomes uncompetitive – you can simply find another product to promote!

Just think about it for a minute: niches have multiple needs, but products don’t.

So if you start your Internet marketing business by focusing on the “new mother” niche (for example), you can attack that market by first making a list of all the needs that new moms have:
- Baby clothes
- Parenting e-books
- Weight loss programs
- Time management advice
- Yoga gear
- Sleep aids *(if you're a parent of young kids, you understand this one!)*
- Kids’ books and videos
- Marriage help *(the arrival of kids often strains marriages)*

When approaching a niche market, look at it this way:

**Your job is to serve as a “guide” for your niche, helping them solve their problems.**

And what will you get in return for your role as “niche sherpa”? Well, if you do it right, you’ll get a thriving online niche business!

So how do you find a niche to serve? Turn the page to find out!

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Ready to take action TODAY to find a profitable niche? Get a two-week trial to my Niche Sherpa Video Coaching Course for only $4.95.

To learn more and get access to the step-by-step videos, PDFs, and online community, please go to www.NicheSherpa.com
How Do I Find a Niche to Serve?

Step #1: Brainstorm Niches

As I said in previous pages, a lot of Internet marketers think about their business backwards: they brainstorm products they can promote, before they even think about a niche.

There’s one big problem with that approach: if the product stops selling, there goes your business!

Then you have to start all over again, and look for another product to promote.

By first choosing a niche (which you can also refer to as an audience), you avoid this trap. Because even if one of your products dies, you still have an audience that you can sell to.

Unless your audience dies overnight too! (But if your entire audience dies, it probably means there’s a disease epidemic happening – and you’d have more important things to worry about.)

Steps to Find a Niche That’s Right for You

If you want to have a sustainably profitable business, there are a few criteria that your audience has to meet:

a. **Niche members are online in large numbers.** This isn’t a golden rule or anything. You can have a tiny audience (1,000 for example) and still have a solid business. But you’ll have to sell *more* and *higher-priced items* to those people.
Internet marketing is a numbers game, so the bigger the audience the better. Brian Clark from Teaching Sells recommends that your audience be at least 100,000 people (online, of course).

b. **Niche members are actively looking for solution to their problems**

Ideally, you want an audience that is actively searching the Internet for a solution to a problem (or more than one problem).

How do you find the problems the people are searching for? There’s a couple of solid ways (I’ll go into this topic in detail in the following sections):

- **Do keyword research.** Use a keyword research tool to research the “problem” phrases that people are searching on.

  Phrases like:
  - Cure
  - Help
  - Improve
  - Stop
  - How to
  - Get rid
  - Advice
  - Prevent
  - Solution
  - Treatment

- **Search forums.** There’s two ways you can do this:
  
  - Find the forums that your audience goes to often and search each forum using the “problem” keywords listed above.

    You can find your audience’s forums by going to Google and typing in the keywords “audience forum”.

    Here’s what I got from Google when I typed in “baby boomer forum”: 
c. **Niche members have a strong emotional need for solution**

When you’re looking for a niche to serve, it’s best to choose one that not only has problems, but that is desperate for solutions to those problems.

Now, that might seem like a tall order. It might seem like only *some* purchases are driven by emotion. But the reality is that emotion plays a much larger role in our lives than we think – including in our purchasing behaviour.

Take the example of the “new mom” niche that I mentioned a few pages ago, and look at the strong emotion pull behind a lot of her needs:
<table>
<thead>
<tr>
<th>Product Need</th>
<th>Emotional Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby clothes</td>
<td>Self-esteem <em>(wants her baby to look good to others)</em></td>
</tr>
<tr>
<td>Parenting e-books</td>
<td>Security <em>(wants to feel her child won’t be a failure)</em></td>
</tr>
<tr>
<td>Weight loss programs</td>
<td>Self-esteem <em>(wants to look good to other moms)</em></td>
</tr>
<tr>
<td>Time mgmt advice</td>
<td>Stability <em>(wants to feel in control of her life)</em></td>
</tr>
<tr>
<td>Yoga gear</td>
<td>Community <em>(wants to feel part of “hip” group)</em></td>
</tr>
<tr>
<td>Sleep aids</td>
<td>Stability <em>(wants to feel in control of her emotions)</em></td>
</tr>
</tbody>
</table>

The bottom line is that there’s a lot more emotion involved in purchases than you might think. To make sure that you’re entering a good niche, think about the emotional needs that members of that niche have.

d. **Niche members are willing to spend money to solve problems**

Here’s a tip: one of the most lucrative niches is the “make money” niche. (Actually, this is more than one niche – it’s more like a super-niche, because there are so many sub-niches within it – make money online, make money dog-sitting, make money with your hobby, etc.)

There’s a reason why “make money” niches are so lucrative, but it’s probably not what you think.

The reason that “make money” niches can be so profitable lies in the psychology underlying a purchase.

When a person thinks about buying something like a T.V., they categorize that purchase in their mind as an “expense”. In other words, they think of it as money down the drain.

But when a person considers buying something that can **make them more money**, their mental categorization is totally different. Now the thing they’re buying is an *investment*.

Do you see how that small mental change can make it much easier for you to sell to people in a “make money” niche?
Here’s an example of the types of “make money” niches you could get into. I typed the words “start business” into the Google Keyword Planner (formerly the Google Keyword Tool), and just look at these results:

**Quick note about the Google Keyword Planner**

Google used to have an “external” keyword tool that you could use without logging in. Now you can only access their keyword “planner” if you have an Adwords account.

It doesn’t cost anything to set up an Adwords account, and you don’t need to enter payment information. There are other free keyword tools out there, but Google has the best data source (their own data!) So it’s well worth taking 5 minutes to sign up for an Adwords account to get access to the Keyword Planner.

**End of Note**

Just one quick keyword search revealed a handful of interesting “make money” niches. Thousands of people last month were looking for information on how to start a:

- Photography business
- Catering business
- Landscaping business
- Trucking business (huh?)
- Web business
- Home-based business

If those people were presented with an e-book (or DVD set) that offered to teach them everything they need to know about starting a _____ business, do you think they would SERIOUSLY consider it? Yep, I think so too!

Okay, that wraps up my main four criteria. But before we move on, let me mention one more factor that you should consider:

e. Bonus Criteria: is the niche currently underserved by marketers?

Believe it or not, there are many niches online that aren’t being served by marketers. And I mean HUNDREDS (if not THOUSANDS) of niches!

