

Introduction



My name's Andrew Hansen, and for the last 10 years I've been making money as an affiliate marketer by building small web sites in obscure niches like the ones you're going to find in this document.

There are a few parts to this business model: Finding the right market, building a great site, doing strategic promotion of the site and building a presence in the search engines, and more. But if you're new to this, even intermediate, maybe on a low budget starting a new business from home, finding the right market is the most important.

At that stage, you're not going to build the best websites yet, and you're not going to do the best promotion for your sites yet (as it often requires investment). Finding the right niche market is how you'll quickly make it to the top. *"Being a big fish in a small pond"* you might say. If you want confirmation of this idea, you might want to listen to [this interview](#) I did with a student of ours named Greg, who built a mid 4 figure a month income, in a short space of time, despite not completing all the steps properly, and only being a beginner to SEO.



Intro

In my ideal world, here's what you'd do with this report.

You'd scan it, looking for a niche that sticks out to you. Something you hadn't thought of before, but that you can see makes sense. You'd grab that niche from these pages, and you'd go do a little more research of your own.

Later, you'd start a little website in that niche, dedicated to providing valuable information for the people interested in those products. You'd start by monetizing with some affiliate links – because it's such a great way to test a new market – but from there, you'd do whatever makes sense.

Profitability confirmed, you'd grow that site, providing more information to more people, and developing new ways to monetize your new audience: Maybe you'd grow an email list and help promote special offers from the companies in that market? Maybe you'd do a deal to sell the leads you generate to those companies on a per lead basis? Maybe you'd sell advertising space on your site to those companies? Maybe you'd develop a little educational ebook of your own? Or maybe a membership portal where people interested in that product can share ideas, connect with one another, and learn more from you in a smaller more private format?

Or maybe you just like the no frills approach that commits you to the least possible work, so instead of all that, you just build another affiliate site in a different market, and grow your income that way?

There are an enormous number of opportunities for businesses to be started online and a significant, meaningful income to be derived from them, by anyone willing to put the time in.

And the fastest, easiest, cheapest way to go from idea, to profit on any of them, is by beginning with a market like the ones below, and a small, affiliate driven website.

The niches and the kind of products I've selected here below are ones I can clearly see are profitable right now, but will continue to be profitable in the short to medium term as well.

They're also areas that aren't overcrowded with competition yet, with angles or market areas that could offer a fast entry and early profit.

Do me one favor, if you will? Don't be one of the people who skims over this report, then goes back to their busy lives without doing anything. Do something, even if small. Put wheels in motion. Be one of those people instead.

I look forward to hearing your success story.

Andrew Hansen



Niche #1

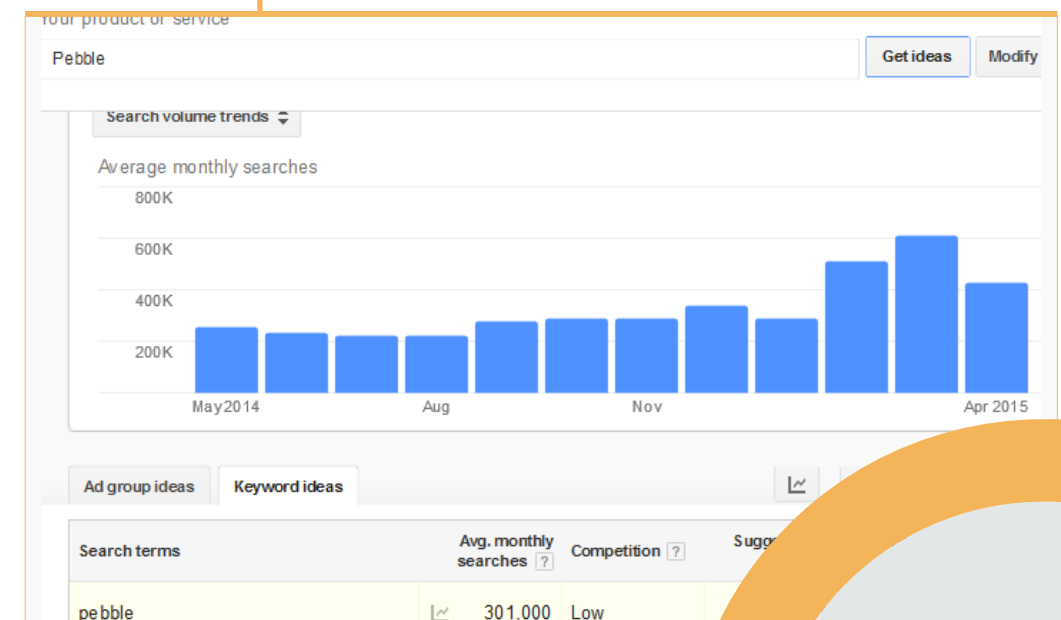
Wearable Technology



Clothing and jewellery items that record some kind of data and present it to you in a helpful way... that's the pitch of wearable technology. And it's becoming huge.

It's mainly watches and wrist things that comprise this market now but in the next 5 years that won't continue to be the case, with headphones, and clothing items picking up steam.

A niche site that reviews different wearable technology items as they come out, comparing them to their counterparts, and offering advice for the informed consumer has a lot of potential to profit through 2015 and beyond.

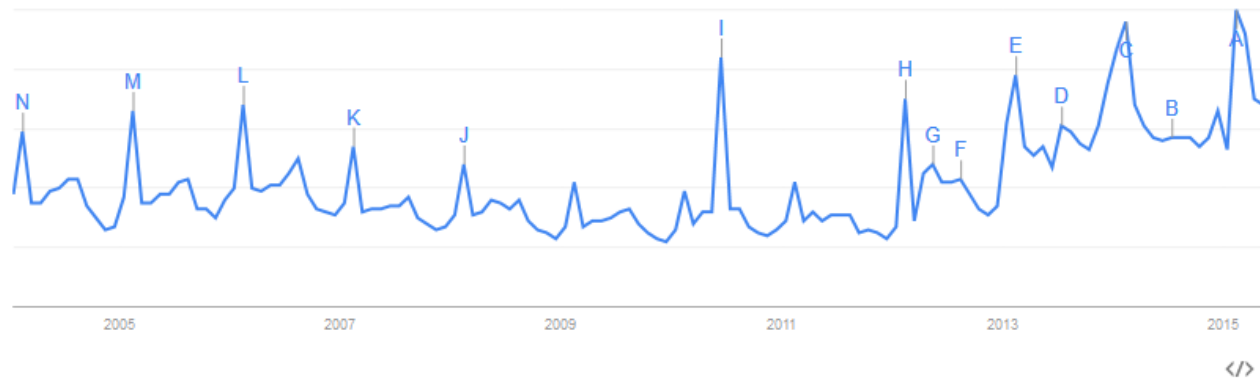


Pebble
Search term

+ Add term

Interest over time ?

☒ News headlines ☐ forecast ?



The Entry Point

There are plenty of places for an affiliate to get started in this market, but let me give you one that stood out to me. It's called the Pebble Smart Watch. Check out the Google Trends graph and how it has boosted in the last 24 months...

Check the Adwords Data too. Plenty of search volume for this, just one of the many watches becoming popular in this market.

This means a decent long tail too, with lower competition keywords ripe for the picking.

There are a range of Pebble watches, with many of them priced over \$200, meaning a \$10+ commission will be available even at a low level commission structure.

What Affiliate Program?

There are plenty of online retailers that sell Pebble watches, but given the younger age, more savvy market, there is unlikely to be much advantage to promoting this anywhere else but Amazon. You can bet there are more than a few Amazon Prime users in this market, and certain Pebble models are available on Prime, making delivery next day and free.

That said, if you want to split test and try a program with a slightly higher commission, this program seems to offer “up to 8% commissions on Pebble Watches, which might help you beat out the per sale commission at Amazon: <http://www.bhphotovideo.com/find/affiliates.jsp>

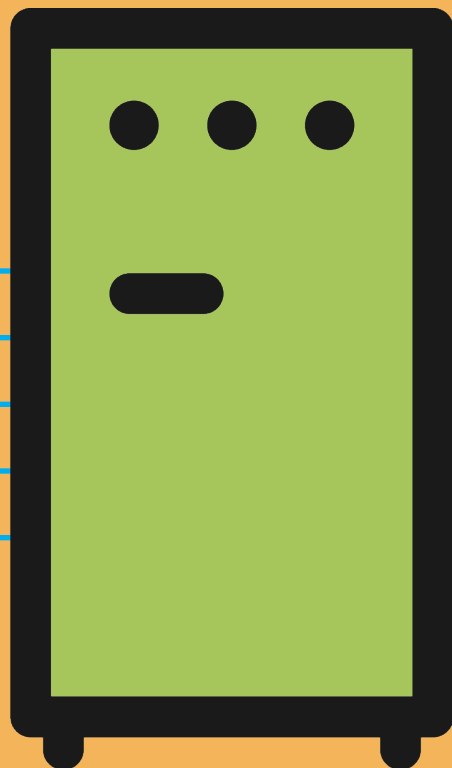
Key to Success



As with many technology niches, the key to making sales as an affiliate will be understanding the product well. Knowing how it's better than similar priced watches (ie knowing which segment of the market is choosing this brand and why) will pay dividends here.

Starting a site that would allow you to review and promote new Pebble watches as they are released - and even better, new smart watches of all brands as they're released - will allow significant profits in the coming years.

Smart Refrigerators

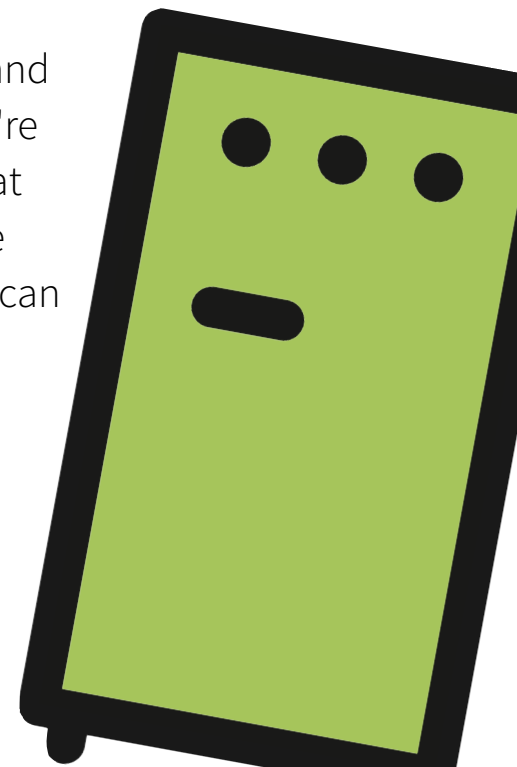


Smart watches aren't the only “smart” thing that's growing in popularity in 2015. The “internet of things” is the future of consumer technology, and another growing element of it is smart home appliances.

Smart refrigerators – for the uninitiated – are just normal refrigerators that connect to the internet to provide the owner some additional capabilities. In this article from Forbes.com, the writer discusses the investment of big companies in smart fridges and shows a graph that demonstrates, *“When asked what type of device they may want as part of the smart kitchen, consumers actually rank a smart refrigerator above most any other device.”*

A growing number of appliance brands are adding smart fridges to their product lines, and the more there are, the more tricky it is for consumers to decide which product is right for them. Enter affiliates.

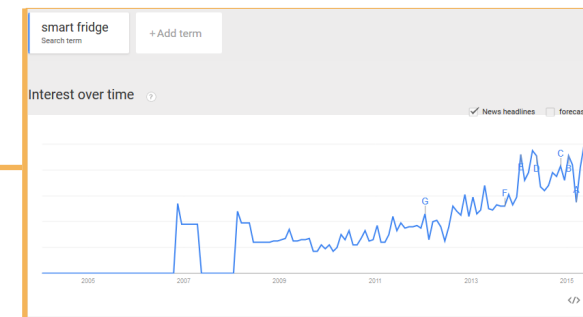
These things sell for \$1500 up to \$3000 and beyond. Even at 4-6% commissions you're looking at a happy day when you get that sale notification. More than that, a niche where a small number of sales a month can pay a mortgage or your rent.



What Affiliate Program?

Currently Amazon is stocking a number of the popular smart fridges, and the bigger manufacturers don't tend to do their own affiliate programs (LG, Panasonic etc) so it's almost your only option.

But keep an eye on this if you enter the niche, as it's likely other appliance stores with affiliate programs will begin stocking more models.



The Entry Point

Because this market is quite new, entering at some of the main terms, like Smart Refrigerators isn't out of the question. Volume is still relatively low, which means it won't have gotten significant attention from search engine marketers yet. But note, the volume is growing rapidly.

Here are shots from Adwords from two main keywords like Smart Fridge and Smart Refrigerator:

And here, an indication of volume growth from Google Trends:

Specific brand and products keywords do have small amounts of search volume and minimal competition, so for a niche to get into as the wave is building, this one is perfect.

