

## **9 Step Process For Identifying Your Passion/Hobby And Validating Your Niche**

Ultimately it is far easier and faster to make money online educating people on a topic you already know and love.

The people who will do the best, make the most money online and enjoy and improve their quality of life will be the people who pursue a lifestyle business in a niche they have a passion, hobby or interest in.

Any business that is going to work for you is based on the gifts and skills that you already have. You just need to start taking inventory.

Do yourself a favor and allow yourself to make money online in the easiest possible way for YOU. Capitalize on your individuality. Everyone has skills and knowledge that they can package up and use in their own super niche.

### **Part One: Take an inventory of your knowledge base:**

1. List every magazine you've ever subscribed to for any length of time
2. Same for newsletters & various publications that you consistently enjoyed reading
3. Every job or industry you worked in long enough to become really familiar – even if you've been out of it for a long time
4. Every "group" that you've been a member of. Examples could be – golf, Presbyterian church, girl scouts, cancer survivors support group, bowling league, pottery making class, David Hasselhoff Fan Club, horsemanship, stamp collecting, backgammon, owning rental property, investing, chess club, etc.
5. Every major schooling / training / educational experience you've had (like travel to Africa or airplane mechanic school or nursing degree)
6. Every hobby or interest you've ever had
7. 5 topics you know a lot about, that most people don't know you know a lot about
8. Specific products, services or experiences that you have great familiarity with (like a washing machine that broke down so

- much, pretty soon you knew how to fix it better than the repairman)
9. Topics you own more than 5 books on
  10. If you had unlimited time/money what would your day look like? Where would you live? What would you spend your time doing? Often this is revealing as to what your true passions are and what makes you excited and inspired.

Use the result of the list to create your initial niche prospect list. Every niche on this list must go through the following verification process to ensure it will be PROFITABLE.

## **Part Two: Verify Niche Profitability**

**Step 1:** Check For Active Blogs With At Least 80,000 Visitors A Month

- Install Chrome Extension Called “Similar Web”
- Record Each Blog With 80,000 Visits A month In A Spreadsheet.

**Step 2:** Are there at least 30,000 Google searches per month on the main niche keywords?

**Step 3:** Are There Active Forums In This Niche?

**Step 4:** Are There Active Facebook Pages?

**Step 5:** Are there experts for hire in this niche?

**Step 6:** Is There Competition? Are Your Competing Blogs Selling Something? What?

- In Your Spreadsheet make note of any physical products, services or digital products your competitors are selling

**Step 7:** Are There Affiliate Offers Available?

- Check Clickbank, CJ, Linkshare

**Step 8:** Is Anyone Spending Money Advertising To This Audience?

**Step 9:** Make A Commitment