One of the bonuses in my Niche Sherpa coaching course is a categorized list of all the “Dummies” books in existence – all 2,768 of them. The Dummies books are a great resource for brainstorming a profitable niche – because if the good folks at IDG Books took the time to produce a book on a topic, you know they’ve done their market research and figured out that there’s demand.

And if there’s demand for a Dummies book, do you think there’s probably also demand for:

- Audio interviews with experts in that field?
- Online instructional videos that teach what’s in the Dummies book?
- An ebook with interviews of people who participate in that topic (for example: “Interviews with 9 Day Traders Who Made a Fortune in Penny Stocks”)
If you think about your own experience searching online, this makes sense – how many times have you gone online to find something and came up empty-handed?

---------------------------------- Sidebar ----------------------------------

There’s a common myth in Internet marketing that I’d like to shoot down right now – the myth that few advertisers means a market isn’t worth pursuing.

The myth goes likes this: do a search in Google for any keyword. If you only see one or two advertisers on the right-side of the page, don’t go after that market.

Baloney!

I personally sell one product in a farming niche – yes, farming! – and there are only one or two other advertisers for any one of my main keywords. And click costs are $0.13!

Bottom line: “conventional wisdom” sometimes isn’t very wise…

Okay, back to my original point: if you can find a niche that meets all of the criteria in this chapter and has few marketers serving its needs, you might have a homerun!

People in that niche will be so glad that you arrived – and the best thing is, because they’ll be used to being neglect, they’ll be extremely UN-demanding!

**Wrapping Up This Section**

In this section I told you that there are four main factors that you need to look at when sizing up a niche. Is the niche:

1. Online in large numbers?
2. Actively looking for a solution to their problems?
3. Feeling a strong emotional need to solve their problems?
4. Willing to spend money to solve those problems?

If so (and especially, the niche is also currently underserved by marketers) you have grounds to explore this niche further.

Now, let’s look at how you can dive in deeper to really figure out your che’s problems!

**Want to make my annoying pitches for Niche Sherpa go away?** Then sign up for the program already! Get a two-week trial to my [Niche Sherpa Video Coaching Course](#) for only $4.95.
Step #2: Identify the Problems Your Niche is Having

In the previous section I said that your niche must have a strong emotional need to solve their problems – and that they must be actively searching for solutions to those problems.

But how do you know what your niche’s problems are in the first place? There are a bunch of solid ways to do it:

1. **Look at the problems in your own life**

If you’ve chosen a niche that you’re actually a member of, simply making an “inventory” of the problems that you face on a daily basis can be a great way to brainstorm niche problems.

You can make an inventory following these simple steps:

Sit down with a blank piece of paper (or in front of your computer) and just think about the problems that are causing pain in your life right now.

Or instead of just sitting down, choose a time of the day when you’re most introspective. For me that’s when I’m in the shower (don’t picture that!) or swimming in the pool.

Brainstorm your problems by asking yourself this question: what do I argue with my girlfriend/boyfriend/spouse about? You might argue over money, over your kids, over “commitment” in your relationship. These are all sources of pain that need solutions.

Or you can ask yourself this question: if I could have my ideal life in five years, what would that life look like? Where would I be living, and how much money would I have? Now, think about what it would take to achieve that “ideal” life. What obstacles would you need to overcome? Those obstacles are problems!
2. Books about trends

This one requires a little more work (because you actually have to read!) but can bear a huge amount of fruit.

If you can spot a trend early, you can jump on that gravy train well before other marketers do – and enjoy little competition before others jump on board.

Imagine if your niche was new moms, and you were one of the first people to promote Acai berry offers – you’d be killing it!

Predicting the future is extremely popular, because people love to feel smart by telling others how things are going to unfold (even if they turn out to be wrong). As a result, there are lots of books on the market that talk about trends.

One book that I read a few years ago is *MicroTrends*, by Mark Penn. Here are just a few of the trends that I picked up from his book:

* Lasik eye surgery
* Baby boomers’ obsession with looking and feeling young
* Plastic surgery for children
* Plastic surgery tourism
* Stay-at-home mom businesses
* Single-parent adoption (women & gay men)
* Cougars (older women who “prey” on young men)
* Alternative medicine for dogs
* Pet health insurance
* How to keep your inter-racial marriage together
* 20-somethings and bankruptcy
* Senior citizens and bankruptcy

3. Popular blogs

Another great way to gain insight into your niche’s problems is to read relevant blogs.
Here’s how you would do that if you were working in the “new mom” niche:

- Do a search for “new moms” on a blog search engine like http://blogsearch.google.com.

- Write down the URLs for the blogs with the highest “authority”, which is a measure of the number of people who link to a blog (only Technorati ranks blogs by authority).

- Visit the first ten blogs and copy and paste the post titles on the homepages of each blog.

- Scan over the list of post titles, and make a note of the themes that emerge (or paste the list of titles into a text analysis tool and note the most frequent words used in the post titles).

Even if you follow steps (a) and (b) above, you can get some great ideas for the problems facing your niche.

Here’s an example. I typed “new moms” into Google’s blog search engine. Couple of things to note:

1. First of all, just watching Google’s “auto-complete” feature gave me a couple of ideas for the needs that new moms have:
• “New moms new babies” – at first I thought these women were looking for information on how to take care of newborn babies (as opposed to older babies). But with a bit of digging I discovered that there’s a popular podcast called “New moms new babies”. Clearly there’s demand from moms for audio tips that they can listen to on-the-go.

• “New moms support group nyc” – if some moms are looking for offline support, maybe they’d be interested in an online support forum (started by you)?

Then when I actually hit “Google search” for the term “new moms” here’s what came up:

Couple of things popped out at me right away:

• “Study: new moms making critical mistakes when it comes to babies”
• “Hardest parts of being a new mom”
These two posts are a wealth of information on the insecurities of new moms and what their needs are (and that’s not including the post comments, which are the icing on the cake).

The second blog post included these gripes with being a new mom:

- Relationship problems
- Lack of sleep
- Low self esteem

There are a ton of products that you could offer to this niche that address these problems (relationship help programs and sleep supplements, just to name two).

But for now, just make a list of the challenges you see when browsing these blogs.

4. Popular forums

Forums are a HUGE source of intelligence on the challenges faced by particular audiences. And the great thing is, dozens of forums targeting micro-niches are springing up every day.

The way you’re going to use forums is like this: you’re going to mine the threads for the problems faced by your niche. Specifically, you’re going to look for complaints and requests for help – these often indicated that a person has a pain point they want to resolve.