Key to Success



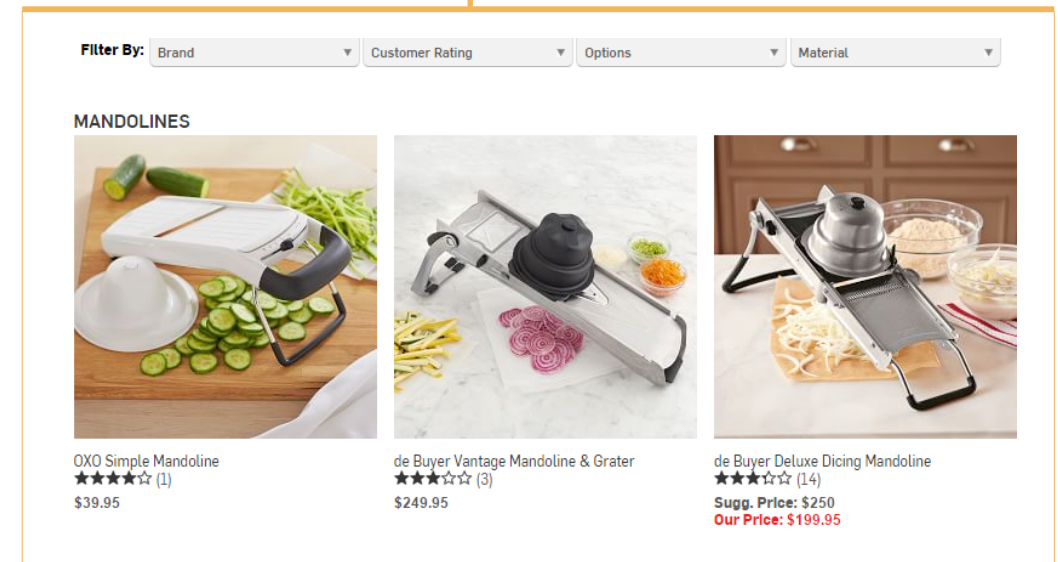
At this early stage, it would be interesting to keep a strong social media presence in this market, where you keep people updated on the state of this technology. It's easy for an article to be buzzworthy (this for example) in this market because the technology itself is interesting and widely appealing.

But other than this, just publishing reviews on the most searched for Smart Fridges you can find is how I would enter this market, along with some comparisons that show say the top 3 fridges. That content would be valuable to the people who are interested in the idea of a smart fridge but don't have knowledge of any specific model yet.

High End Kitchenware



While we're in the kitchen, let's not miss the less advanced technologies: Because market research shows a growing number of consumers are now choosing luxury versions of various kitchen items, and the potential for earning commissions from purchases like these is significant.



What Affiliate Program?

For many products in this luxury kitchen market Amazon is good, but there are also stores that cater to a segment of the market that sees more value, more individuality and more prestige in buying outside of Amazon.

And they offer higher commissions.

This [affiliate program](#) offers options for the above two products and more high end kitchenware at a slightly higher than Amazon rate. Something to consider if you're entering this market.



Key to Success

Because of the number of smaller search volume, higher end items in this market, I envision a site run by a personality who is an authority. This site would be great for someone who likes cooking and is interested in these items and wants to put their own name (or at least a pseudonym) on this site, and establish themselves as an authority in the market.

I'd start a luxury kitchen review site, with a beautiful theme and a clean layout and provide information on as many of these high end kitchenware products as I could, starting with the two I've found for you above.

The Entry Point

Here are two products I didn't know existed – or were this expensive – before I dug into this market.

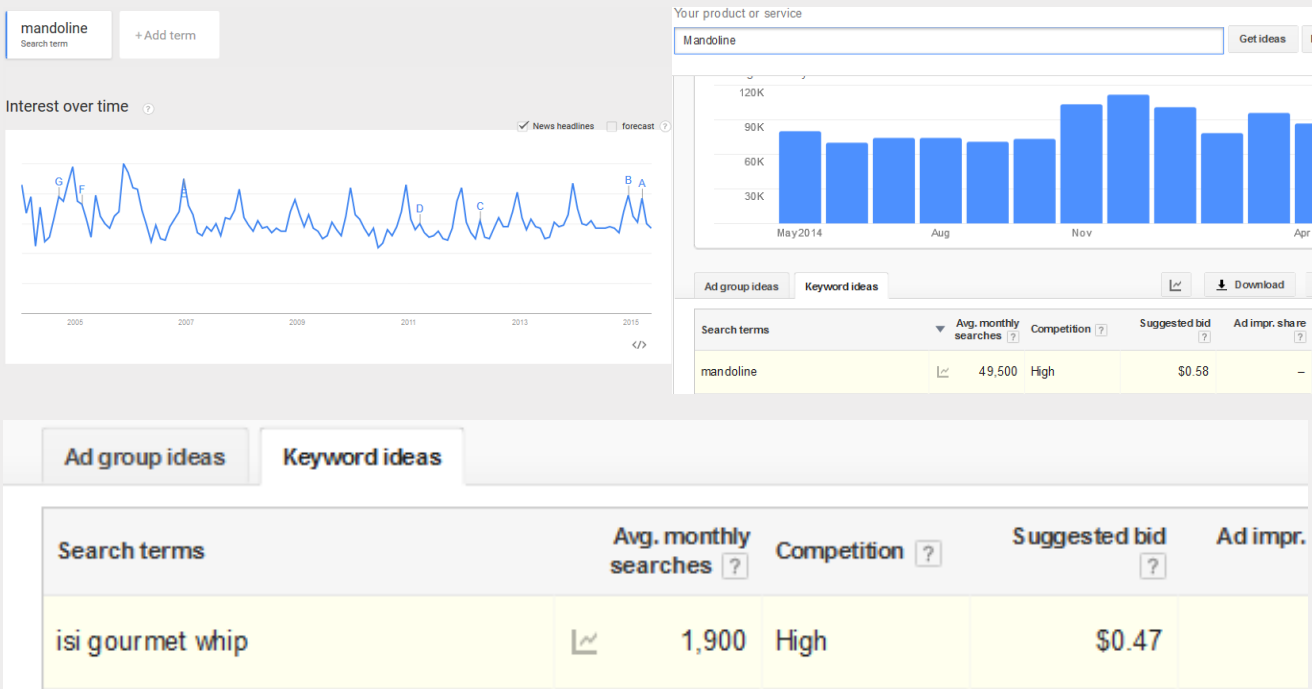
1. Mandolines
2. The ISI Gourmet Whip

Check out some of the data:

And with a volume trend more or less unchanged for the past 10 years, this is not an item (or an income stream) that's going to disappear on you when trends change.

Granted, many Mandolines are cheap, but options like the De Buyer Mandoline retail for more than \$200. (AND they have search volume) And it's not the only one.

Similarly with whipping tools. This ISI gourmet whip (which is just one brand of one product) has significant search volume, and certain models of it retail for over \$200 as well.

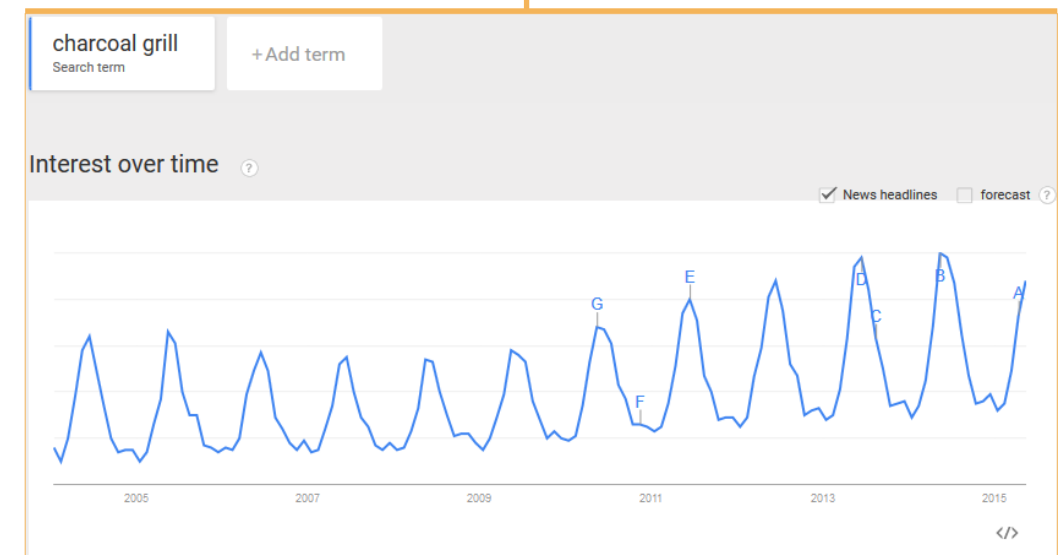


Charcoal Grills



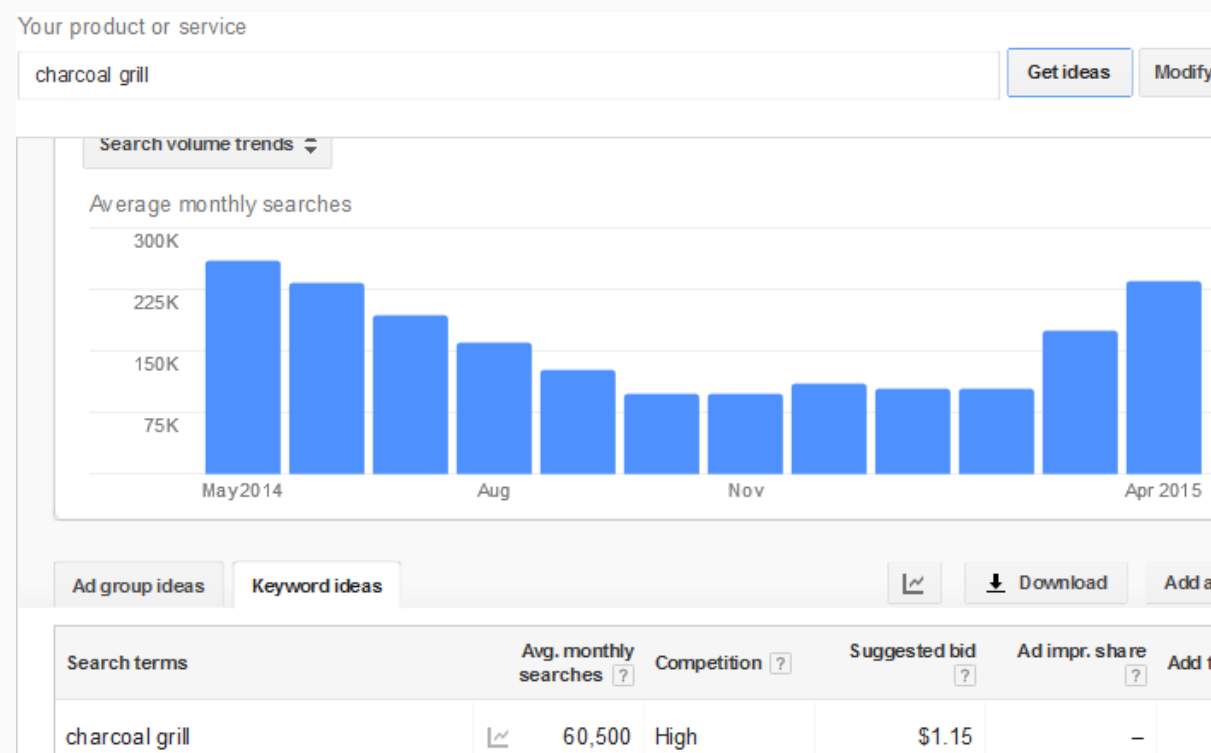
Before we move on from food completely, let's get this one out of the way.

For whatever reason, the long popular practice of barbecuing at home, appears to be growing... more popular. The evidence? Charts like this Google Trend screenshot for the keyword Charcoal Grills:



Even though the item is seasonal, volume stays strong in the interim periods, and since 2013 both peak and valley are seeing a gradual rise.





The Entry Point

While many kind of barbecues are growing in popularity, the Charcoal Grill is a good place to start here.

There are a good range of products, and enough that making a quick decision among 3 or 4 that sit around the same price point can be difficult. Again, enter helpful affiliate.

You can see that the main Charcoal Grill keyword has very strong search volume:

But what you don't see on this graph is the long tail that sees many individual brands receiving their own demand.

What's appealing about this market are the price points. Plenty of Charcoal Grills sell for more than \$1000, and the expensive ones aren't – in theory – any more difficult for an affiliate to sell than the cheaper ones.

These aren't a highly complicated item, and the affiliate can provide big value by helping the buyer answer important questions about how the item will fit into their life. *“Is it too heavy to transport with me to other places?” “Will it be good for cooking X thing?”* and so on.

What Affiliate Program?

Amazon is good for most Charcoal Grills, with low cost and speedy shipping always being appealing, but it's definitely worth taking a look at the same [Williams Sonoma](#) affiliate program from the high end kitchenware niche to pinpoint some of the higher end grills and potentially take a higher commission.

