

# PLATINUM

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## **Pre-Workshop Training: Niche Research**

# Overview

One of the fundamental mistakes new email marketers make is picking the wrong niche to build a list and market products to. To start you off right, I'm going to make sure YOU don't make this mistake.

The biggest reason why people choose the wrong niche?

They pick what they are interested in or what “seems like a cool idea” - instead of doing research into what is actually selling.

You want to look at niches that other people are already finding success in. That way you can replicate that success for yourself.

If no one else is doing it, you shouldn't either. This is the essence of niche research.

Before entering a niche, you must understand the 4 Keys to a Profitable Niche which will provide the answers to the following questions you must ask:

- Are there always offers to promote?
- Are customers in this niche known to buy?
- Can you market to this niche online in a profitable way?
- Do you like this niche?

## 4 Keys To a Profitable Niche

### 1. Are there always offers to promote?

For a niche to be profitable, you need to be able to promote multiple offers.

Remember, an *offer* must be relevant and interesting to your subscribers.

**Promoting offers to your subscribers is how your business makes money.** Therefore, it's important that you have access to a wide variety of offers so you've always got something fresh and relevant to promote.

For example, weight loss can be a terrific email marketing niche because there are all kinds of offers you can promote, from physical products (like supplements) to information products (like weight loss eBooks and videos).

However, having offers to promote isn't enough...

### 2. Are customers in this niche known to buy?

If your business is going to be profitable, **people need to be willing to actually spend money on products in the niche.**

This was the flaw with my “how to study in college” niche. While I could produce all kinds of “how to study” products, my market - students - weren’t in the mood to buy that kind of information.

**You also need to be sure that people in the niche are buying ONLINE.** The only way your business will be able to generate revenue is if buyers can be traced back to your email list. That’s done through the offer links you’ll place in your emails.

**But if your subscribers aren’t likely to buy what you promote ONLINE, you won’t be able to generate revenue.**

An example is people who research high ticket electronics online. They may read about the latest LED TVs on the web, comparing all the models and reading all the reviews... but then they will go to the local electronics store to make the actual purchase. That’s NOT a good niche for email marketing!

The next question to ask is...

### **3. Can you market to this niche in a profitable way?**

**Some niches meet the previous two conditions, but are so expensive to market to that they can't generate enough profit to be worthwhile.**

You’ll see this with some saturated mega-niches where the cost of getting traffic (in either time or money) is very high because of all the competition.

By a “mega-niche” I mean a really huge general market, like “dating” or “cooking.”

That doesn't mean you can't make money in a mega-niche. I have known some marketers who have done it very successfully.

But when you’re starting out, you'll have to narrow down the niche and hone in on a specific group. Examples might be “dating after divorce” or “cooking Paleo meals.” This will keep the cost of acquiring traffic a lot lower.

Even if all three of the above conditions are met, you still need to ask yourself one important question...

### **4. Do you like this niche?**

Liking a niche is helpful. It makes it much easier for you to create emails, share information and promote products. You’ll enjoy it!

With all the profitable niche opportunities out there, there is no reason why you can’t find at least one that you are personally interested in.

Now we'll stop for a moment and review, knowing that your goal is to find a niche that meets these four criteria so you can build your business around it.

## Researching the Needs/Problems/Frustrations of Your Niche

In order to “talk” to your market, from the moment they opt-in to future communication as a subscriber, you’re going to need to know what the conversation is in the market. This includes your market’s needs, problems, and frustrations.

If you don’t know this valuable information, then you can’t provide a solution in the form of content and offers.

Researching this information is easier thanks to others who have already researched the market for you.

We can simply *rely on others* who are already catering to this market, either through publications or products.

Here are several sources to use in your research...

### Clickbank.com

If products are already selling to the marketplace, then we know that research has already been done regarding the demands of the market, specifically their problems/pains/frustrations.

But the real key is knowing what people are *buying* among the products “for sale”. That means people are raising their hands and telling us the problems identified have hit a nerve.

We can find these popular products in the Clickbank marketplace by looking for “Gravity”. This identifies the top selling products in any niche category.

Go to Clickbank.com affiliate marketplace and choose a category. Then sort products by “Gravity”.