Here’s a quick way to do that using search engines that only search forums:

- Go to www.Boardreader.com (another good forum search engine is www.omgili.com)
- Click on “Advanced Search”
- In the text box beside “with the exact phrase”, type your search term (we’ll use “new moms” for this example).
- When you click “Search”, a page of results will come up. You might have to go through some of the results to find posts that look like they’re talking about problems.
When you click “Search”, a page of results will come up. You might have to go through some of the results to find posts that look like they’re talking about problems.

I scrolled through the “new mom” results and came upon a forum that was discussing breast feeding versus formula feeding.

- This is a huge issue for new moms, because every mom wants to think they’re giving their baby the best nutrition.
- The problem here? Insecurity over “doing the right thing”.
- Potential products to offer this niche: parenting e-books and membership sites, stress relief products, relaxation products, and more.

5. Amazon Bestsellers

One of the maxims of Internet marketing is that you should always cast your fishing rod where the fish are.

In other words, don’t try to create a market all on your own – jump into an existing market where a lot of money is already being made!
(But keep in mind the point I made before: just because there aren’t a lot of advertisers in a niche doesn’t mean you can’t make money in it. My main online business is in health niche, and I basically created the market for treatment ebooks in that niche. I’ve sold hundreds of thousands of dollars worth of ebooks. So you can create a market – if you do the niche research right.)

One of the sure-fire ways to research a niche’s problems (and to see what products they’re buying) is to look on Amazon. Here are the steps you should follow:

⇒ Enter your keyword in the search box at the top of the www.Amazon.com homepage.

*Hint: make sure you DON’T change the default search option. You want to search “All Departments” – books, products, software, etc.*

⇒ When I enter the term “new moms”, I get some really interesting results.

But first, again we can get some great ideas from Amazon’s auto-complete feature:

The one that jumps out here is “new moms prayer bible” (along with “new moms bible”). That tells me there’s a market for Christian moms.
Moving on: when I completed the search for “new moms” (remembering to leave the default search settings on), here are the types of products that came up:

- Parenting books (obviously!)
- Prenatal tablets Books on “reclaiming your body”
- Charm bracelets (I wouldn’t have guessed that one)
- Gift baskets
- DVDs
- Clothing
- Organizers
- Diaper bags
- Novel-writing software (for the “free time” that moms have?)
- Spa accessories
Each of these products gives us some insight into the challenges that new moms face, and the products they’re interested in.

What’s more, Amazon has a cool feature which shows you the types of categories that new moms are interested in. It's on the left side of the results page:

We can see some familiar themes here: religion, self-esteem, relationships, self-help.
6. How-to Websites

Have you ever tried to figure out how to do something, and done a Google search to find the solution? If you have, you’re not alone. Thousands of search queries each day are of the “how-to” variety.

That’s why sites like www.eHow.com and www.howtodothings.com have sprung up.

And because those sites try to match their content to actual searches being made on engines like Google, they’re a goldmine of market intelligence.

Here’s how I use the how-to websites to find the problems my niches are struggling with. We’ll use the new mom niche as an example:

- Go to www.eHow.com and type the term “new mom” in the search box at the top of the page
- Scan through the results and make note of the problems that the how-to articles imply
I’ve picked out just a few problems in the screenshot above:

- *Send a New Mom to a Spa* – this implies that new moms are in need of relaxation (and who wouldn’t after just giving birth?)

- *Choose Gifts for Pregnant Mom* – there’s no problem here, but this article might have great suggestions for the *types* of gifts that many new moms enjoy.

- *Exercise as a New Mom* – getting back into shape is a MASSIVE priority for a lot of new moms. An entire industry exists to address this need.

**Wrapping Up This Section**

In this section I walked you step-by-step through six killer ways to figure out the problems your niche is having:

- Look at the problems in your own life
- Books on trends
- Popular blogs
- Popular forums
- Amazon Bestsellers
- How-to websites

Keep in mind that these are just *some* of the best ways to find the problems your niche is facing. For a bunch more ideas, head on over to my post called [Finding a Niche Market: 9 Little Known Brainstorming Techniques](#).

So now you know how to discover the problems of your selected niche. But how do you know if there’s demand for a SOLUTION to those problems?

Turn the page to find out!
Step #3: Pick Out the Winning Niche Problems

Up to this point you’ve learned **how to choose an audience**, and **how to identify the problems** faced by that audience.

In this section I’m going to take you down the path of profitable niche-picking a little further, and show you how to separate the winners from the losers.

In other words, **do the problems you’ve identified have “market viability”?**

In a nutshell, there are a **number of criteria** that I want a problem to satisfy before I’ll pursue it. Those criteria are:

- Good amount of searches related to problem
- Keyword searches imply intent to solve problem
- Stable number of searches
- Compelling benefit of purchasing online
- Limited amount of quality free information
- Bonus criterion: problem relates to making money

Let’s dig into each one!

Ready to take action TODAY to find a profitable niche? Get a two-week trial to my [Niche Sherpa Video Coaching Course](#) for only $4.95.

To Learn More and Get Access to the step-by-step videos, PDFs, and online community, please go to [www.NicheSherpa.com](#)
How to Find Problems with the Best Chance of Being Profitable

In this section I’m going to continue the “new moms” example. To summarize what we’ve found so far on this niche’s problems:

• When we looked at books about trends, we discovered that one hot new trend is “Stay-at-home mom businesses”

• When we looked at popular blogs, we found that two problems mom’s face revolve around sleep, money, relationships, and self esteem (with the self-esteem problem centring on the struggle to stay slim and attractive)

• When we looked at popular online forums, one problem that popped up was new moms’ insecurity over “doing the right thing” for their kids (so their kids don’t grow up to be psychopaths 😊)

• When we searched Amazon Bestsellers, we found a bunch of products that are popular with moms (parenting books, DVDs, clothing, accessories)

• When we looked at how-to websites, we discovered that new moms want to get back into shape

Do you see a pattern emerging here? I see three: new moms are struggling with (1) making money, (2) parenting, and (3) their bodies. These are all excellent problems that a niche empire can be built around!

The next step in our method is to apply a number of “filters” to the niche problems we’ve found.

We get started on the next page…
Niche Problem Filter #1: Good amount of targeted searches related to problem

Here’s a classic (and tragic) flaw of a lot of new business owners: they think their product is the best thing since sliced bread – but they don’t bother to ask anyone else what THEY think about the product!

