



MODULE 1 – LESSON 2

Niche Selection

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Module 1: Lesson 2

Disclaimer

The following lesson is based on my personal experiences and the methods I personally use which may or may not be the best or most effective practise. Updated 26/11/13

Lesson 2 Overview

Welcome to your second lesson of module 1. In lesson 1 I showed you how to find potential products, I demonstrated how easy it was to find such products and I picked out a couple of

beauty related sub-niches. In this lesson I will show you how I pick a niche and explain why.

When I originally decided to put this course together I figured I would just show people what to do and how to do it and then just leave you to it, which is what most courses, do.

But then I kind of re-thought the whole thing and decided to try and make this course a little different.

One of the best courses I ever bought was by a guy called Mark Ling, I forget the name of it, but it sticks in my mind because he actually showed the whole process from start to finish, i.e. an actual case study. The second best course I actually learnt something from was Google Sniper, which also detailed the method through a case study.

So, that's what I have decided to do. This course will use case studies in order to detail the whole method. That way you'll be able to see exactly what I do, and copy the complete blueprint for yourself..

So let's crack on with lesson 2.

Lesson 2

What are we looking for and what are the search criteria? (Overview)

- There needs to be a market/ demand for the product/ niche.
- There needs to be at least 2 products in the niche making sales (Clickbank Marketplace)
- One of the products should have a gravity figure over 3 and preferably below 35
- The product with Gravity must have been in the ClickBank marketplace continuously for a minimum of 12 months
- The niche should be considered evergreen
- Bing/ Yahoo – Less than four sponsored adverts

Why are these points so important?

1. Why would you want to build a product in an untested niche?

A little competition is actually a good thing for several reasons, the main one being; the market has proven to be viable.

There's a market and people are looking for solutions and prepared to pay for it. There are a few more good reasons why competition works in our favour which you will come to

understand throughout this course.

2. Why 2 or more products?

Again we are trying to gauge demand. If there is more than one product making sales there's a great chance that we can move into the niche successfully, and in most cases move in and dominate.

3. Gravity:

We use the Clickbank Gravity figure as a barometer. It gives us a rough idea of how many affiliates are actively promoting products. A perfect gravity figure for me is the sweet spot between 12 and 25, however this discounts a lot of viable and profitable niche products. A gravity figure over 3 can be as profitable if not more in some cases providing the product has been around for more than 12 months (see below). My top point for Gravity figures is set at 35, you can adjust that figure up if you find a niche which looks to have low competition, however the higher the gravity figure is, then the harder it will be to surpass that product in perceived popularity (in the ClickBank marketplace).

These are guidelines only. Please use your own initiative.

Isn't low gravity a bad sign?

Niche markets are very different to most of the areas you have come across before. Gravity figures are often low in weird little niches. Gravity does work as a barometer of how many affiliates are promoting. But there are some vendors who have unique and in demand products who have no idea how to attract affiliates and so sell nearly all of their products by themselves. Continual sales are more important [See below].

4. Continual sales

One of the products (preferably the one with the highest gravity figure) must have been in the Clickbank marketplace for at least 12 months. As mentioned above continual sales are one of the key elements and this is the reason; there are a ton of products which sell year in, year out, but because they are aimed at a certain audience most people (including affiliates) have no idea they exist.

Without giving too much away; a few years ago I built a site based on a condition I was aware of, back then I had little idea what I was doing. I looked for products in the niche, but nothing existed. I knew there had to be some demand so I wrote an eBook and put together a pretty amateur website, and with a little PPC traffic it became an instant hit. As far as ClickBank goes I invented the niche, right now I think there are around 5 products in that niche.

I don't suggest that you enter an unproven niche as it is risky, and I was just lucky. What I'm trying to get across is that there are a lot of niches which go completely unnoticed by 99.9% of affiliates

hence their low gravity figure. But if the product has stayed in the Clickbank marketplace continually for 12 months then it has to be making sales (if it doesn't; Clickbank will remove it).

5. Evergreen Markets:

Although you can use Niche Synergy or parts of it to target product launches or products in the make money online market I would encourage you to concentrate on niches with longevity. I personally only ever concentrate on evergreen markets.