Key to Success



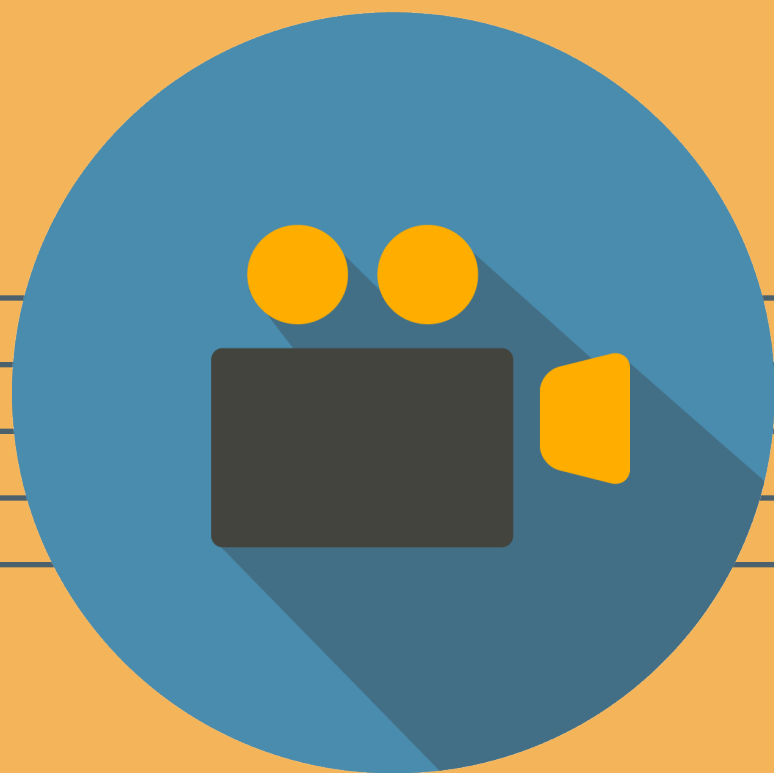
With so many charcoal grills to promote and such high commissions available, it's not unrealistic to think someone could build a 5 figure a month affiliate site selling talking about nothing but Charcoal Grills.

At the same time, promoting charcoal grills could happen easily on a broader site like homewares or kitchenware, and even in a niche like gardening, with all those people who have space in their yards and like being in that space.

Reviews of popular grills will be responsible for early revenue on a site like this, especially when hitting some of the longer tail “question” type keywords where the buyer is looking for a piece of information not readily provided by the seller or Amazon.

Niche #5

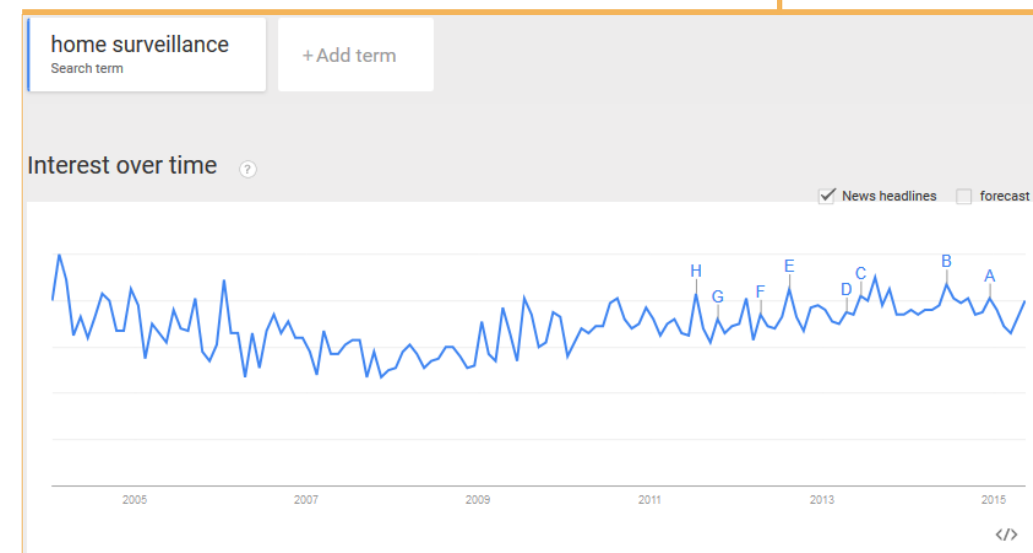
Surveillance Technology



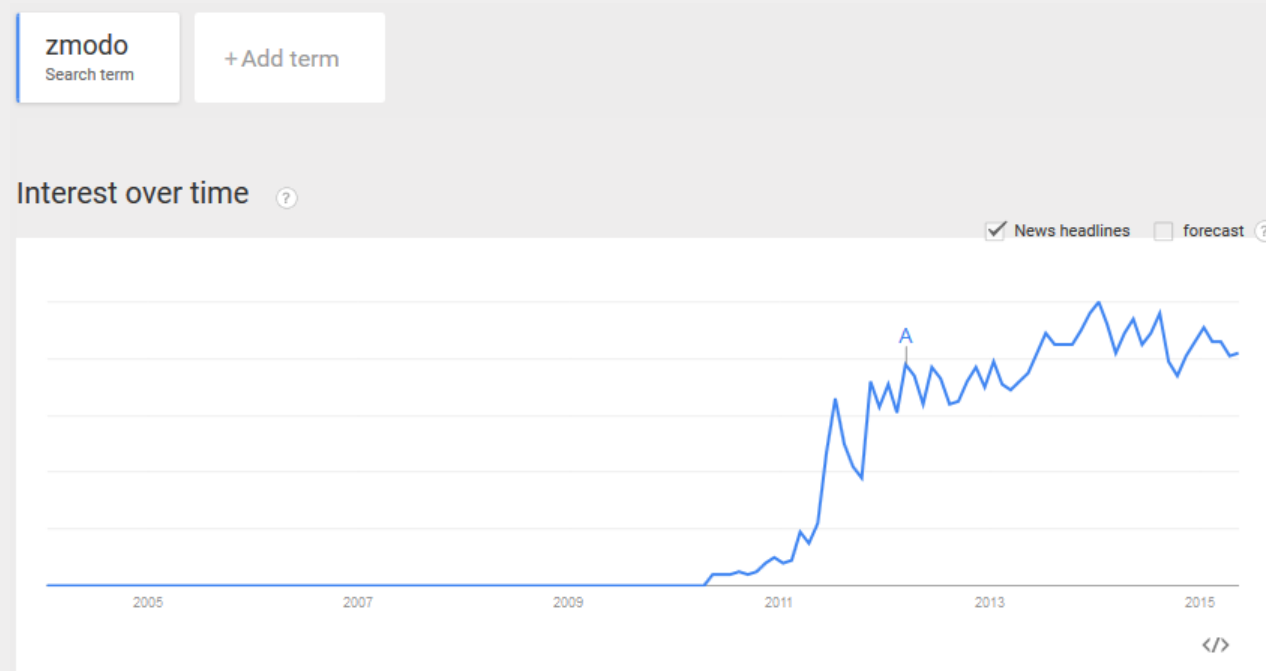
Ok, no more food I promise. Let's take a completely different direction: Security.

Fortunately (or unfortunately?) we live in a world where there are an increasing number of ways to make your home, your workplace, your computer, and your information secure from threats. It's not necessarily a weird thing to hear a friend at a dinner party talking about a new surveillance system they've set up at their house; depending on where they live, you might even commend it as a wise choice.

This Google Trends image for the term Home Surveillance camera gives a representation of this point:



If you're looking at a graph of the more broad terms in this market, you see that search volume has been there for more than 10 years, but the market is at a place at the moment where individual brands have sufficient search volume to build traffic and an income by ranking for and promoting. This is always exciting for an affiliate.



The Entry Point

One such brand – and this is just the first that looked interesting to me. Note that there are many others – is called Zmodo. Check it's trend above:

It has a range of products the most popular of which is the DVR camera, search volume indicated here:

Ad group ideas		Keyword ideas				Download	Ac
Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add		
zmodo	22,200	Medium	\$0.51	–			
1 - 1 of 1 keywords							
Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add		
zmodo dvr	3,600	High	\$0.49	–			

Two big areas you want to look at in this market are DVR products and CCTV products. Many brands are selling at prices over \$200 and the products range from single cameras to full surveillance systems. The potential to pick up commissions on higher end products than the ones you were promoting is high.

What Affiliate Program?

I can't see a clear reason to look outside of Amazon for a place to promote Zmodo products.

Key to Success



What I like about this market is that it's a group of people to whom many other products are of interest., maybe even important If you can build up a site that establishes authority in the world of home security, you open up to the possibility of selling personal protection items, home safety pieces, and more. It could even be an interesting segway into the home insurance market (hint: If you didn't already know, enormous commissions are available).

This is a market I would build an email list in. You could create and give away (to gather leads) a crime statistics report for certain local areas, or research and provide case studies of where surveillance or other security items have helped avoid crimes.

Start as always with some review based affiliate promotions and depending on how your traffic grows, consider branching into an email give away and autoresponder.

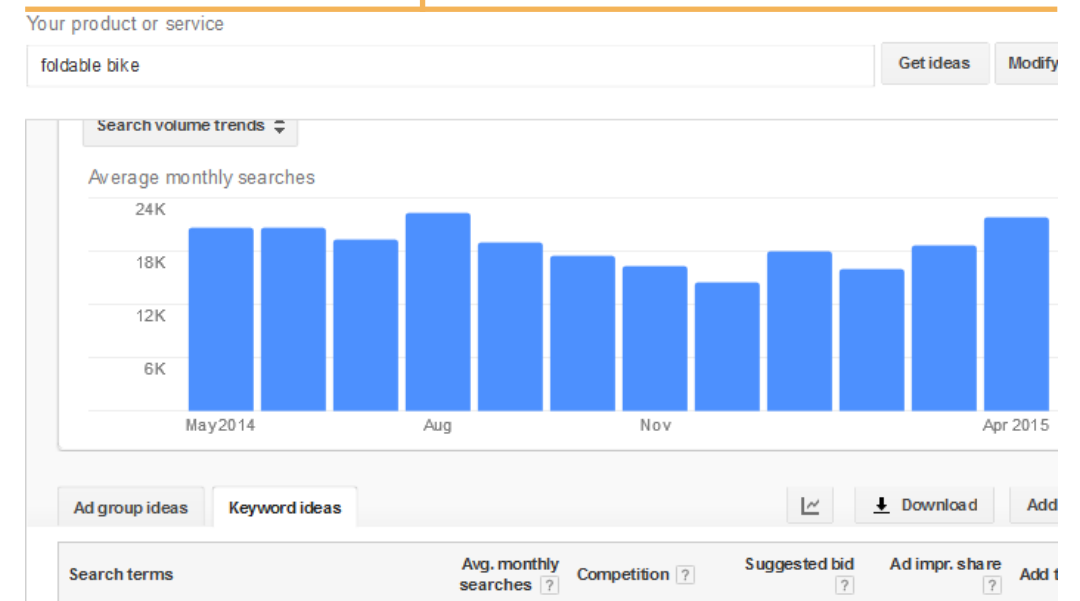
Foldable Bikes



In the coming 10 years, the major cities of the world are set to grow their populations at unprecedented rates. I live in London, one of the most poignant examples.

Simultaneously, cities are becoming more crowded, and the world is becoming more concerned with sustainability and battling climate change.

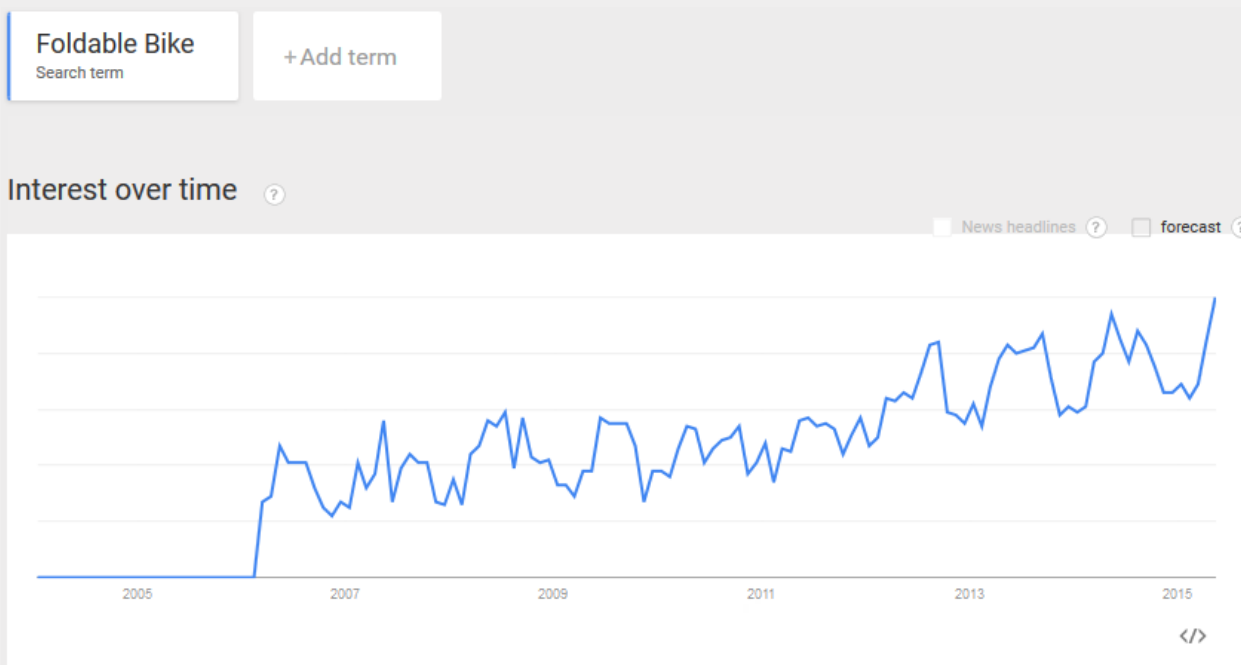
Why am I telling you all of this? Because it might explain the rise in the popularity of Foldable Bikes. And it might help you understand why I think this niche is only going to be growing in the future, representing an exciting opportunity for affiliate marketers.