There you go – now you know why “95% of all businesses fail in their first 5 years”. Because a LOT of entrepreneurs fall in love with their idea, but they don’t bother to see if there’s any real market demand.

This is where Google’s Keyword Planner comes in really handy! In a matter of minutes you can tell if there’s demand for a product or service, or how many people are searching for a solution to a problem (searching online, anyway).

But before we fire up the ol’ keyword tool, we need to take one more step to…get some keywords! (Funny how that is…the keyword tool works best if you have keywords!)

Actually, in this case we’re going to take a slightly different approach: because we’re starting with a problem, we’re first going to find some websites that we can plug into the Keyword Tool.

Why?

Because if we just type “new moms make money” into the Keyword Planner we’re likely to miss out on a ton of valuable keywords – simply because our brains don’t have the real-life data that Google does.

So here are the steps to follow:

1. **Go to www.Google.com and type in a phrase** that captures the solution your niche is looking for. In this case, I’ll type in “new mom make money”.

Here’s the result:
You can see that there are a lot of sites that are focused on helping moms make money. That’s good! It’s one sign that the market is healthy and there’s money to be made (but not absolutely necessary, as I’ve said before).

2. **Next we’re going to enter** into the Google Keyword Planner the **URLs** of the sites that rank on the first page of Google.

We’re going to do that because it’ll give us a broad view of the kinds of keywords that new moms are typing into Google to solve their money problems.

Here’s how you enter a URL into the Keyword Planner:
3. **Now scan the results** and pick out the ones that (a) are most relevant to your niche’s problem, and (2) have the highest search volume.

I picked out a couple of good candidates: “work at home moms” (3,600 exact-match searches per month, which means that exact phrase was typed into Google 3,600 times per month over the past year, on average) and “work from home moms” (also 3,600 exact-match searches per month).

Now, you might be thinking that 3,600 (times two) searches per month isn’t very much – and you’re absolutely right.

But those are two VERY targeted terms. The women typing those keywords into Google clearly are on a mission. Your job is to understand EXACTLY what’s going through the minds of those women as they type in those keywords (more on that in the next section).

Keep in mind, too, that new moms might not identify themselves when searching for solutions online. They might simply type in “make money
from home” (33,100 exact match searches per month) or “how to make money from home” (27,100 searches per month).

So I think we’ve satisfied filter #1 – that there are a good amount of targeted searches related to the problem.

Let’s move on to filter #2.

**Niche Problem Filter #2: Searches imply intent to solve problem**

In a nutshell, this filter means that people are “qualifying” their searches by using solution-oriented keywords. In a health niche, these qualifying terms would include words like:

- Cure
- Remedy
- Treatment
- Get rid of

In the case of new moms looking to make money, that’s obviously not going to be the case.

In this case, we’d be looking for words that are synonymous with the solution that new moms are looking for.

The solution that new moms are looking for is a *way to make money*. Words that are synonymous with ways to make money include “jobs”, “business”, etc.

We saw some of those words when discussing filter #1, but let’s do two quick searches in the Keyword Planner and see what comes up. Here’s the result for “mom job”:
As you can see, there are at least 12,100 searches done per month just for the exact term “stay at home mom jobs”. Please there are lots of other exact searches using different combinations of the words “mom”, “home”, and “job”, “work”, or “career”.

How about the term “mom business”?

The search volume isn’t nearly as high, but “mom business” is a pretty targeted term. We can see that some moms are typing in the exact phrase “home based business ideas for mom” and “business ideas for moms”.

If you had a good product that was tailored specifically to mom entrepreneurs this keyword would be a no-brainer to advertise on.
Alright, we’ve established that new moms are searching Google using “solution-oriented” keywords.

But if we’re interested in building a sustainable business from this niche, we want to know that these searches aren’t just a flash-in-the-pan. How do we know that moms will be interested in home jobs and businesses five years from now?

That’s where Google Trends comes in…

**Niche Problem Filter #3: Stable number of searches**

Imagine you were living in the 1980s and started a retail store that sold waterbeds. You’d be doing pretty well, right?

Now, think about how you’d be doing in the year 2015 – not so hot!

Fads are one thing you must AVOID getting
into if you want a sustainable business. Choose niches and products that are “evergreen” – niches that will be around in ten years, and products that will always be in demand.

New moms are a great example of a perennial niche. Can you imagine a time when there won’t be any more new moms – with their truckload of problems?

Neither can I!

More to the point: once you’ve selected your niche, identified their problems, and found some good keywords related to those problems, you need to make sure those keywords will be around for a long time.

Okay, I’m not claiming to have a crystal ball here. No one can predict the future.

But there’s a pretty simple way of predicting if a keyword will continue to be searched in the future. You see how consistent it’s been searched in the past!

Here’s how to do that:

1. Go to www.Google.com/trends
2. Type in your keyword (in this case, I’ll type in “mom job”)
3. Google will show you the volume of searches for that keyword for the past eight years (if they have data going back that far. Some keywords will only have a year or two of data)
4. What you’re looking for is a “flatline”, or a line that is gradually increasing. You want the line in the graph to be flat because that shows there’s been a consistent amount of searches over the years (and gradually increasing over a number of years is obviously even better).

The trend for “mom job” is absolutely awesome. It shows that search volume from 2005 to 2007 was consistently even, and has been gradually (but strongly) increasing from around 2009 to 2015.
You can also see that Google gives you the top countries where that keyword is searched for (in relative terms; they don’t give the actual number of searches). This comes in really handy for geo-targeting when you’re running a paid traffic campaign.

It also comes in handy when thinking about the article topics for your website or blog.

Just by skimming the top countries I can think of some article topics:

- “10 Best Jobs for Moms in Singapore”
- “8 Ways to Get a High-Paying Mom Job in India”

You get the point!
Keep in mind that Google Trends only works for keywords with a decent amount of searches. If you type in a long-tail keyword (like “mom job new york”), you’ll get a message that says “Not enough search volume to show graphs”.

How about the term **mom business**? Check it out:
This one is also pretty clear-cut. Searches by moms for business-related ideas have been consistent from 2005. But the search trend isn’t upward like for the term “mom job”. Maybe that means moms are more interested in getting a job than starting a business? Given the problems many country’s economies have had since 2008, I would guess that many moms are interested in the “safer” option of getting a job than starting a business (just a hunch).

So now we know that a couple of the solution-oriented keywords in the new mom niche have a good amount of searches, and are stable across the years.

Let’s move on to the next filter.