An evergreen market will normally remain profitable, unlike most MMO products which usually have a short shelf life or they are built on pure hype (apart from this one of course).

6. Bing/Yahoo PPC:

Just a few years ago many of us launched products on the back of Google Adwords (PPC) but that's no longer an option. Google Adwords nearly always reject Clickbank type information products now. But, at the time of writing Bing/ Yahoo will usually accept them (depending on the niche subject matter). Providing there is not too much competition (less than four sponsored listings I will occasionally use Yahoo/ Bing PPC when I launch my own product. Why less than four, simple, it's cheaper to advertise.

Note: The use of PPC is not a necessity.

Let's do it for real

Because I'm going to actually enter a niche and build a product I went back and did another initial search, just like I did in lesson 1. This time I spent a little more time and ended up searching through the Men's Health category.

The first nine sites are all pretty much based on increasing the size of the male anatomy which tells me that that niche is pretty much saturated. At number 10, right at the bottom of the first page there's a product serving a niche which I have to say I have never heard of before.

It's called Pearly penile papules removal

Note: Don't be put off just because you don't know anything about the product or niche, these obscure niches often turn out to be very profitable and easy to dominate.

See the picture below:

The screenshot shows a search result for 'Pearly Penile Papules Removal' under the 'Men's Health' subcategory. The product is listed with an average sale price of \$24.04 and a gravity of 20.96. The 'Men's Health' subcategory is circled in red and labeled 'Category'. The product name 'Pearly Penile Papules Removal' is circled in red and labeled 'Niche'. The gravity value '20.96' is circled in red and labeled 'Gravity'. The product description includes: 'Pearly Penile Papules Removal - Brand New Market ~ Hot', 'Pearly Penile Papules Removal Is A Brand New Product In The Men's Health Market - Very Hungry Niche - Over 60% of Men', and 'Because The Only Alternative Is From This Condition ~ Affiliates.com/affiliates.php'. There is a 'PROMOTE' button and an 'Add To Favorites' link.

In the picture above you can see that I did a search under the subcategory Men's Health. You can also see the niche/ product I decided to take a closer look at:

Pearly penile papules removal

Step 1:

Once you have selected a potential product using the method described in lesson 1, paste the name of the product / niche into the Clickbank Marketplace search bar & click search.

This should allow you to check out the competition for this niche, at least as far as Clickbank goes.

Find Products: [Advanced Search](#) [Search Help](#)

All Categories Current Category

This niche looks good because there are only 2 products. One of them has a good gravity figure and the second is making a few sales, so on first inspections it looks like there is a market, and because there are only two products competing shouldn't be too difficult unless of course the bestselling product has a killer website (they usually don't).

Pearly Penile Papules Removal - Brand New Market ~ Hot

Pearly Penile Papules Removal Is A Brand New Product In The Men's Health Market ~ Very Hungry Niche Because The Only Alternative Is Surgery ~ Over 60% Of Males Suffer From This Condition ~ Affiliates Go To: www.pearlypapulesremoval.com/affiliates.php

Avg \$/sale

\$24.04**PROMOTE**[Add To Favorites](#)[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$24.04** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **20.96**

Cat: **Health & Fitness : Men's Health**

My Stats:**Pearly Penile Papules Gone!~huge Conversions~75% Commission! (view mobile)**

Pearly Penile Papules Removal Is A Huge Market! Great Conversion Rates & You Get 75% Commission! Men's Health Is An Evergreen Market! Great Looking Landing Page~tons Of Affiliate Resources! [Http://pearlypenilepapulesgone.com/affiliates](http://pearlypenilepapulesgone.com/affiliates)

Avg \$/sale

\$24.03**PROMOTE**[Add To Favorites](#)[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$24.03** | Avg %/sale: **75.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **0.0%** | Grav: **1.48**

Cat: **Health & Fitness : Men's Health**

My Stats:

Step 2:

Check how long the product or products have been around. If a Clickbank niche has existed for longer than 12 months it's worth considering.