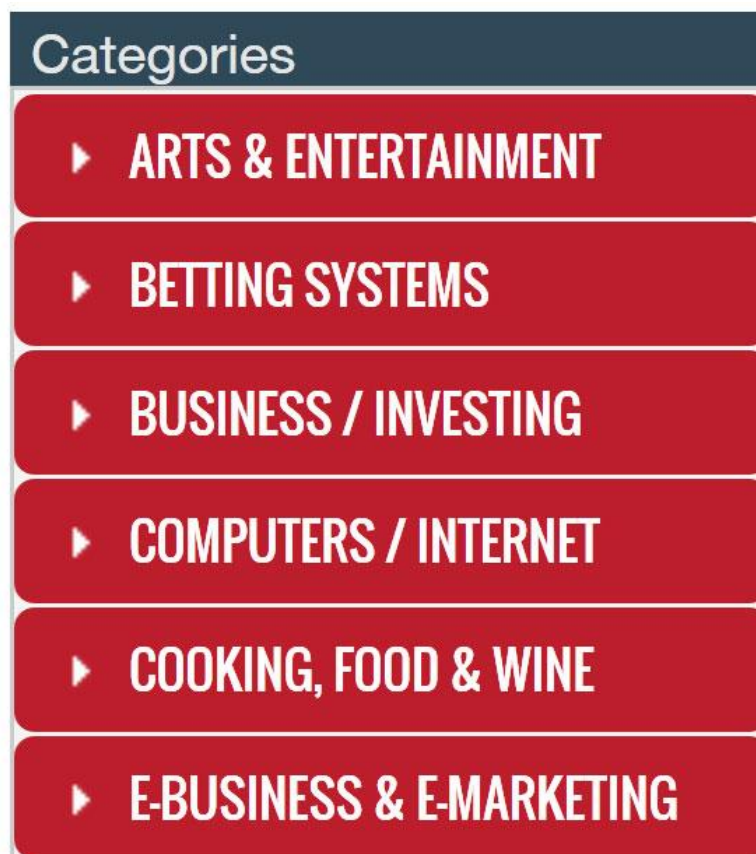
Visit the offer sales page to see what problem they’re addressing. Do this for multiple offers. Take notes for each.

Here are the steps:

**Step 1: Go to the ClickBank marketplace, which is located at the top right of the page.**



**Step 2: Select a niche you are interested in researching. You can find them on the left side of the page.**



**Step 3: When you select a niche, you will see a list of products. Each of the products have statistics on them that look like this...**

**Stats:** Initial \$/sale: **\$24.94** | Avg %/sale: **59.0%** | Grav: **122.32**  
**Cat:** **Arts & Entertainment : Photography**

## The Most Important Statistic Here For Your Research is “Gravity” (shown as Grav).

The purpose of the “gravity score” is to show how successfully a product is being promoted by affiliates. A higher gravity score indicates that many affiliates are promoting the product and making sales.

When you are researching niches, you want to look out for niches where there are multiple products with high gravity scores.

That tells you there are lots of affiliates in that niche who are making sales.

Watch this video for a demonstration of the process above:



Clickbank isn't the only product offer marketplace on the web. There are also marketplaces like Shareasale.com, OfferVault.com, MaxBounty.com, and others, that allow you to search their listings for your research. As with most sites, you can search by keyword or category.

\*If you're interest is the Internet Marketing niche (making money and marketing online), [www.JVZoo.com](http://www.JVZoo.com) is a great resource for products specifically related to that niche.

## Google.com

For most types of research, the first place one typically goes is Google. There's a reason for that. It's because Google is the shortest path to information online. After all, that's why the phrase “Just Google it!” has become a common part of our vocabulary.

So when it comes to finding what people are already talking about, selling, and buying, etc. then Google is a must-use tool.

To get started, simply use a keyword (or keywords) related to what you're searching for.

To find private product offers that may not appear in traditional marketplaces, or to find related content on the web, then you would type keyword related to the niche that you're researching. Example keyword(s): “weight loss”, “dog training”, “relationship advice”, and so forth.

A more refined search would include “**how to**” with those keywords. Examples: “how to lose weight”, “how to train my puppy”, “how to get a date”, etc.

In the search results that appear on the page(s), you will find a mix of content websites and also sites where related products are for sale.

If your goal is to find what others are already selling vs. content, then a shortcut is to search with your keyword(s) plus the term “affiliate program”.