**Niche Problem Filter #4: Compelling benefit of purchasing online**

Everyone knows that there are many benefits of buying online compared with buying in a brick-and-mortar store:

- Ease/comfort (you can buy from the comfort of your home)
- Selection (could Amazon stock all of its books in one store?)
- Instant gratification (if the product is downloadable or can be consumed online)
- Avoid paying tax

Here are some of the product categories that have all of these benefits:

⇒ Ebooks
⇒ Audios
⇒ Videos
⇒ Software

So when thinking about the solutions to your niche’s problems, you need to answer this question: is there an advantage of buying those solutions online?

In the case of “mom jobs”, that answer would definitely be “yes”.
Let’s look at some specific solutions that would meet the needs of new moms looking for a job:

• An e-book or online course on:
  o Resume-writing
  o Interviewing techniques
  o Career counselling
  o Persuasion techniques
  o How to find an “online job”
• A membership to Monster.com (the job search website)
• Leads to online universities (for acquiring new skills, or brushing up on old ones)

As well, there’s a whole category of complementary solutions that could be offered to new mom job-seekers: starting an online “mom business”.

Here’s an example of a product that wouldn’t pass through this filter: baby clothes.

Yes, there are a lot of clothes that are bought online – but unless a website is having a huge online-only sale, there’s no compelling benefit to buying online. The mom can’t touch the clothing, can’t try it on their child, etc.

Bottom line: the products that sell best on the Web are the ones that can be (easily) downloaded, that play into consumers’ desire for instant gratification, that don’t need to be physically touched before they’re bought, and require a lot of effort to buy offline.

Niche Problem Filter #5: Limited amount of quality free information

Before I get into the description of this filter, I want to say that it’s NOT a deal-breaker.

Even if there’s tons of free information on the Web related to your niche’s problems, you shouldn’t let that discourage you. In fact, in all of the markets I work, there’s lots of free info – the same info that’s contained in my paid products.

So how am I able to successfully sell information that’s available for free?
Simple: I bundle valuable information that would take the average person weeks (or months) to find on their own.

As you well know, many people are willing to pay for convenience and time savings. And if you present an offer to them that will solve their pressing problems NOW, they’ll find it hard to refuse.

Now, to find out how much quality free information there is out there, just follow these simple steps:

1. Go to **www.Google.com**

2. **Type in the top five keywords** that describe your niche’s problem (make sure these are the keywords that capture your niche’s problem AND are the highest volume).

Here’s the first page of results for the keyword “mom jobs” (look at the red arrows).

Keep in mind what Google is telling you here: it’s telling you that the sites on its first page are the **best and most relevant for the term “mom jobs”**.
That’s important information. Because when you’re building your first website to start making money in this niche, you’ll want to pay attention to the “model” websites.

3. **Click on each of the websites** on the first page of Google.

For each of the sites on Google’s first page, you’re going to click on the link and go to that site’s homepage. Basically, you’re going to want to quickly scan the page and answer a few questions:

- Is there much original, useful content?
- Is the site easy to navigate?
- Is the site promoting affiliate products? If so, which ones?

Basically, we’re using this exercise to gather a little “competitive intelligence”.

Before we sign off on filter #5, I want to draw your attention to one more thing in the screenshot on the previous page. Check out the number of paid ads on the right-side of the page (I’ve put a yellow box around the ads):

There’s only a few of them!

What does that mean?

It means that if you wanted to get *immediate* traffic to your site, you could probably do it affordably – because there aren’t many advertisers bidding on the term “mom jobs”

Okay, now let’s move on to the final filter.

**Niche Problem Filter #6: Problem relates to making money**

This is the “bonus” filter. A niche problem doesn’t have to involve making money (for example, health problems are a HUGE part of the Web, but have nothing to do with making money).

But as I mentioned previously, it’s much easier to sell a
solution when that solution has the potential to make the purchaser wealthier.

There’s a simple psychological principle behind this:

When I purchase a solution (i.e. a product) that helps me make more money, I see that purchase as an investment.

But when I purchase a solution that doesn’t help me make more money (for example, a health product), I see that purchase as an expense.

See the difference?

That’s why there are so many blogs on the Web trying to teach people how to make money online – even if the blogger has never made a dime themselves!

Kind of ironic, isn’t it – making money online by teaching people how to make money online!

Now, as far as the new mom niche goes, let’s look at the problems we identified in an earlier section and see which ones pass through this filter.

I think you know where this is going 😊

The most common problems faced by new moms are: (1) making money, (2) being a good parent, and (3) keeping in shape.

There are some strong emotional elements behind each one of those problems. But based on this filter, I would drop “being a good parent” and “keeping in shape” – simply because the solutions to neither of those problems involve making money.

So that leaves us with a single focus: helping new moms make money!

**Wrapping Up This Section**

In this section I described six of the filters that I apply when choosing a problem that I want to work on. Use these filters to weed out the problems that have less chance of being profitable for you.
Before we move on...

You might notice that I haven’t included one filter in this section: how much competition there is. That’s because with the steps I’m going to outline in the next section, *you won’t have to worry about competition!* I know that sounds arrogant. But I’ve successfully launched products in markets that are super-competitive – and I know if you follow my steps you’ll be able to do it to!

So let’s move on to the step that’s going to separate you from your competitors in a BIG WAY – gaining a deep understanding of your niche.
Step #4: Understand Winning Niche Problems Deeply

If there’s one section in this special report that you should pay close attention to, IT’S THIS ONE.

Why?

Because “getting inside the mind” of your niche will **make the difference between success and failure in your business**.

Let me put it this way: the most successful companies in the world are the ones that know their target audiences at an intimate level.

Now, that’s not to say you need to be sitting in the bushes outside your audiences’ homes (that’s called “stalking”). What I mean is that if you understand deeply the problems that your niche is facing, many aspects of your business will flow from there.

By understanding your niche intimately, you can easily:

- Decide on a product to promote (either as an affiliate, or a product you have made yourself)
- Choose the best look and feel for your website
- Write sales copy that mesmerizes visitors to your sales page
- Compose email messages that speak directly to your list

The reason I believe it’s so important to understand you niche is because I’ve been able to quickly build a profitable online business that way.

**Every** product I’ve launched has been profitable off the bat (and I’m pretty good at choosing affiliate products that my list will like).

How have I done that?

By making all of my decisions from the **point of view of my niche**.
Here’s the bottom line: your objective is to understand the “pain points” of your niche that aren’t currently being satisfied by the market.