You can add search filters in the marketplace however I prefer to check the sites out at a site called Cbengine.com as they display the stats without having to set filters, click the following link:

<http://www.cbengine.com>

No need upgrade to the paid version.

On the right of the page enter your niche/ product keyword. In my case that's: **Pearly penile papules removal**

Then click search. (See the picture on the right).

A search using Cbengine for the term 'Pearly penile papules removal' shows the expected two products; which we have already looked at in the Clickbank marketplace.

See picture below:



[Pearly Penile Papules Gone!~huge Conversions~75% Commission!](#)

Pearly Penile Papules Removal Is A Huge Market! Great Conversion Rates & You Get 75% Commis Market! Great Looking Landing Page~tons Of Affiliate Resources!

[Visit Website](#) [More Details](#)



[Pearly Penile Papules Removal - Brand New Market ~ Hot](#)

Pearly Penile Papules Removal Is A Brand New Product In The Men's Health Market ~ Very Hungri Surgery ~ Over 60% Of Males Suffer From This Condition ~ Affiliates Go To:

[Visit Website](#) [More Details](#)

Step 3:

Now check out each product. To do this; click on the name of the product (Blue Link). Take a look at the picture below.



Clicking the link will open a stats page for the corresponding product (see picture below).

As you can see there are plenty of facts and figures relating to the product detailed on this page, however I am only really interested in the date and referral figure. I'm basically making sure that at least one of the two products has been around for at least 12 months.

Vendor ID	[Get Affiliate Link] papules					
Marketplace Rating	★ ★ ★ ★ ☆ 4 out of 5					
Refund Rate	PRO					
Product Price	PRO					
Billing Type	One-time					
Gravity	21.01 ↑ 0.88					
Referred	97%					
Commission	75%					
Avg %/sale	75%					
Avg \$/sale	\$23.99					
Initial \$/sale	\$23.99					
Activate Date	Jun 4, 2010 (clickbank)					
First Seen	Jun 8, 2010					
Popularity	Category	Rank	Last	Chng	Mntm	Histories
	health	135	PRO	PRO	PRO	232
	health.men	11	PRO	PRO	PRO	60
	Avg:	73	PRO	PRO	PRO	146
Name History	PRO					

The product in question has been listed continuously since 2010 which is perfect. Referral figures will tell you the percentage of sales made by affiliates. If you find a high referral figure you know there are a number of affiliates which you may be able to persuade to promote your product later on (if you decide to produce your own product). But if the referral figure is low don't worry it just means the product owner is making all or most of the sales.