Like most of the niches so far, Foldable Bikes offers a range of products and price points, and they aren't so complicated that anyone reading this could research them, and become an expert in a short period of time.

They start around \$150 and they work all the way up toward \$1000. They've been popular enough that a few brands and product types have search volume already, and new products are entering the market regularly (this means new opportunities to get in early on untapped keywords).





The Entry Point

Given how the volume looks, I like the idea of entering this niche by targeting some of the broader terms. You'll get an indication of volume levels above.

There are brand name keywords with lower volume below these, ideal for a lower traffic but easier competition entry into the market.

NOTE: Use the search term "Folding Bike" for the best brand name keywords. Volumes are even higher than those indicated above.

Ad group ideas		Keyword ideas			
Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add
foldable bike	12,100	High	\$0.62	—	

What Affiliate Program?

Amazon sells most of the folding bikes with search volume and I wouldn't advise looking elsewhere for an affiliate program unless there's a specific make or model you can't find on Amazon.

Key to Success



Understand in this market that the internet searchers are going to be in two kinds: Those that have been to a store and tried a folding bike, and those that are willing to buy without trying. I would make sure to include information for both these groups of people. The former need details about how it feels, how convenient it is, and how it rides. I would use other user's reviews and experiences here to give as vivid a picture as possible. The latter needs more detail on pricing, bonuses, unseen features, guarantees and other points that help solidify the decision (to buy) they may have already made.

Structurally, a Folding Bike review site would work great, with plenty of possibilities and potential for profit. An existing cycling website is also perfectly positioned to take advantage of this niche.

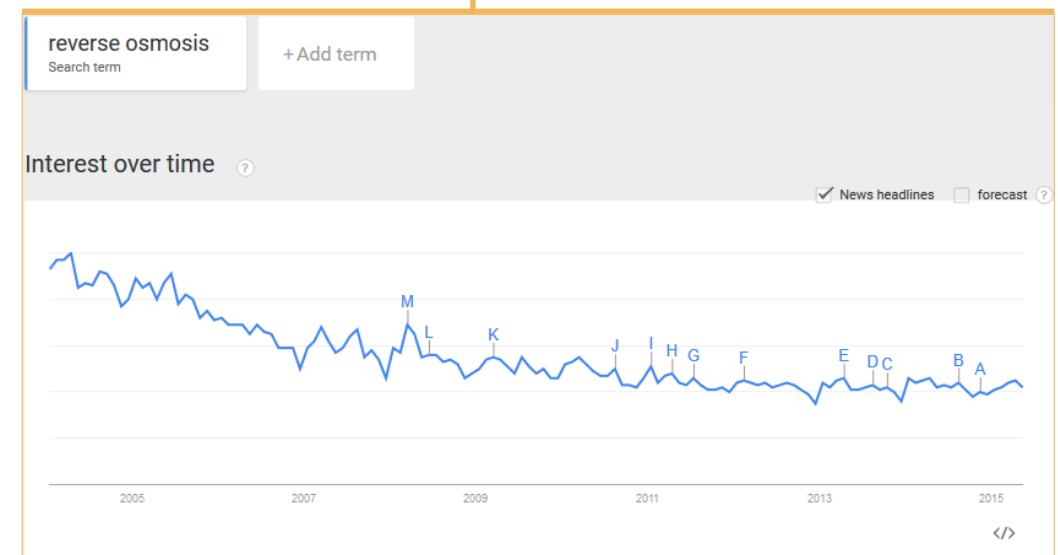
Niche #7

Water Filters



Why is it that almost no one, living anywhere in the world, is happy with the quality of their drinking water? I don't know. But in the last 10 years in the western world, solutions to this problem have grown more diverse.

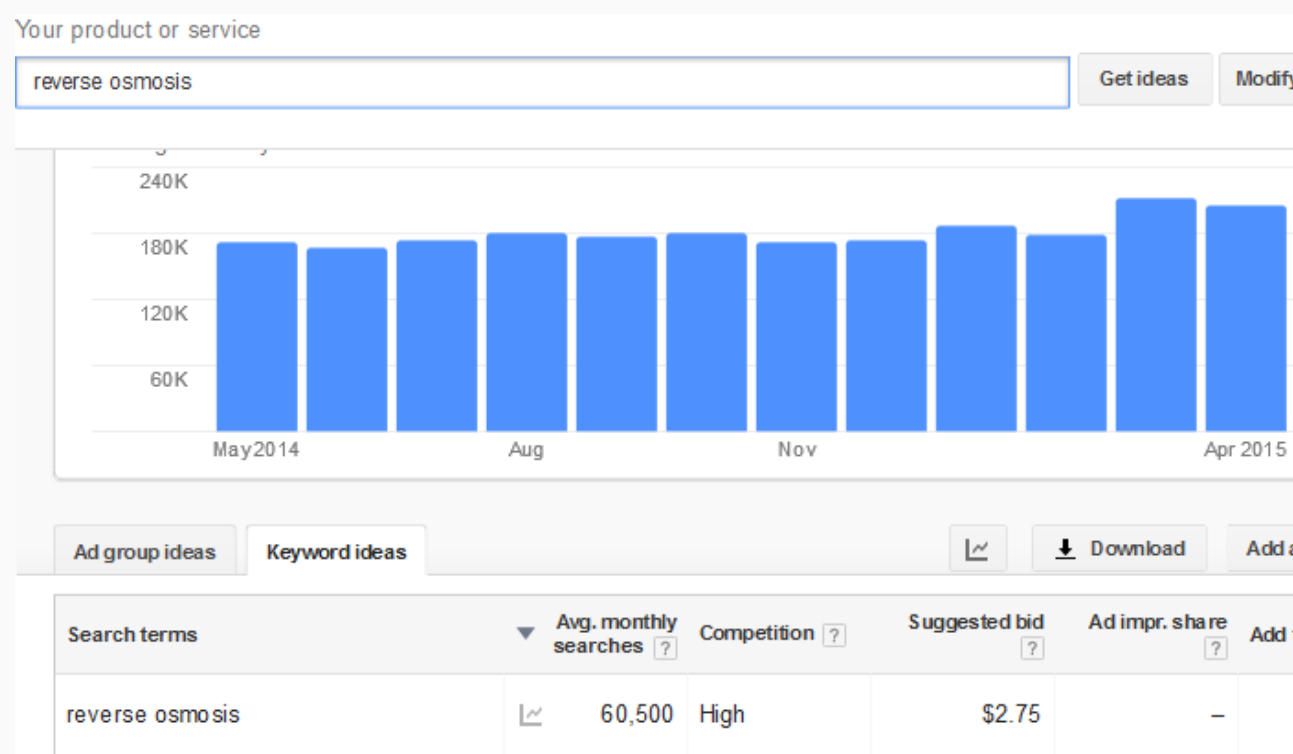
One that's been around a long time, but has consistent interest is called Reverse Osmosis water filtering. The trend graph you'll see below is different to all the ones you've seen in this report so far:



To me this doesn't indicate a decreasing volume, as much as a level of volume that was extremely high 10 years ago, and has been more or less steady for the past 8 years. Consistent volume for 8 years doesn't mean a “trend”. It means in 8 years, no new filter that came onto the market (and there were many) changed this filters popularity much. This could be an indicator of strong, long term profit potential in the niche.

Many Reverse Osmosis filters retail above \$200 and have hundreds of reviews on Amazon; an indicator of their sales volume. What's more, there are enough different types that consumers need a third party information provider to determine which best suits their own needs.





The Entry Point

Someone entering this niche could start by targeting the long tail keywords off of the main Reverse Osmosis keyword itself. As the Adwords screenshot above will indicate, volume there is high and consistent, and the long tail from this keyword is well... long.

Or you could also enter at a specific product name keyword level, that might not be searched for with the term reverse Osmosis. Check out the [Berkey water filter](#) for example. Retails around \$290 and has big search volume (like, real big).

When you dig around in this niche you'll see there are numerous higher end water filters searched for by brand and modifiers like “filter”, and “filtration”.

What Affiliate Program?

While there are some independent water filtration products sold only at their own websites and with small affiliate programs, Amazon is the easiest place to start, for selling most of the popular water filters, reverse osmosis and other. If you dig deeply into the niche as you start to profit further, the other affiliate programs may be of interest.

Key to Success



A broad site is crucial for this market because there are so many water filters that can be reviewed and compared to one another. An approach that starts by reviewing many filters and comes to focus on the ones that generate traffic most easily will be quickly profitable.

Being slightly technical, a proper understanding of the product is very important for review content, but the upside is that between major brands and types of filter there is no great additional technicality to be understood.

In terms of conversions, a site that pre-sells by teaching (within the review content) more about the importance of water filtration and the health benefits to be had by using it, will be very successful.

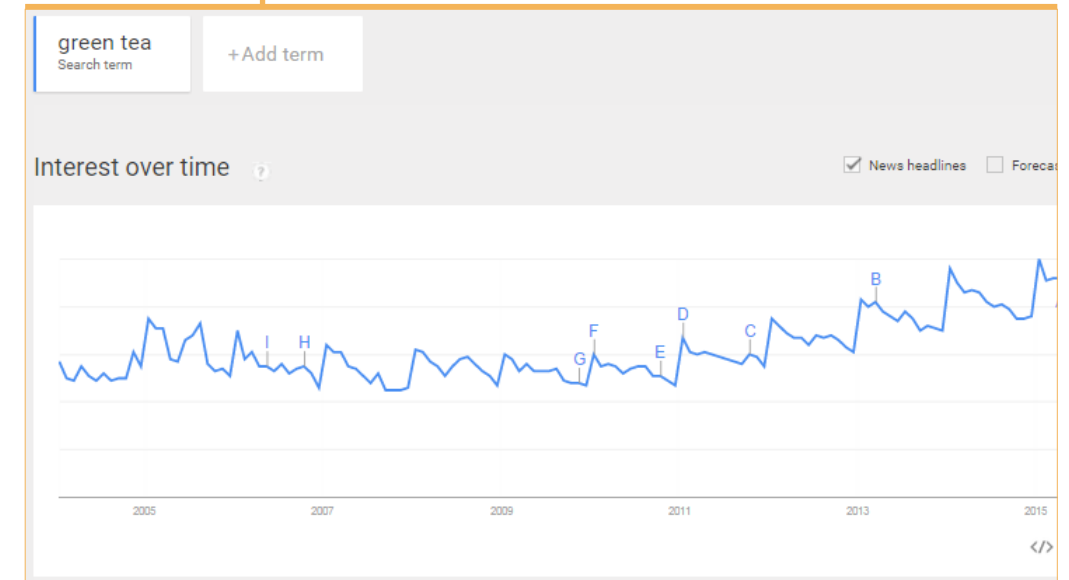
Matcha Green Tea



Did you know that Starbucks is betting on the tea market to grow it's business in the coming 5 years? Coffee as a market – at least in the western consumer sense - is mature but tea, in it's nichey, popular form is still growing.

There are countless new teas, for many different purposes (calm, concentration, pregnancy, energy etc etc) growing in popularity. And some aren't as cheap as you might think.

What's more, being an every day item for many people, the potential for earning affiliate commissions on reordered items is high.



As you'll see from Trends data below, Green tea itself has been on a slow but significant climb in popularity the last 10 years...

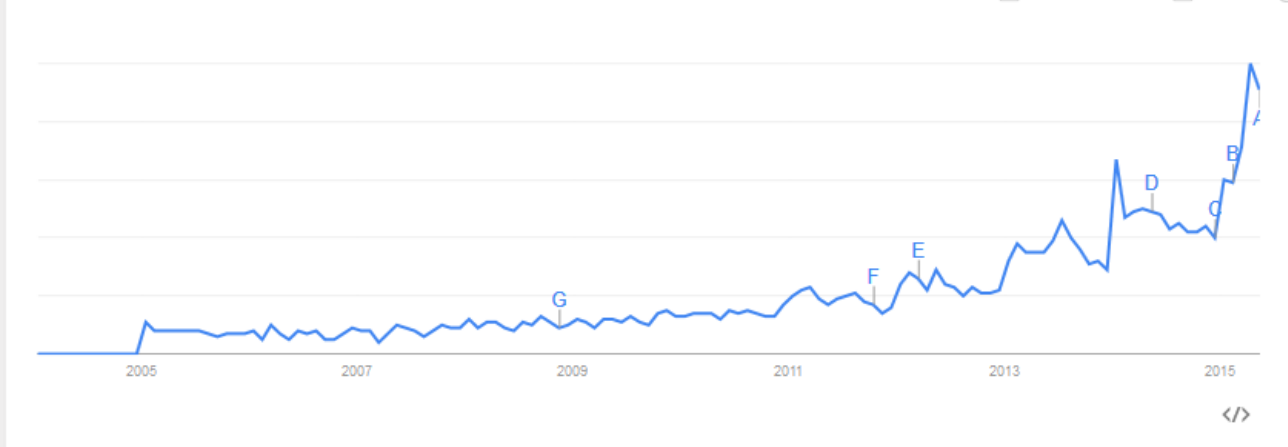
But one Green Tea in particular has seen explosive growth the past few years...

matcha green tea
Search term

+ Add term

Interest over time ?