There are a few ways you can do that. I’m going to focus on two in the following pages.

**Two Approaches to Deeply Understanding Your Niche’s Pain Points**

**Approach #1: The “Private Investigator”**

Have you ever heard of a T.V. show called “Magnum, P.I.”?

I didn’t think so.

Anyway, Magnum, P.I. was a hit show back in the 1980s. It starred a tall, hunky guy named Tom Selleck.

Magnum, P.I.’s job was to lurk around Hawaii uncovering clues and solving cases, while serenading bikini-clad women (terrible existence, huh?)

So what does this have to do with niche research? (Don’t worry - you’re not going to have to grow a moustache and chest hair.)

To deeply understand your niche’s pain points, you’re going to go undercover around the Web, uncovering clues to solve your niche’s problems.

Are you relieved about the chest-hair thing?

This approach can be a little labour-intensive, so I suggest you either break it up into small chunks, or hire someone from [www.oDesk.com](http://www.oDesk.com) to do it for you.

Okay, so let’s get right into it:
To gain the best insight into your niche’s pain points, you want to go to the places on the Web where people bear their souls. The best places are niche online forums.

How to Use FORUMS to Deeply Understand Your Niche’s Pain Points

Forums are an awesome place to gain insight into the pain that people are going through.

Why?

Because forums offer both the anonymity of the Internet, along with the support of being around like-minded people.

Especially in health- and relationship-related niches, people will pour their souls out in online forums. Many of them will do so in hopes that someone with the same experience will provide a solution to their problem.

I’ve used online forum research many times in the development of my products (many times in conjunction with Approach #2, described in the next section). It’s a great way to discover pain points “straight from the horse’s mouth”.

Here’s how I would use online forums to research the pain points of new moms looking for work:

1. Go to Google and type in the keyword “mom job forum”. (To research your specific niche, just replace the words “mom job” with the primary key phrase of your niche. For example, “cure diabetes forum”.)

   Here’s the result I get for “mom job forum”. The second listing (“Work at Home Jobs Listings”) looks pretty interesting.
2. When you get to the main screen of the forum, look for the threads that have the most activity. In this case, the “Join the Discussions” forum has by far the most number of topics (41,570!). Click on that forum.

3. Once you’re inside the most popular forum, take a look at the date of the most recent post. Is it today? Yesterday? If the post is more than 24 hours old, I recommend you find another forum.
If all of the forum posts are more than 24 hours old, you should find another site. The recency of posts is crucial – recent posts will contain current problems.

In the case of this thread we’re safe, because not only are there a lot of posts from today, but there are lots of replies from today too!

4. At this point you can do one of two things:

   a. Scan the post titles for “pain-related” titles, and read through those posts. Make a note of the problems forum members are mentioning in each post.

   b. In the search box, do a search for a keyword like “help” or “problem”. This will bring up posts that contain the pain points of forum members.

   Here’s the result I got when I typed the word “problem” into the search box, and selected only the “Join the Discussions” thread.
Lots of pain-related words here!

- “Insecurities”
- “PLEASE HELP ME” (all in capital letters, no less!)
- “Need advice”
- “Emotionally drained”

So that’s how you find your niche’s pain points through online forum research. Pretty simple, huh? It might take a few hours, but the time you spend doing this will pay big dividends – because you’ll get a detailed view of your audience’s pain – in their own words!

But it gets even better. In the next section I’ll outline the method I use to really get inside the head of my target audiences.

**Approach #2: The Survey Researcher**

In my (biased) opinion, surveys are ABSOLUTELY the BEST WAY to deeply understand your niche’s pain points.

If you use a properly-worded questionnaire, and target the right people in your survey, you reduce the risk of failure by 99%. (I know this from
personal experience – all of my products have been developed after a survey, and they’ve all been profitable from the get-go!

Before I get into the nitty-gritty, I must tell you that the survey techniques I’m about to describe were originally developed by Glenn Livingston. I’ve customized Glenn’s techniques for my own needs, but I started with his methods.

Glenn used these techniques to get into 17 completely different markets (including guinea pigs, wastewater management, and Sudoku!) He used the information he gathered from surveys to produce his own products, and went from $0 to $35,000 per month in a matter of months.

In a nutshell, here’s what the technique involves:

a. Using the steps I’ve outlined in this report, choose a niche and a problem facing that niche
b. Identify the top keywords related to that problem (5-10 keywords, but up to 50)
c. Set up a survey page on a domain (the survey page will have 4-6 questions)
d. Set up a pay-per-click (PPC) advertising campaign on Bing Ads (don’t try to use Google Adwords. Adwords used to be a great place to run a survey for quick results, but Google doesn’t allow survey pages as landing pages any more. Unless you’re niche has really small search volume, Bing will have enough searches for you to get enough survey results).
e. Drive traffic from your PPC campaign to your survey page
f. Once you’ve collected enough survey responses analyze the data
g. Build your product based on the responses in the survey

Don’t worry! It’s not as hard as it sounds 😊 I’m going to show you how it works through an actual survey I ran.
(Note: when I originally ran this survey Google Adwords was still accepting survey pages, and Google’s Keyword Tool was still open to the public. As mentioned above, neither of these are still the case. So I’ve switched to running surveys on Bing Ads, and doing keyword research using Google’s newly-named Keyword Planner as well as Bing’s own keyword tool. Every other step followed in this case study can be used in 2015.)

Case Study: Online Survey of New Moms

For this case study I used the niche that I’ve been using throughout this report: new moms looking for jobs.

Step (a): Choose a niche and a problem facing that niche

As mentioned above, we’ve already completed step (a) in the survey process. The niche we’re focussing on is new moms, and the problem they’re facing is finding a source of income (specifically: finding a job).

Step (b): Identify the top keywords related to that problem

Next I fired up the Google Keywords Tool and entered my primary keyword: mom job.
As you can see from the screenshot above, there’s some decent volume for this keyword, and closely related keywords:

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Global search volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>moms jobs</td>
<td>40,500</td>
</tr>
<tr>
<td>jobs for moms</td>
<td>33,100</td>
</tr>
<tr>
<td>mom jobs</td>
<td>22,200</td>
</tr>
<tr>
<td>mom job</td>
<td>18,100</td>
</tr>
</tbody>
</table>

It’s important that your primary keyword has decent search volume for two reasons: (1) you’ll be able to get a good number of survey responses quickly, and (2) once you’ve had a product developed (or start promoting affiliate products), you’ll have a ready advertising source.