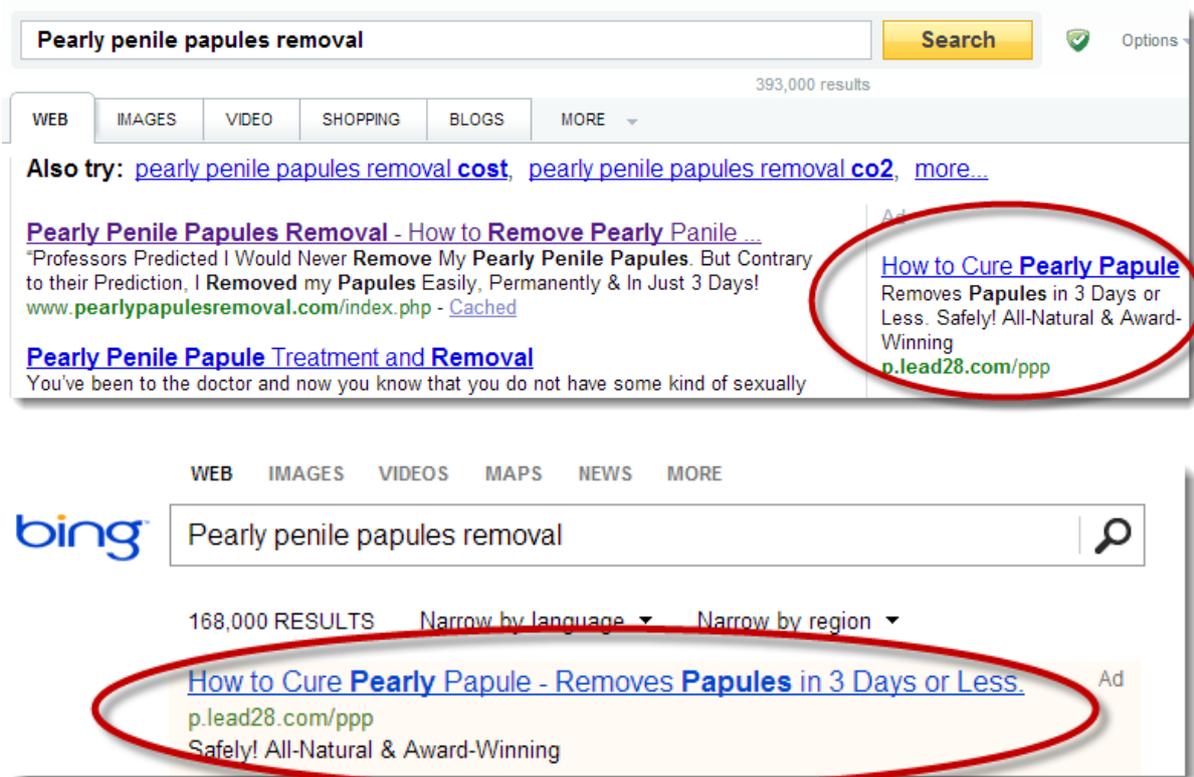
The following picture shows the stats for the second product. It shows that the product was listed in 2012. It has a lower gravity figure, but it's obviously making sales, although it looks like the vendor is producing around 70% of them (only 31% of sales are referred).

Vendor ID	[Get Affiliate Link] barbar733					
Marketplace Rating	★ ★ ★ ☆ ☆ 3 out of 5					
Refund Rate	PRO					
Product Price	PRO					
Billing Type	One-time					
Gravity	1.98 ↓ -0.45					
Referred	31%					
Commission	75%					
Avg %/sale	75%					
Avg \$/sale	\$24.35					
Initial \$/sale	\$24.35					
Activate Date	Sep 19, 2012 (clickbank)					
First Seen	Sep 21, 2012					
Popularity	Category	Rank	Last	Chng	Mntm	Histories
	health	590	PRO	PRO	PRO	45
	health.men	54	PRO	PRO	PRO	42
	Avg:	322	PRO	PRO	PRO	44
Name History	PRO					

So I have concluded that the pearly penile papules removal niche is viable, evergreen and potentially profitable. Even though I have little idea of what pearly penile papules are!

Step 4:

This is the last step in this lesson and perhaps the easiest. Go to Bing or Yahoo and enter the main keyword which in this case is 'Pearly penile papules removal'.



Bing and Yahoo are showing just one paid listing for the main keyword. One ad is great as it shows a potential for making a profit through pay per click advertising (if you wanted to). Plus there is little paid competition to deal with.

Don't worry too much if you find there are no ads or even a few ads, PPC is just one optional part of the overall formula, niche synergy will work without PPC (plus many niches will not be accepted as suitable).

You're Task:

The four steps covered in this lesson shouldn't take you too long to complete. Please complete the steps detailed in this lesson before moving to lesson 3. In the next lesson I will show you how I select the keywords to use for each project.

Watch the Video

Please visit the member's area Module 1 – Lesson 2 for lesson videos

Niche Selection – Quick Start

OK, who doesn't like an uncomplicated quick start do this –do that guide.

If you have the time please read the whole of the PDF lesson as it is better to understand why a process works. But if you are short of time or just referring back, here are the criteria again.

- There needs to be at least 2 products in the niche making sales (Clickbank Marketplace), it doesn't matter if there are more than 2.
- One of the products should have a gravity figure over 3 and preferably below 35. It doesn't matter if there are a few products with gravity as long as the other products have a lower figure.
- One of the products must have stayed in the ClickBank marketplace continually for 12 months, preferably the product with the highest gravity figure.
- The niche should be considered evergreen (something that will always require a solution)
- Bing/ Yahoo – Less than four sponsored adverts (Not compulsory).