☒ News headlines ☐ forecast ?



The Entry Point

It's called Matcha green tea. It has antioxidant properties and claims to provide energy without jitters. Not to mention a host of supposed health benefits. It's rise in popularity can be seen above...

It sells at around \$35 for 20 servings, but there are versions of it that retail for above \$100 a pop, without recurring orders.

The retail price is lower than many other items in this document but the search volume for product specific terms is extremely high, and increasing quickly.

It's a simple product, with a diverse set of benefits, and it's easy to sell. It represents a very exciting entry into a rapidly expanding niche market.

What Affiliate Program?

A big plus for this market is the higher than Amazon commissions available through a private affiliate program. The Matchasource website is a popular retailer of Matcha, and [has a program](#) that offers 9% commission from the first sale.

The website is also laid out well for conversions and should give no trouble converting a high number of visitors you send, into sales.

Alternatively, Amazon is an option if you want to compare various Matcha products (or Green Tea) from your single website. Many popular, well reviewed Matcha products exist that also open you to the possibility for multiple product orders from the Amazon shopping cart.

Key to Success



The key in this market would only be starting a site that's broad enough to capitalize on new tea products that become popular in the future. There are products to make money on now, but new ones will be regularly available in the next 5-10 years.

I would also start a mailing list in this niche, since people who like tea are interested in learning about new teas. I can see a lot of value for an affiliate to provide in the roll of curator: With so many teas on the market, consumers will need a filter mechanism to avoid being overwhelmed and losing interest. An authority who can guide anyone on the most interesting/new teas for them could be really valuable.

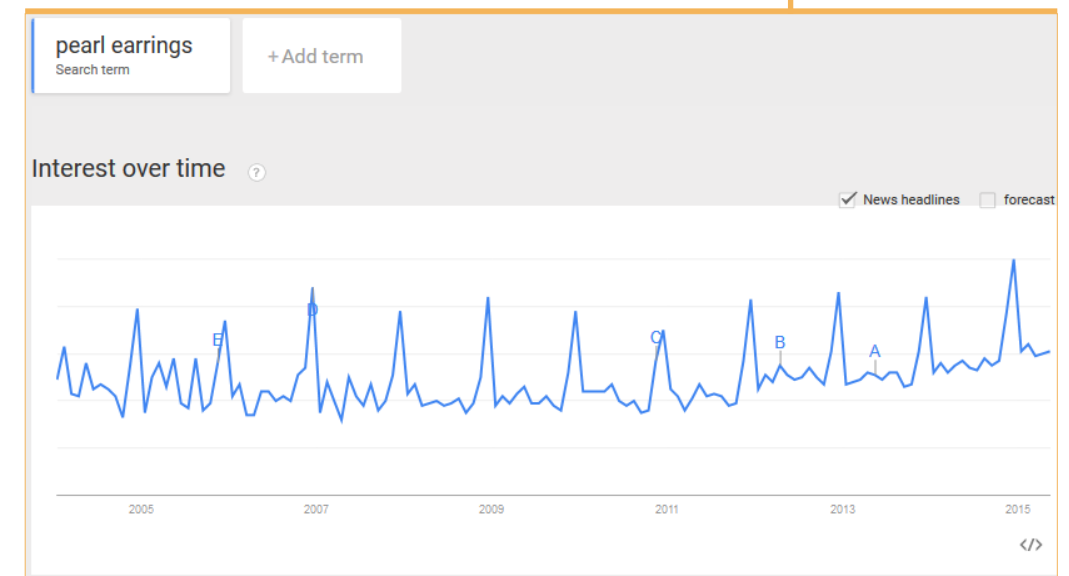
Niche #9

Pearl Earrings



Not exactly a new product, so why should this be of interest in 2015?

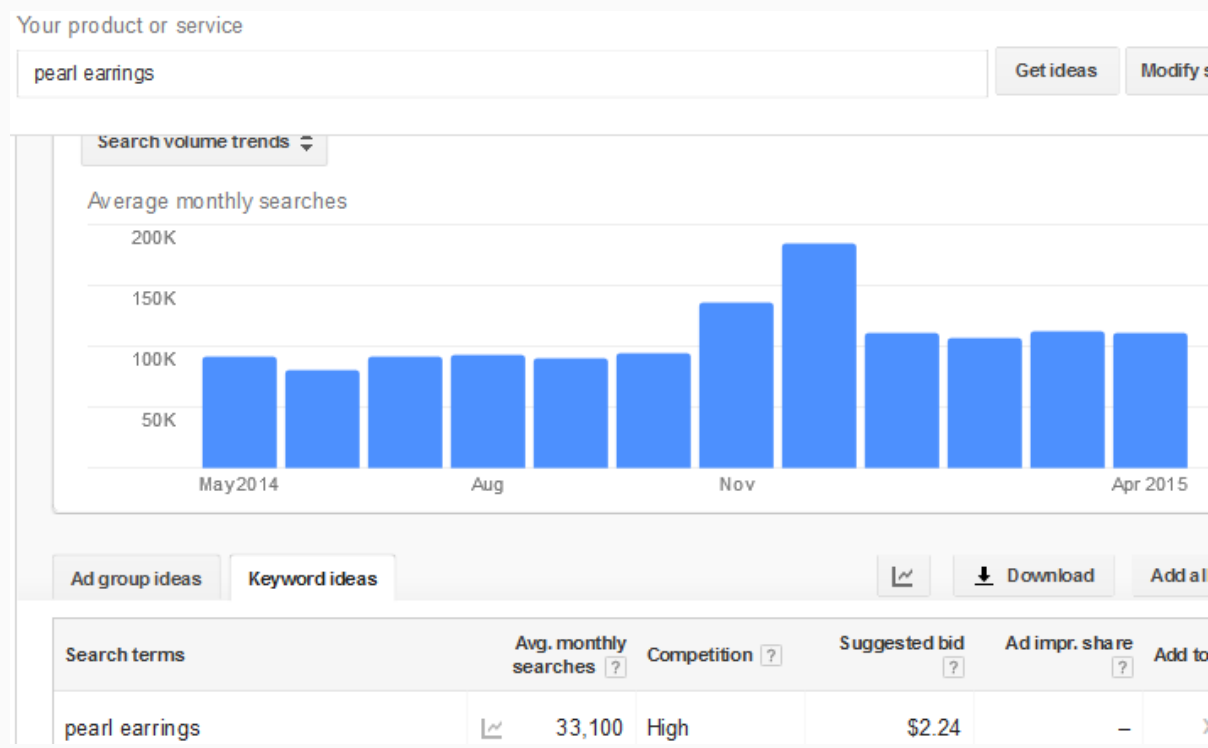
I'm no fashionista, so I have no idea. But the trend graph shows consistent growth in the last 5 years.



There are many kinds of pearl earrings to sell, and the prices – read commissions – are high. It's an item that's easy to sell online, because most buyers don't need to see it in person to feel confident in their choice. They only need to know they're real, and that the style is right for what they want (images help here) and they can be ready to purchase.

With this niche you're promoting a timeless item that has the potential to earn forever. And there is a tonne of value for affiliates to add, showing how the earrings can be worn, with what kind of outfits and in what kind of variations.





The Entry Point

The screenshot from Adwords below gives a sense of the kinds of angles from which you might enter the Pearl Earrings market

Those are, styles of pearl earrings, and specific locations for pearl earrings. Searches like both of these are extremely targeted, representing people very close to making a purchase.

There are many such variations, and entering with a shotgun approach where you provide content for a number of these, to see which gain traction fastest would be wise.

Quality pearl earrings start around \$50 depending on the size. The larger sizes easily cross over \$200 as you'll see with examples like [this product on Amazon](#).

What Affiliate Program?

Similar to Matcha, this product has potential for promotion outside of Amazon. [Affiliate programs like ice.com](#) offer 7-13% commissions from day 1, selling Pearl Earrings. This creates the possibility for \$10-\$20 commissions per sale on popular items.

As with most items, Amazon is possible too, and if your traffic increases in this market, it will be worthwhile split testing whether you earn more commissions promoting Amazon (where other product sales will be included in your commissions) or a 3rd party program.

Key to Success



If you are so interested or inclined, a personality would work really well for selling pearl earrings on an affiliate site. A site from someone who loves pearl earrings, even photographs themselves wearing some with different outfits would help give context to a simple product, and make people more excited about their purchase.

Alternatively, any site that was willing to gather images of pearl earrings being worn (stock photos and others) and compare different variations, talking about how they can be worn could provide value and make solid commissions.

Covering a range of pearl earrings would be wise, and getting to the heart of why people like pearl earrings will be crucial.

Niche #10

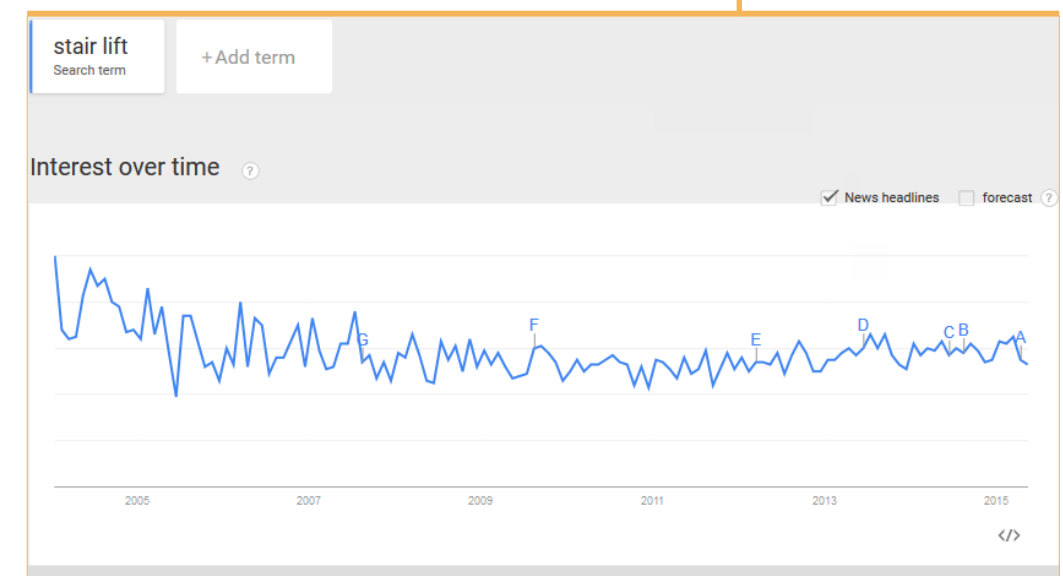
Stair Lifts



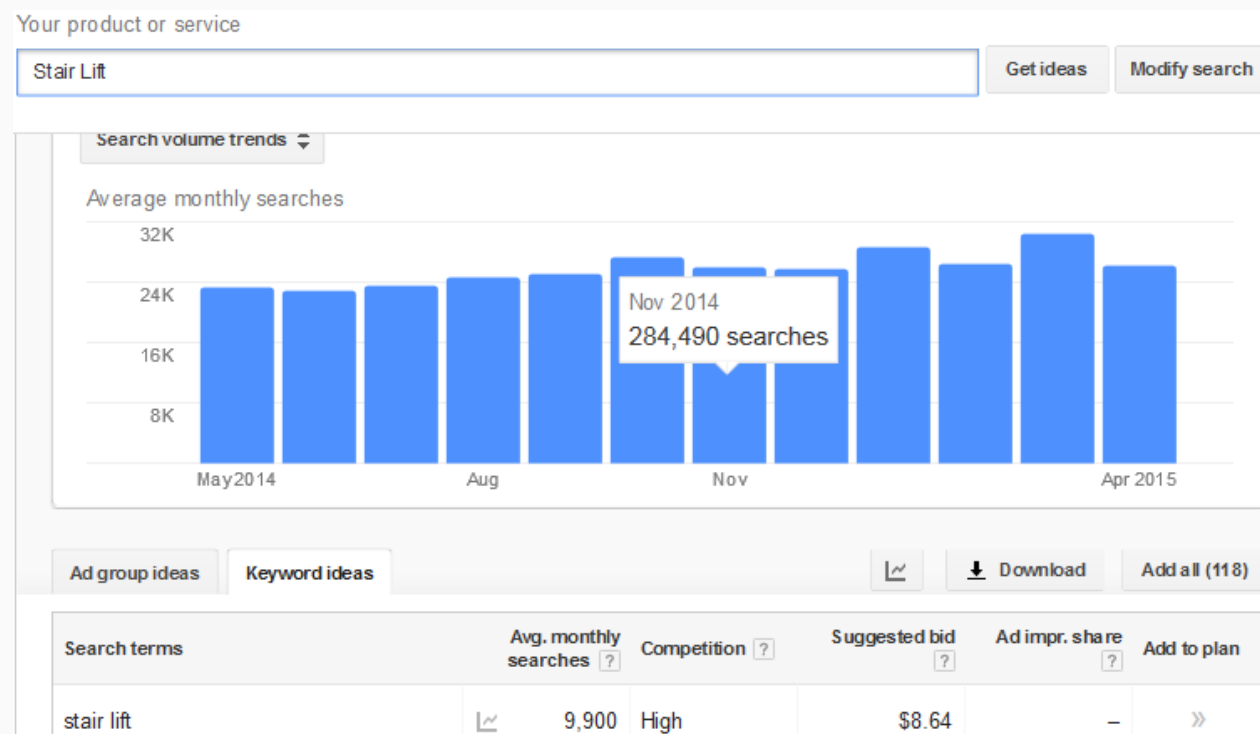
Have you ever seen those lifts that people install on staircases in their home, to help family members with reduced mobility move up and down? You might have... and you might not have known how popular they are.