At this point, I just downloaded all of these keywords into a .txt file, to be used later.

**Step (c): Set up a survey page on a domain**

This is where things get a little technical. In a nutshell, you need to set up a web page that has a brief questionnaire on it.

There are five things you need to do here: (1) register a domain and set up hosting, (2) install WordPress on the domain, (3) upload a WordPress theme, (4) set up a survey account (I use Survey Gizmo), and (5) set up your survey page.

**Register a domain and set up hosting**

You can learn how to register a domain from this tutorial.

I use Blue host to register my domains and host all of my sites.

*Make sure to choose a domain that contains your main keyword.* For this case study, I used an old domain that I already owned: www.MomsOnlineJobs.com.
Install WordPress on the domain

WordPress (WP) is blogging software that you install on your domain. The greatest thing about WP is that you don’t have to know any HTML in order to add content to your site.

Note: WP doesn’t just have to be used for blogs. I’ve had many “regular” websites built on the WP framework. They don’t look like blogs at all.

The great thing about hosting your sites with a company like Bluehost is that installing WordPress involves just one click. You can view a video tutorial on how to install WP [here](#).

Upload a WordPress theme

A WP theme is basically a “skin” for your site. One of the greatest things about WP (besides its ease of use for non-techies) is the thousands of FREE themes available for your site!

Uploading a theme to your site is as straightforward as it sounds (actually, it’s even more straightforward than that). Go [here](#) for a quick tutorial.

Set up a survey account

Now that you’ve registered your domain, set up WordPress on it, and installed a WP theme, you’ve got your own website!

The only step left before setting up a survey page on your new site is to register a survey account.

The online survey company I use is [Survey Gizmo](#). I’ve used a bunch of other companies (like Survey Monkey), but find Survey Gizmo the easiest to use.

What Survey Gizmo will do is record the responses to your questionnaire. In essence, Survey Gizmo acts as a database that captures all of your survey responses.
To learn more about Survey Gizmo, and how to set up an account, check out their FAQs.

**Set up a survey page**

Once your survey account is set up, you’re ready for the last step – putting up your survey page!

Putting up a survey page involves two steps: (1) setting up a questionnaire in your survey account, and (2) setting up the survey page.

*Setting up a questionnaire in your survey account*

How you set up a questionnaire in your survey account will depend on which survey provider you use. Here are the steps for doing it in Survey Gizmo:

1. Once you’ve logged into your account, click on “Create Survey”

2. Give your survey a title (remember that the title you choose will show up as the “title tag” on your live survey page – so don’t name it anything obscene 😊)

3. Choose your survey theme (it doesn’t matter what you choose at this point), then click “Create Survey > Add Questions”

4. Add your questions. The best questions are ones that are clearly-worded and use plain English. Here’s one of the core questions in all of my surveys:

   *What’s your most important question about _____?*

   In place of the “_____”, put the topic of your survey (in this case, we would ask “What’s your most important question about moms jobs?”)

   The great thing about this question is that it’s specific (because it asks what the respondent’s “most important” question is), yet broad enough to give the respondent some flexibility in thinking about their response.
As a follow-up to this question, I always ask, “How difficult has it been to find an answer to this question?”, and given respondents a choice ranging from “Very difficult” to “Not difficult at all”.

5. If you want your survey to re-direct to one of your own web pages, make sure to click “Add Action” in the “Thank You page” section. Then on the “Add Action” page, select “Redirect browser”. You can then paste the URL for the page that you’d like visitors re-directed to once they complete your survey.

----------------------------------------- Killer Tip ----------------------------------

When people finish your survey, instead of sending them to any old web page, send them to a related affiliate offer!

This is an awesome way to cover the PPC costs of your survey. I know of people who actually make money running their surveys! How awesome is that? You’re getting paid to do market research – research that you’ll then turn into a profitable product!

------------------------------------------ Note -----------------------------------------

If you’re not a techie, I strongly recommend you hire a freelancer to do this work for you. It will save you a lot of time, and should cost more than $20 if you hire someone from www.Freelancer.com. One lesson I’ve learned (the
hard way!) is that a person can waste a lot of time – and get really frustrated – if they take on work they’re completely unqualified for.

Here’s a screenshot of the survey page on my test site:

[Image of a survey page]
Step (d): Set up a pay-per-click advertising campaign on Google Bing Ads

So at this point you have your survey set up, and are now ready to start driving targeted traffic to it.

Since there are a bunch of tutorials on how to set up a Bing Ads campaign (I recommend looking up the tutorials on the Bing Ads itself), I won’t go into detail here.

Step (e): Drive traffic from your PPC campaign to your survey page

Once your campaign is set up, you’ll start getting visitors to your survey page.

Here are the ads that appeared on Google for my “moms jobs” survey (note that these ads are showing in position #1 and #2 on the page. That’s higher than I would normally want. If I ran this campaign for longer, I would lower my bids so the ads showed up in positions 4 -6):
Step (f): Once you've collected enough survey responses analyze the data

Once you’ve collected at least 50 survey responses (100 is much better, and 300 is ideal, but will obviously cost more and take longer to collect), you can start to analyze the responses.
This is something you might want to outsource to a stats geek on a site like www.oDesk.com. But if you’re going to do it yourself, here are a couple of steps you can take to organize the data:

1. Use the “export” function in your survey account to dump all of the responses into an Excel spreadsheet

2. Sort all of the responses to the question “How difficult has it been to find an answer to this question?” by level of difficulty. In other words, you want to see all of the questions that people said were “Very difficult” to find answers to on the Internet. These are the problems you’re going to want to focus on when developing your product.

In the screenshot below, you can see the verbatim responses that one person gave to my survey:
You can see that this respondent’s most important question about mom jobs is “Do they actually exist”? Other responses I received in this survey were similar. It means that there’s a high level of fear of being “scammed” in their quest for an online mom job.

So when you’re analyzing your survey data, what does a “winner” look like? How can you be confident that your data will translate into a profitable product?

Here are some rules of thumb:

• Your survey “conversion rate” is 5% or greater (in other words, if 100 clicked on your ad and landing on your survey page, 5 of them completed the survey)

• A decent % of respondents say it’s been “very difficult” to find an answer to their most important question. What is a “decent %”? There’s no hard and fast rule here, but I’d say that a minimum is 20% of responses should state that it’s been “very difficult” to find an answer (along with a much larger % of people saying it’s been “somewhat difficult”).