Just click on the links in the results and that will quickly help you access navigate to the product offer’s sales page. For example, if you land on: [www.greatproduct.com/affiliates](http://www.greatproduct.com/affiliates) just remove /affiliates from the URL (web address) to get to the main page which is typically where the sales page is.

Review the sales material and make note of what the product is promising to buyers; what problem they’re providing a solution for.

Here’s a tutorial on searching Google using this method:



While researching product offers quickly provides insight on what people are already buying, which immediately identifies what topics that they’re drawn to and willing to spend money on... by visiting content sites (like blogs) that appear in the results, you’ll discover additional useful information about the types of topics and subjects that are being talked about in your niche.

## Magazines.com

Here you’ll find magazine publications that target to a market and their needs. They have their pulse on the conversation, wants, and needs of the market.

Magazines.com simply helps you find what it is that the public is interested in and will spend money on.

Once again, this helps you answer the first two questions you need to ask yourself about an email marketing niche:

- Are there always offers to promote; lots of things to buy?
- Are customers in this niche known to buy?

You can search their site by category or keyword.

There are **3 things** to check on Magazines.com:

### 1. The Front Page





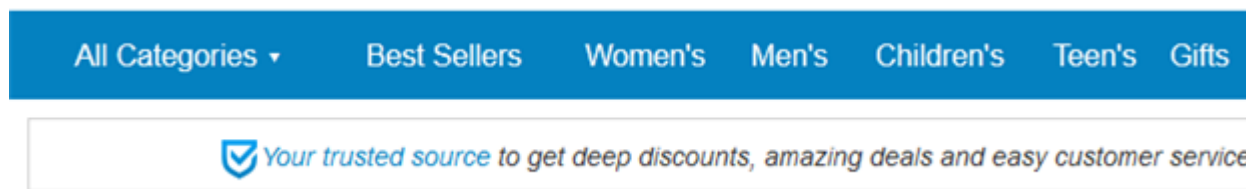
With any sales related website, the best foot is always forward. The front page of Magazine.com showcases great deals. But more importantly, **it shows what they believe will sell the best!**

**No website will put subpar or lower selling products on the first page it shows you** (unless they are on a clearance sale).

So on Magazines.com, check out the front page and see what is listed. Also look at how many stars the magazine is rated. **There is obviously a market for these front page niches.**

Yoga, People, Weight Watchers... these are familiar titles for a reason. Topics like these are favorites that never go away.

## 2. The Toolbar



**The toolbar gives you a great insight into discovering what the biggest selling topics are.** The topics at the top are across the top because Magazines.com believes these are the magazine topics people are most likely to buy. You might want to start with Best Sellers.

Click on any of these links to see a list of all of the magazines in this niche. You can also get an idea of what specific sub-niches in each are the most popular.



### 3. The Highest Ranking

azine subscriptions. Magazines.com has thousands of magazine subscription deals each day. Find tions for all interests including entertainment magazines, food and cooking magazines, sports, news and ons, children's magazine subscriptions and more.

Magazines.com subscription titles are: PEOPLE magazine, Sports Illustrated, and Inc. magazine. subscription or start a new magazine subscription at Magazines.com. Manage all of your magazine uding addresses, payment methods and auto-renew preferences with our Subscription manager tool



Click on "Browse," which lists all the magazines. Now you can click on the drop down and pick by "Best Sellers" and "Top Rated." These are your goldmines!

Here's a short video demonstrating you the research process:



\*Remember to pay attention to the magazine topics and headlines. Jot these down for future reference when coming up with your Lead Magnet.

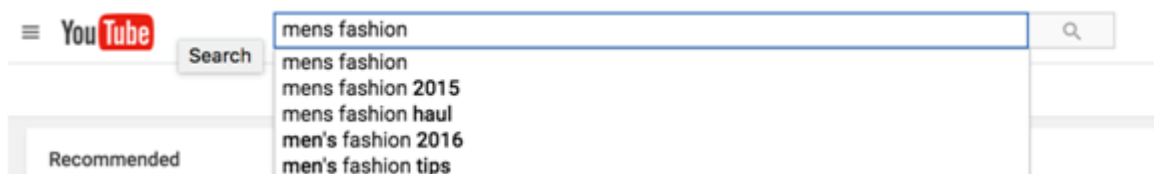
## YouTube.com

YouTube Is A Goldmine For Discovering What Kind Of Information Your Customers Want.