Not only are there multiple brands of stair lift available, but multiple types, all selling for 3 and 4 figure price points.

The graph from Google trends gives an indication of the growing popularity of this home device...



You'll note that 10 years ago, volumes were slightly higher for some reason, but that the last 5 years have seen a slight increase in demand. This tells that the product is on an upward trend but also that it's been around for a long time and isn't likely to see any grand decrease in volume in the coming years.



The Entry Point

Adwords shows a sense of the profitability on the main keyword in this market, with advertisers bidding more than \$8 per click.

And while competitive, it doesn't require a lot of traffic to turn a profit in this market, with individual lifts selling at more than \$3000 a piece. Selling one of these a week would be a nice supplement to most people's income.

But outside of the main keyword there are individual brands with search volume of their own, and because the overall market is relatively small, it wouldn't be difficult to review all popular stair lifts on the same affiliate site, just doing one at a time.

What Affiliate Program?

Amazon is the place to start for promoting stairlifts but note that some of the stairlift providers themselves offer higher commissions for promoting them directly. For example, [Ameriglide has their own affiliate program](#) offering up to 10% commission; more than double what you'll make just starting out on Amazon.

Key to Success



Selling items at this high price point will require a pre-sell to overcome the concerns buyers might have about committing to the investment in this product. Will it be a hassle to install? What happens if it breaks down? Is there a guarantee? How will it really benefit my health? Benefit my safety?

Helping people see how life will be different with this product will make a big difference to conversions. That and removing the perception of risk (there is a refund guarantee, manufacturer warranty, it's built to last etc) will pre-sell this product effectively.

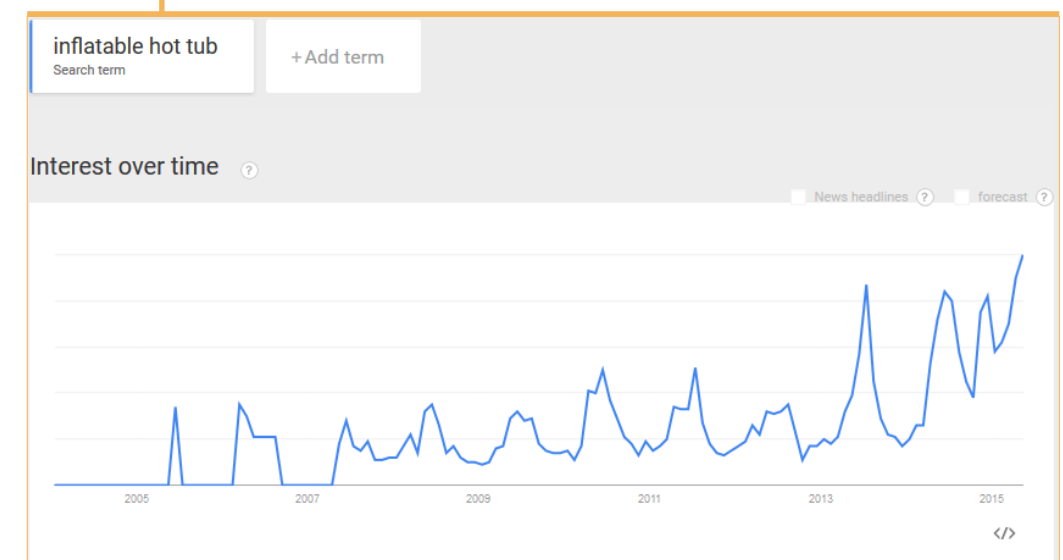
Niche #11

Inflatable Hot Tubs



The appeal of this product is obvious enough. The reasoning goes: 1. Hot tubs are awesome. 2. Hot tubs are way too expensive. 3. What if there was a hot tub that wasn't so expensive?

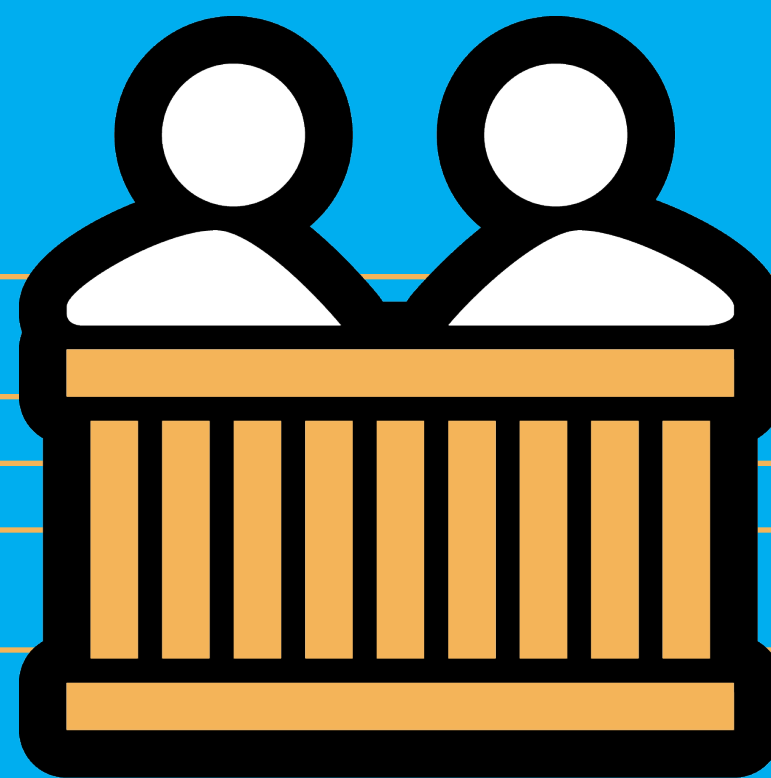
The answer is what you see in the Google Trends graph below

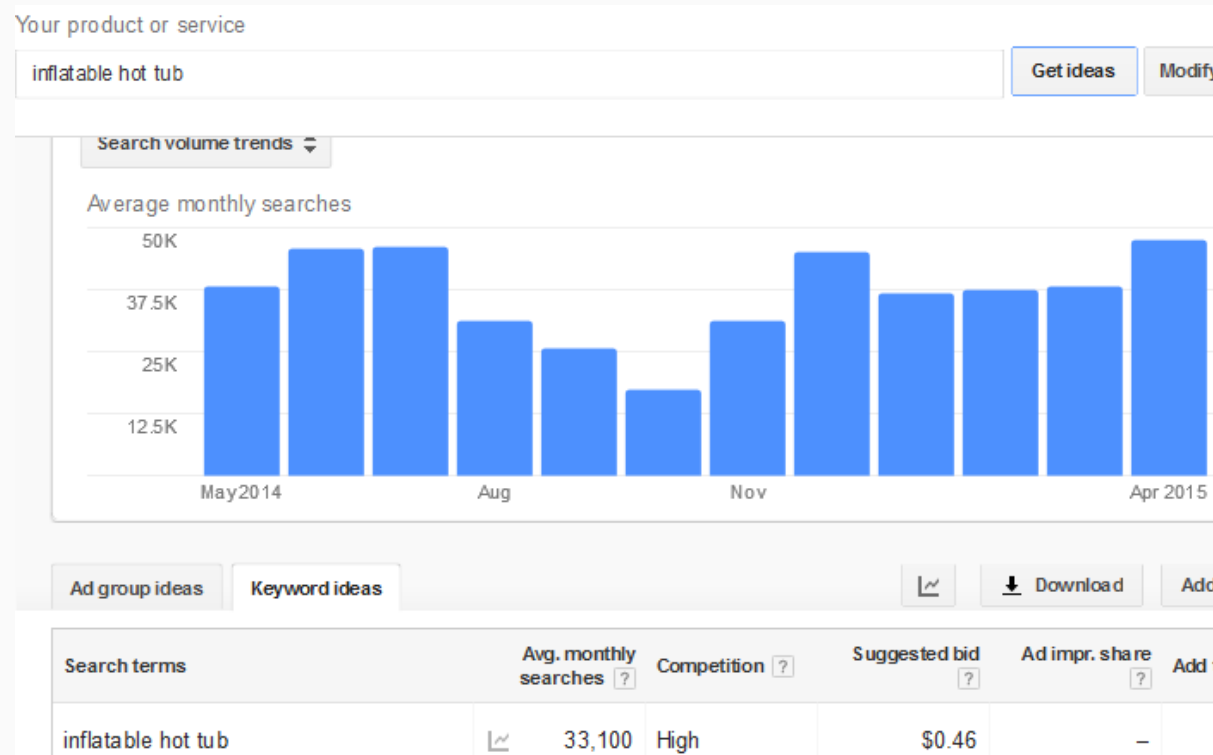


Of course there are peaks through summer periods but the in between troughs are rising too. People with limited space and budgets are wanting hot tubs for summer and sometimes winter months and for affiliates, there is an opportunity to profit.

There is a lot to like about this niche. Because it's only newly popular, the competition is still low. On top of that, it's very easy to write about because it's not a highly complex product. Anyone willing to do an hour of research could give quality advice to people looking to make a quick purchase decision on a hot tub. This means that content for this niche is easily outsourced.

Inflatable hot tubs aren't cheap either, plenty of models retailing above \$300, meaning a solid commission is available to affiliates.





The Entry Point

There are plenty of options for entering this market easily, given the volume of searchers it has and the diversity of brands available.

The main keyword area of “inflatable hot tubs” has a lot of volume, and a lot of potential to capture long tail traffic that's earlier on in their buying process.

But a combination of that kind of content, with reviews of specific, high volume brand name hot tubs will be the best way to enter this market.

Note that some brand keywords are around the term “inflatable spa” and “portable hot tub” too.

What Affiliate Program?

No great reason to look outside of Amazon for promoting this product. If you live in a state where you can't use Amazon, go for www.viglink.com

Key to Success



As with other niches in this report, the key to a niche like this is helping people understand whether the product will fit correctly into their lives. Questions like “Will this take up too much space in my backyard?”, “What happens if there is a leak in the hot tub?”, “Is the hot tub easy to repair?”, “Is it big enough for my whole family?” are crucial to answer when trying to turn prospects into buyers. Let your review content focus on areas like this and you'll do well.

Other than that, reviewing a range of tubs will be important, as will making comparisons between those at similar prices/sizes.