• Some of the responses to your survey should be long, detailed, emotional responses. If people are willing to click on your ad, and pour their heart out to a complete stranger on a Web survey (i.e. your survey), then you’ve probably latched onto a hot problem.

• Bonus: willingness to leave a phone number. In some of my surveys I ask people to leave their phone number, in case I want to follow up with them. Believe it or not, in desperate niches a significant percentage of people will leave their phone number!

**Step (g): Build your product based on the responses in the survey**

Having a product developed is an entire course unto itself. But the good news is that once you’ve collected your data and analyzed it, most of the hard work is done.
Now that you know the pain points of your niche, all you have to figure out is what *form* your solution will take. Here are a few questions to ask yourself to figure that out:

- Should you develop your own product?
- Is there already a product out there that solves your niches problem, and that you can be an affiliate for?
**Where You Go From Here…**

In this special report I’ve outlined a research system that is proven to find hungry niches, along with the products that serve their needs.

Once you’ve settled on a niche and figured out their burning problems, you need to choose a product to promote as an affiliate, or create your own product.

*Hint: creating your own product takes more time and energy than being an affiliate for someone else’s product. But there are many strong reasons you should consider creating your own:*

- More money in your pocket (instead of getting 50%-75% of a sale, you get 100%!
- Greater control over the marketing process (you can change the sales page, or the product itself)
- You can get affiliates to sell your product (instead of the other way around)!

Once you’ve chosen a product to promote, it’s time to set up your website and start promoting.

If you’re a newbie to Internet marketing, this might seem pretty overwhelming. Here’s my advice: set a schedule for yourself, and stick to it.

If I was getting into this business all over again, here’s the schedule I would set up:

Month 1 → get yourself acquainted with the whole “make money online” industry by reading blogs like [Yarrow Starak’s](#).

Months 2 and 3 → narrow down the online business model you’re most interested in (there’s a good summary of models [here](#)).

Month 4 → launch your first website (preferably using Wordpress, a free and easy-to-use content management system)

Month 5 → track your results. Test and tweak your website, sales process, etc.
Then...

To your online success,

Moe Muise
moe@keywordsblogger.com

P.S. As I’ve mentioned several times in this report (did you notice?), I offer a comprehensive course on how to find a profitable niche called the Niche Sherpa Video Coaching Course. If you’re serious about making a go of this make-money-online thing, I strongly suggest you check it out – it could seriously accelerate your progress. Check out the details on the next page:
“Give Me 60 Days and I’ll Help You Find a Niche That Is Fun AND Profitable”

The Niche Sherpa Video Coaching Course includes:

- **65 Online Training Videos** that will take you through the proven Niche Sherpa niche discovery system (including homework assignments!)

These training videos will show you:

- How to calculate if a niche can support you (in less than 5 minutes)
- Why picking products first is the worst way to start an online business
- Why you DON’T need to be passionate about your site’s topic to make a killing online
- 8 ways to identify your interests BEFORE starting your online business – and why this is crucial to your success
- The top 3 ways to get traffic to your website
- 4 proven ways to brainstorm an audience that you can promote products to for a lifetime
- The one simple tactic that will give you endless ideas for products to promote
- 10 guaranteed ways to home in on the problems in a niche
- How to add value to an information product (so you’re not stuck selling $7 ebooks)
- 7 steps to determine the profit potential of a niche
- How to choose the best traffic source for your website
- 2 steps to deeply understanding the problems in a niche
- The single best way to get desperate buyers to tell you EXACTLY what solutions they will pay for
- 3 steps to find the best affiliate products to promote
- How to create your own information products
- The single biggest mistake IM newbies make when selecting a product to promote – and why it makes their businesses fail
- The 4 best types of websites for IM newbies to set up
- 2 proven ways to create your own information product quickly and easily
• **The Niche Sherpa Mountain Guide.** This 26-page PDF is a step-by-step reference guide that takes you through the entire Niche Sherpa process.

What does that mean for you? It means that you can watch the videos without worrying about taking notes – because the Niche Sherpa process is laid out for you, step-by-step, in the Mountain Guide.

• **Homework assignments after each training module.**

If you’ve ever asked yourself the question “Now what do I do?” these homework assignments will be your answer. After each of the training videos, you’ll know the exact steps to take next. Just follow the homework assignment!

• **Niche Sherpa Members’ Community.**

One of the biggest challenges facing internet marketing newbies is a sense of OVERWHELM. But feeling overwhelmed quickly goes away when you have a chance to talk to people who are in your situation AND those who have “made it”.

The Niche Sherpa Members’ Community will be a supportive forum in which members can ask questions about the Niche Sherpa system, discuss their challenges and successes, and network with likeminded people.

**BONUS: 46 Website-building videos.**

If you’re a “do-it-yourself” type of person, these videos will be perfect for you. Each video shows you one step in the process of setting up a WordPress website.

**BONUS: Proven Niches Report.**

Looking for some ideas to get your creative juices flowing? This list of hundreds of proven niches will give you the kickstart you need to start an online business TODAY.

**BONUS: “Pain” Keywords Report.**

This PDF lists some of the most common problem keywords that people type into the search engines. Along with the Proven Niches report, this list of keywords will help you to quickly zero in on a hot niche.

**BONUS: Top questions & answers websites.**

Use this list of 34 top websites, along with the training videos, to accelerate your niche research.
Testimonial from Alex Whalley of www.AlexWhalley.com:

“Moe has been instrumental in helping me achieve the success I have had today. And now he’s gone and built a Niche Sherpa!

Making money online comes down to 2 fundamental areas. 1:) Understanding your (niche) market, and 2:) Knowing where to find your (traffic) buyers.

Moe is one marketer who lives and breathes these 2 fundamental laws, and with the training and support provided in Niche Sherpa he has over delivered on these exact values – showing you step by step how to find, research, and then make money from a niche.

What I personally like about the Niche Sherpa Course/Program is that the modules are clearly laid out and easy to follow. The Niche Sherpa Forum is the icing on the cake for me, providing a rich community of like-minded individuals – all willing to share their experiences and lessons. And Moe is never more than a thread away either!

If you are looking to make money online then I cannot recommend Niche Sherpa highly enough. Cut through the BS and the hype and learn the fundamental rules of niche marketing with Niche Sherpa and Moe, one of the most genuine marketers I know.”

Alex Whalley
www.AlexWhalley.com

To learn more about the Niche Sherpa Video Coaching Course go here: www.NicheSherpa.com