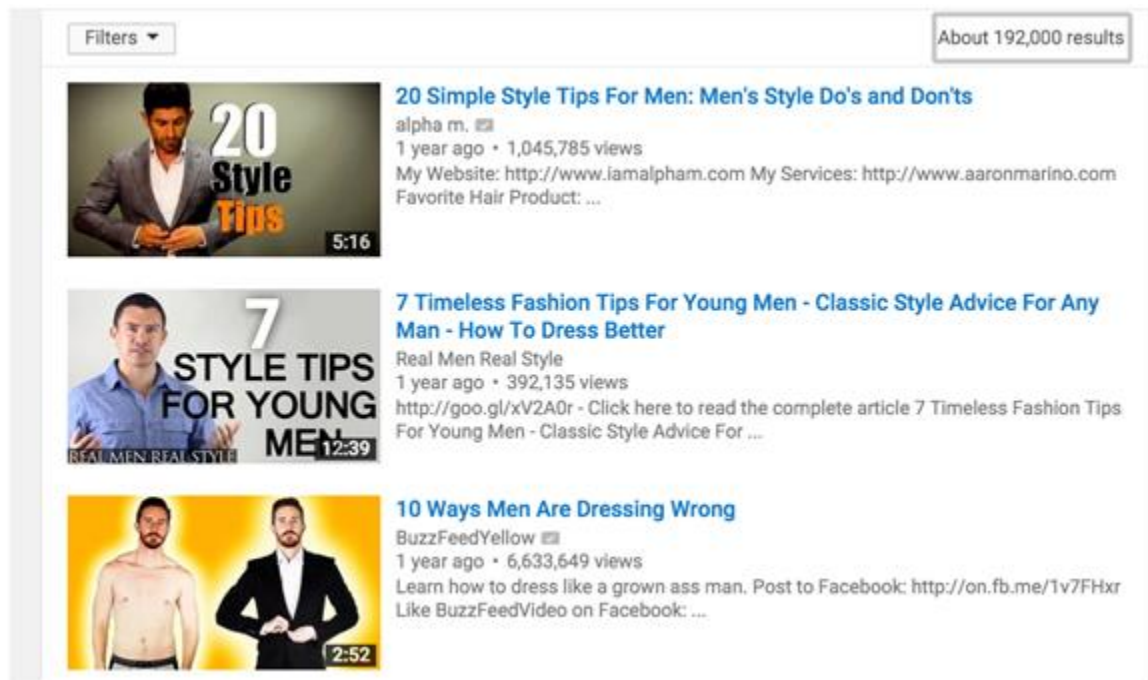
People go on YouTube for more than just cat videos. Many go on YouTube to seek out information. That is why many of the most popular YouTube channels teach information.

When you type in keywords into the YouTube search engine, a list of suggested key words will come up. The reason they come up is because those are popular search terms. In this way, YouTube is telling you what's popular!

If you play around with different keywords, you can create a nice big list of topic ideas.



That's exactly what you'll do as an email marketer!



*\*Notice those awesome video titles? Model after these (don't copy) when coming up with your Lead Magnet report/content!*

If you go on YouTube and you don't find popular videos in your niche, that's a sign that there isn't enough demand for information in that niche.

Watch the following video for a demonstration of searching in YouTube:



## Amazon.com

Amazon is the largest online marketplace in the world. Its search engine is one of the top search engines in the world, only behind giants Google and YouTube.

The key platform that we want to focus on when doing our research on Amazon is the Kindle e-book.

***The Kindle e-book marketplace is the largest e-book marketplace in the world. Over 65% of e-book traffic goes through Kindle.***

How is this relevant to you?

Well, there are Kindle e-books on every topic imaginable. If there are people out there buying kindle books in a niche, that's a great sign it's a viable niche.

Not only will this info help you determine the potential of a niche, but also provide instant ideas for topics that the market is hungry for.

The good news is... Kindle makes the popularity of their books PUBLIC.

**That means all you have to do to see if you have a viable niche is to check out the popularity of e-books in that niche.**

You can also indirectly see how popular e-books are in your niche by looking at the number of reviews for those books.

Check out the video below to see how to do this.



**Here's a quick overview of the steps...**

1. Go to the Amazon Kindle bestsellers list. This link will take you directly there:  
<http://www.amazon.com/Best-Sellers-Kindle-Store/zgbs/digital-text>
2. Find your niche by sorting through the categories on the left side of the screen.

# Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

◀ Any Department

**Kindle Store**

Amazon Devices

Amazon Device Accessories

Kindle Blogs

Kindle eBooks

Kindle Newsstand

Kindle Nonfiction Singles

Kindle Singles

Kindle Worlds

Kindle Short Reads

**Best Sellers in Kindle Store**

**Top 100 Paid**

**Top 100 Free**

1.



The Things We Wish Were True

by Marybeth Mayhew Whalen

★★★★★ (975)

Release Date: September 1,

2.



Interference

by Amélie Antoine

★★★★★ (797)

Release Date: September 1, 2016

3. Next, explore the categories taking note of the best-selling books in your niche:

◀ Any Department

◀ Kindle Store

◀ Kindle eBooks

**Nonfiction**

Arts & Photography

Biographies & Memoirs

Business & Investing

Children's Nonfiction

Computers & Technology

Cooking, Food & Wine

Crafts, Hobbies & Home

Education & Reference

Engineering & Transportation

Health, Fitness & Dieting

History

Law

Literary Criticism & Theory

Medical eBooks

Parenting & Relationships

Politics & Social Sciences

Science

Self-Help

Sports

Travel

By looking through these you will get...

- Ideas for sub-niches
- Ideas for topics

Take notes.

4. Click on the top e-books. What is their bestseller ranking?



The more books the niche has on the bestseller list, the better!

**If you follow these simple steps, you'll gain powerful insights into your niche.**

With Amazon, you can verify whether or not this is, in fact, a good niche for you to go into. You can also get ideas on narrowing your niche and topics for content emails down the line.

## **BuzzSumo.com**

This site provides instant access to some of the top content online.

This can be useful when preparing content for your Lead Magnet or preparing for content emails that you'll send to your subscribers in the future.

Note: you can search a couple of topics for free before you are required to create a trial account for 30 days.

To use BuzzSumo.com, find the most *shared* content for any topic via Facebook, Twitter, and more. Just type in a keyword or website related to your niche.

**Buzzsumo** Content Research Influencers Monitoring ★ Try BuzzSumo Pro

Most Shared Trending Now Backlinks Content Analysis Facebook Analyzer

**Filter by Date**

- 24 Hours
- Past Week
- Past Month
- Past 6 Months
- Past Year
- Show Specific Range

☐ In-Depth Articles Only

**Language** show

**Country (TLD)** show

**Filter Domains** show

**Content Type:**

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

Find the most shared content for any topic or domain

Enter a topic, keyword or domain to search Search!

The Most Shared search lets you find the most shared content for any topic or domain. Try searching for [big data](#) or [cnn.com](#) to get started. Used BuzzSumo before? Check out our [advanced search operators](#).

- [Learn about Most Shared](#)
- [Using search filters](#)
- [Finding content from specific domains](#)
- [More help articles](#)

You can narrow your search by using the filters in the left hand side.

You can also check “trending content” by going to Trending Now and starting a new feed on a specific topic.

- *Example URL:* Bodybuilding .com
- *Example Keywords:* Building Muscle, Superfoods, Weight Loss, etc. BuzzSumo recommends using keywords that are likely to appear in titles of content.

You can filter by type of content and by time range from the past 24 hours to 1 year.

This is a great resource that you’ll want to bookmark.

## Choose your Niche

**STEP 1** - Below you will find the approved list of niches that work well for email marketing.

These are niches that meet three of the four criteria (only you can answer #4):

1. Are there always offers to promote; lots of things to buy?
2. Are customers in this niche known to buy?
3. Can you market to this niche online in a profitable way?
4. Do you like this niche?

- ☐ Health and Fitness
- ☐ Internet Marketing
- ☐ Weight Loss
- ☐ Personal Development
- ☐ Bodybuilding
- ☐ Law of Attraction
- ☐ Survivalist
- ☐ Personal Finance
- ☐ Dating Advice

**\*Go ahead and choose your Niche and submit it to our offices by the deadline.**

**STEP 2** - Compile your “topic idea” notes from your research conducted in this lesson. These notes will be useful when preparing your Lead Magnet (report) that you will offer to your visitors in exchange for their opt-in.

You’ll learn more about Lead Magnet topics along with Title ideas in the next lesson...