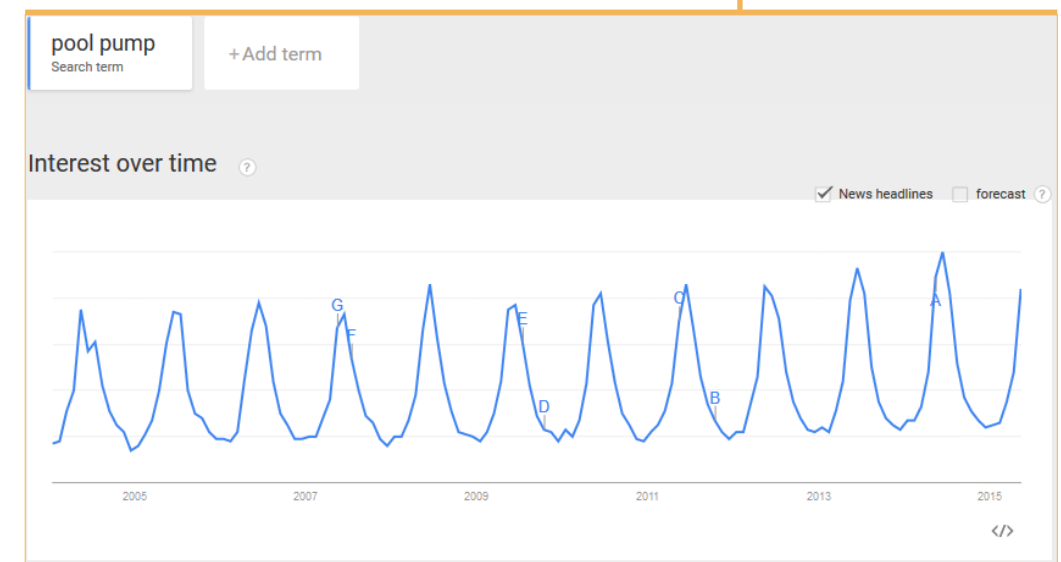
Niche #12

Pool Pumps



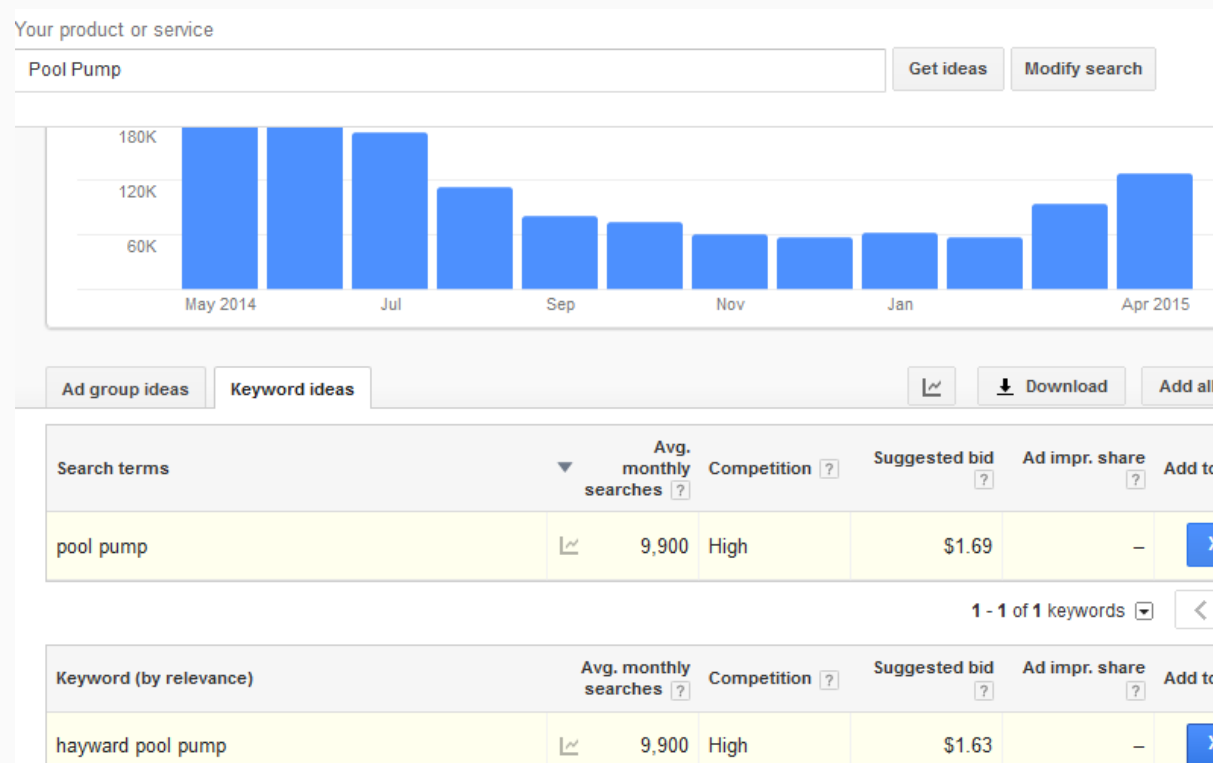
Because some people are lucky enough to have pools instead of hot tubs, there's another niche opportunity for affiliate marketers.

People buy pool pumps mainly for above ground pools and they serve the functions of filtering and otherwise maintaining the quality of the pool water. They're supposed to last a long time but they're expensive.



Despite being a seasonal item for obvious reasons, pool pump search volume has seen an increase in the past few years, both peak and trough.

Pool pumps sell from around \$100 at the lower end to above \$1000 at the upper end. And the best part of this niche is that one of the simpler entry points is a very expensive model.



The Entry Point

As you'll see from the Adwords screenshot, Pool Pumps themselves have volume, but equal in volume to the product term is one particular brand term that is priced at the higher end of the market.

The Hayward pool pump? It's almost \$900 on [Amazon](#) and has a lot of reviews for a product in that range.

That's is where I'd enter this market but there are plenty of other brand names with search volume too, most within that \$100-\$1000 price range. Competition isn't outrageously high, and there are plenty of long tail keyword opportunities to pick up easy traffic on.

There's enough depth in this market to review multiple pumps and make comparisons between them. And being a piece of technology, it's likely that the products will improve into the future, offering new products to promote on your site, and plenty of long term profit potential.

What Affiliate Program?

The product page on Amazon has tonnes of detail and plenty of customer reviews to help people make their purchase. I see no reason to look outside of Amazon for a place to promote the majority of pool pumps with search volume.

Key to Success



A little extra research will be required in this niche, because of the technical nature of the item. Pool pumps, particularly at the higher end have multiple features/functions and being able to explain them and answer common questions will be important to the pre-sale process.

If you wanted to do something really interesting in this niche, you could even target (additionally I mean, not only) some of the terms surrounding “pump repairs” and “pump motors” and build leads that you could onsell to contractors in local areas. You could even create content to target local terms, and sell advertising to local contractors, since repairs (I'm imagining here) aren't cheap and local businesses don't tend to be the best at marketing.

Food for thought anyway.

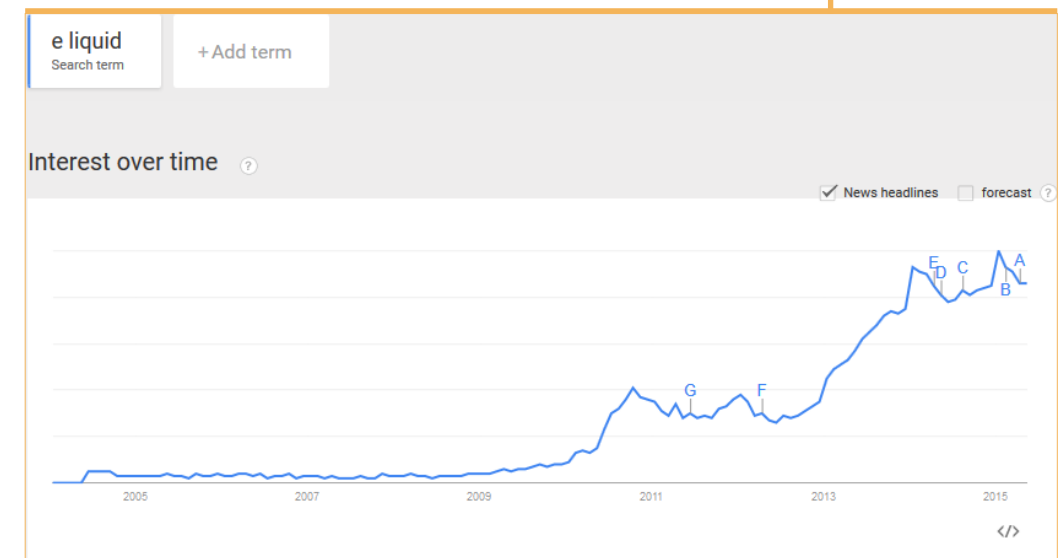
Niche #13

E-Liquid



Don't know what that is? Neither did I until recently.

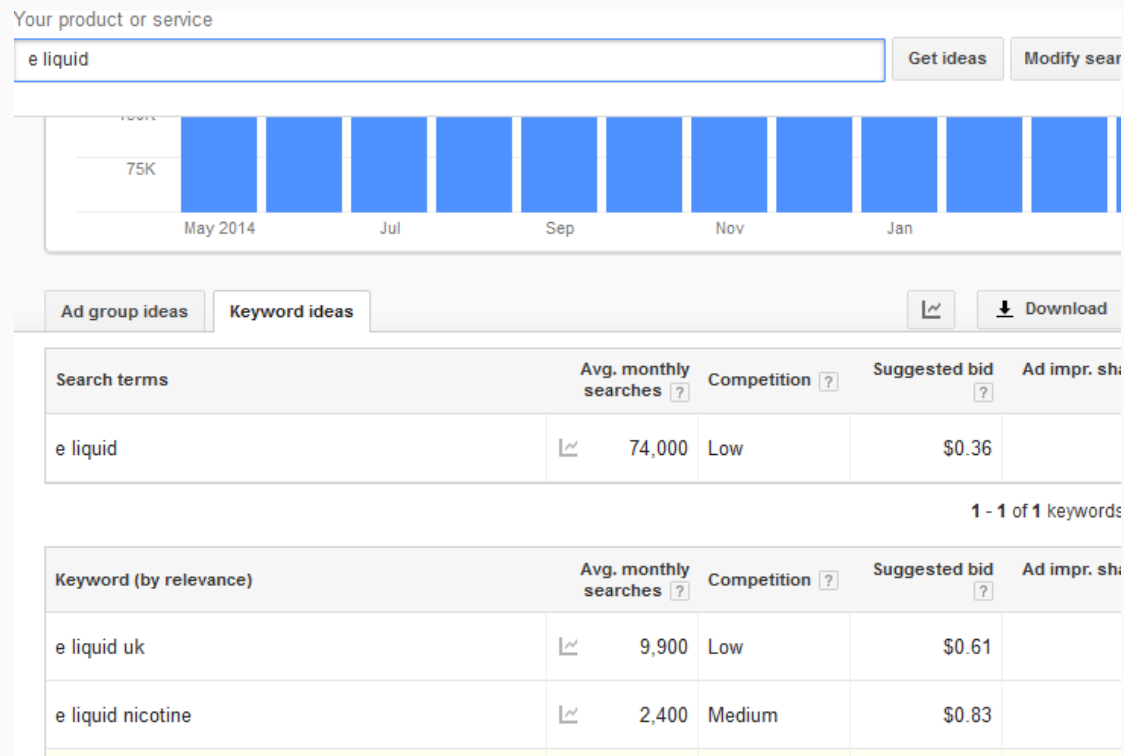
It's the stuff that goes in an e-cigarette: Those things that people smoke instead of cigarettes these days. They have liquid in them and it needs refilling. And the industry for this stuff is exploding. Check out the Trends graph:



There are 1000 flavors to choose from and different nicotine levels too. There are even “flavor boosts” that I won't even pretend to understand.

Per bottle this product is cheap, but according to one affiliate program, costs per sale get close to \$20 on average. It takes a high priced item to get a commission that high on Amazon. Something to think about.





What Affiliate Program?

There's a program through affiliate network Shareasale.com (register there and search inside for the affiliate program) called VistaVapors.com that has \$60 EPCs for affiliates. There are many affiliate programs in this niche but for a quick place to start that's simple, and conversions are proven at that high an EPC, you'll find it tough to do much better.

The Entry Point

There are a lot of possible entry points for this market. You can go with a geographical entry, for people looking for e-liquid in their location. You can go for a flavor based entry, or a strength based entry, or you can compare different brands and flavors if you're so inclined.

Any way you go, this market has enough volume (that's growing) and enough long tail opportunities to pick up traffic easily and convert it without much trouble.

For your reference, here's the Adwords screenshot to give you an indication of some of the search volumes on E-liquid. You might be surprised.

Key to Success



A big part of being profitable in this market will be continuing to update your site as new flavors and brands of e-liquid become available. It's a rapidly growing market and every new brand that becomes popular offers a new set of keywords and products to grow your revenue with.

Comparisons shouldn't be too difficult as the product is simple. Having a place on your site for users to leave reviews of different flavors will help a lot. (in other words, I would leave commenting on your blog in this niche enabled).

Expanding into e-cigarettes and related devices over time is advised in this market.

Niche #14

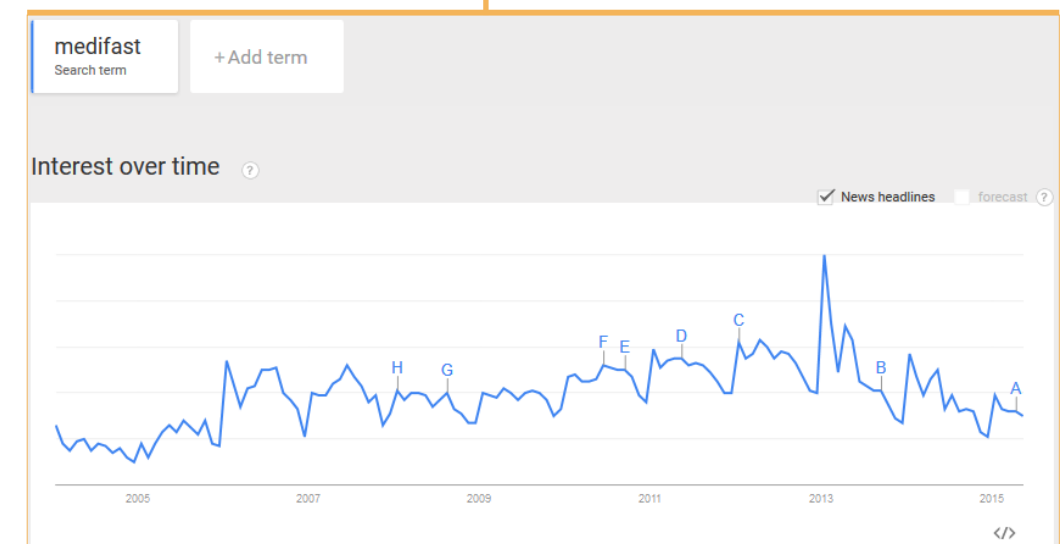
Medifast Diet



The diet and weight loss industry is constantly changing, driven by trends as much as new research, new science and new solutions to that age old problem. For this, it's an exciting market for affiliates, albeit competitive.

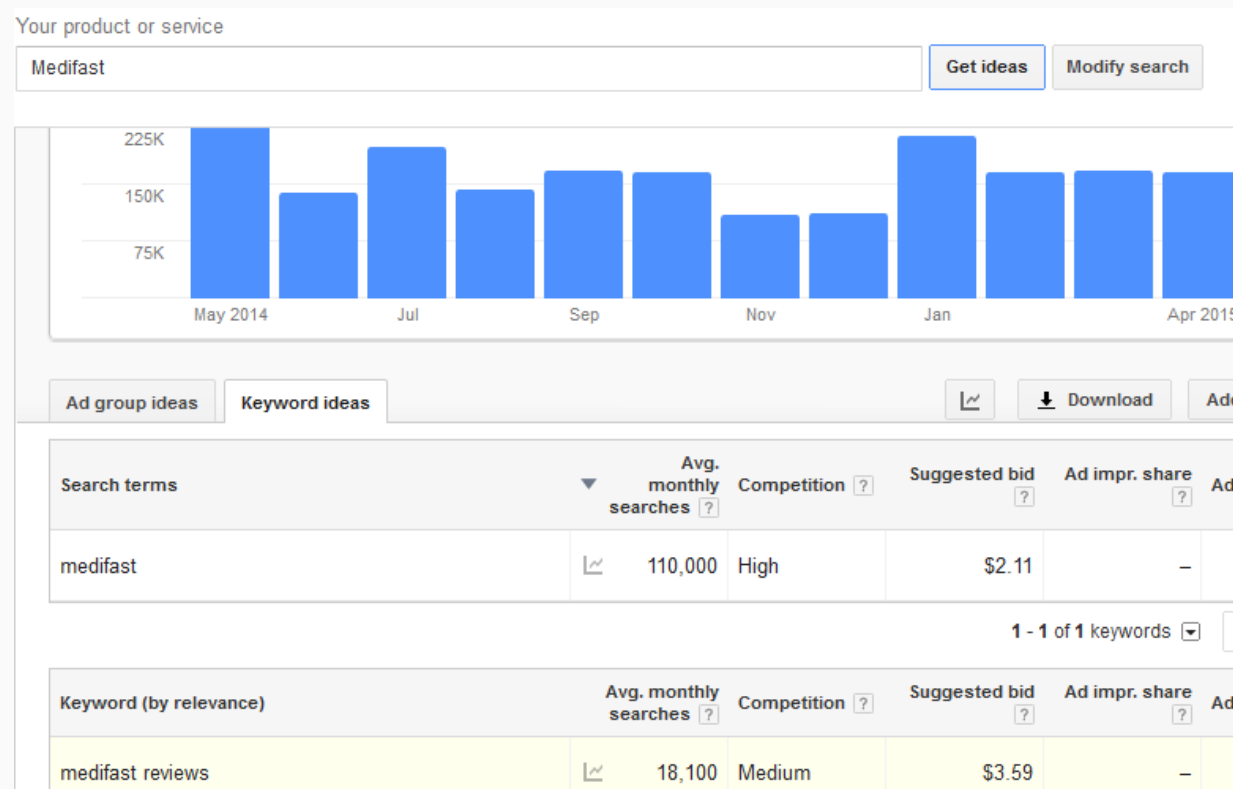
The key to a newcomer winning in this market is finding a new product, a new keyword set or a new angle with which to approach it. The Medifast diet offers such an opportunity.

It's not the best known diet in the world, but it's popularity is definitely already there.



Importantly, Medifast offers a way to enter the diet market promoting a really high quality service that gets real results. That's not a given in the diet industry.





The Entry Point

Medifast itself is the entry point in this scenario. It has lots of long tail keywords and notably, lots of long tail search volume for question type keywords, the information for which may not be found on the manufacturers website. People look for reviews of the diet, the relative cost of it, cheaper ways to join and comparisons to other diets.

Adwords gives a sense of the high volume of this one individual diet.

You'll note the extremely high search volume. You'll also note the high costs per click, a strong indicator of profitability in this market.

What Affiliate Program?

This product can also be promoted through an affiliate program at [Shareasale](https://www.shareasale.com/). (Create an account there and search Medifast in the affiliate area).

At the time of writing, the Medifast program was delivering an average commission of \$48.45 and an EPC of \$138... not bad at all.

Key to Success



In this market you simply must start a diet or weight loss review site and dedicate a category to Medifast, publishing as much content as you can find keyword groups/topics for. Start by promoting Medifast and then expand to other weight loss offers.

This is a market where you can build an email list too if you want long term profit potential. There are always new diets that your audience will be considering, and reviewing them in detail will always provide value.

Niche #15

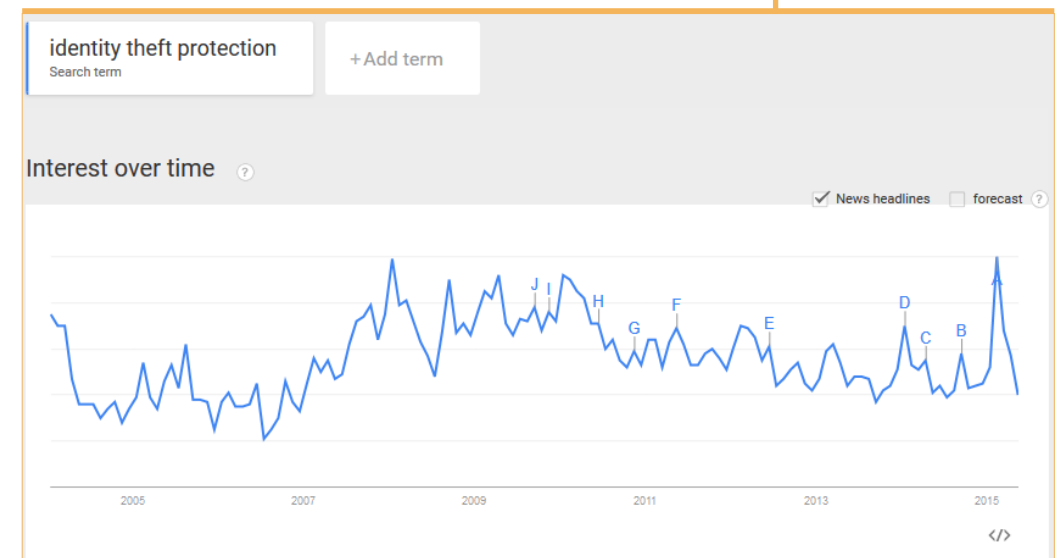
Identity Theft



It's a big niche, and it's only getting bigger as the internet grows and changes. Products and services that protect or insure people against identity theft are gaining popularity.

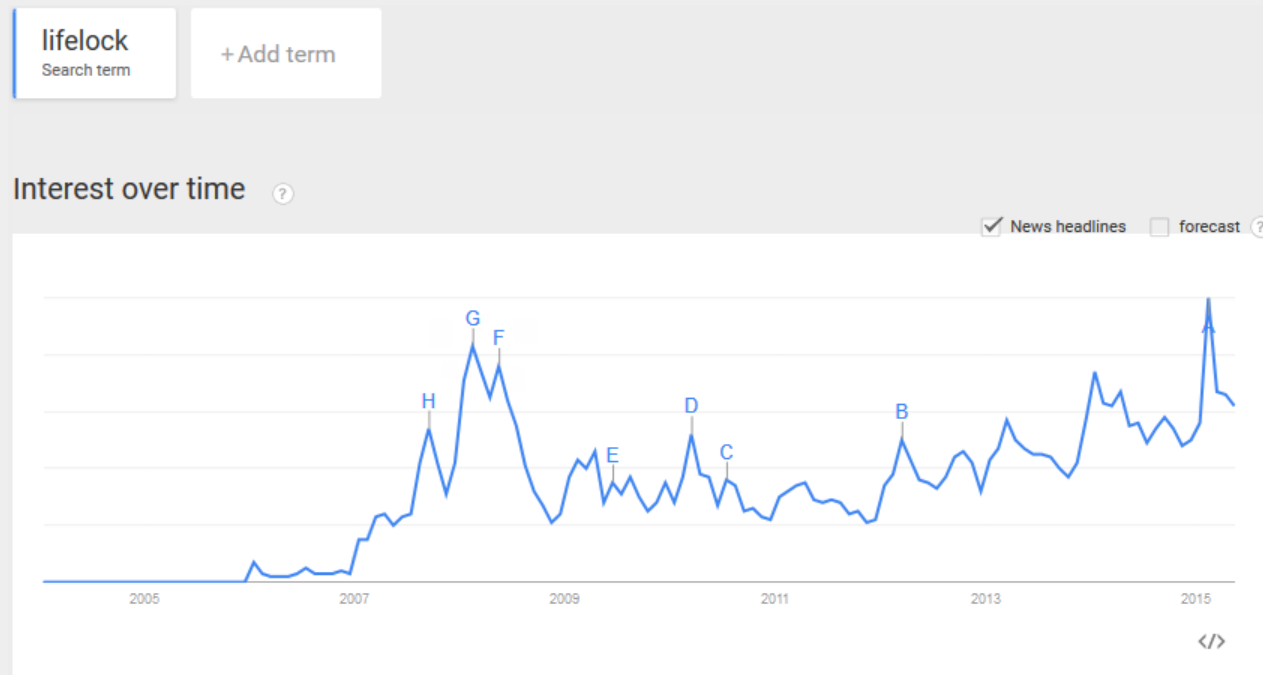
There are many such products, and the more that spring up, the more need there is for demystification.

Google Trends shows the general, slow but steady uptrend of people interested in ID theft protection...



But as you'll see, the biggest growth has been had by individual ID theft providers.





The Entry Point

One interesting place to enter this market is by promoting a product now popular in America called Lifelock.

According to their own website they...

“search over a trillion data points every day looking for potential threats. LifeLock can proactively monitor credit applications, file sharing and a wide spectrum of other networks that have your personal information.”

It's a comprehensive kind of protection against ID theft and users pay a monthly fee for the service.

You can see the growth of it's popularity here...

And get a sense of the total search volume (quite large indeed) here...

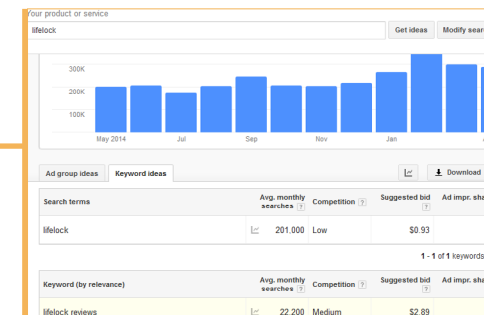
It's crucial to understand here that Lifelock's biggest keywords are extremely competitive. The strategy here would be to enter at the end of the long tail and work your way up to targeting bigger terms. The reason this is viable is because of the commissions Lifelock offers...

What Affiliate Program?

Once again, an independent affiliate program is available for Lifelock through [Shareasale](#). At time of writing, Shareasale says that affiliates are earning over \$400 EPCs, an incredibly high value for traffic sent.

Even sending a small number of sales a month can build a \$1000 a month income stream promoting this product. Even

a site that only gets traffic for very long tail keywords has the potential to hit that mark in this industry.



Key to Success



Quality reviews will be important, covering all aspects of the service and answering questions people have. Taking advantage of the coupon codes that Lifelock offers will also be a huge conversion booster.

You will also do well drawing attention to the things Lifelock offers that similar cheaper providers don't do. It appears to be the vigilant, ongoing searching and protection offered by Lifelock that sets it apart, and the comfort given by that is a big selling point.

It will also be important to help prospects understand how Lifelock's different products vary, and help them select the deal which makes most sense for them.

Conclusion



There you have it. 15 niche markets that offer both short and long term potential for affiliates and content site marketers to turn strong profits in the next few years.

I hope you leave this report feeling like you have a strong insight into each market and a sense of how to profit from it as an affiliate marketer.

I'm regularly saying this but it never stops being true: People will read this report and I'll hear from them in 6 months or 12 months saying they've built a site and are earning a great income promoting one or more of these products. There's no reason why that person can't be you.

The process isn't difficult. You pick a market and a product to promote, you build a site to educate people on it, you promote that site with SEO or another form of traffic. That's it. Hopefully you scale up the operation, make multiple sites and keep the income growing.

My own teaching in the last 8 years has focused on helping people achieve that, but more recently, I've moved from focusing on showing people the strategies, to finding ways to do the work for them.

The next part of the process is to take the niche and product from this report and build a targeted, low competition, high volume, high commercial intent, grouped keyword list in the niche. From this keyword list, you create content (one article per group of keywords, or topic) and publish it on your site.

What I've done, for those who are ready to take this further, is paid my own keyword research specialist to go ahead and create these keyword lists in every one of the niches in this report.

What it means is that you can – right now – take an expertly researched keyword list from any of these niches, and use it to make a start in whichever market you like.

Instead of spending weeks analyzing these products yourself, you can skip that part of the process, and move straight to picking a domain name and setting up your site.

Oh, and you can do so for a fraction of the cost you'd pay to have this research done yourself.

For those looking to take that step, you can pick up the full keyword lists and prepare to profit at [this link](#).

Thanks for reading this report and I look forward to sharing in your affiliate marketing journey into the future.

To your success,

Andrew Hansen



**For full keyword research on
these niches, see:
andrewhansen.name/kws**

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