

Niche Success Blueprint

“Start to Profit” Training Course

Module Two: Market Research *Choosing A Profitable Niche*

Step-by-Step Process For Starting A *Successful* Online Business

The goal of this course is help you set up the ideal online business, and get into profit as fast as possible. You'll receive weekly modules, which will allow you to implement as you learn, making consistent progress toward your goal.

In [Module One](#) I gave you niche brainstorming exercises as well as an Objectives Worksheet to complete. I trust by now you have come up with several great ideas for a successful online business.

In this module, you'll learn how to research market depth and profit potential (easily!) to make sure you **choose a profitable niche**. You'll learn how to find out if there are buyers in your niche, and how to set up your business to *serve those buyers*.

I encourage you to complete each training module *in order*. By staying on track each week, you'll see profits much quicker! My goal is to help you get *in profit* as quickly as possible, or increase your current revenue - *fast*. :)



Two BIG Traps To Avoid!

1. Create your niche site around a topic or a market.

Never create a niche site around a product or merchant, or a specific network such as Amazon or AdSense. An "amazon site" or an "adsense site" will leave you vulnerable, and completely dependent on that network as your only source of revenue. *Not smart!* Many people learn that **the hard way**.

Myself included! I once created a great niche site around a single merchant, which carried thousands of great products and had good commission rates.

It seemed like a brilliant idea at the time, and the site did extremely well in it's first year. It was on track to earn \$5,000/month consistently after only six months.

In the 4th Quarter, right as the holiday shopping season was kicking off - *which was going to be my highest sales period yet!* - the merchant decided to close their affiliate program.

Ugh. My entire site was now useless. Hundreds of pages, thousands of products, great rankings and traffic... and zero revenue. This is NOT a position you want to find yourself in!

2. Create ONE niche site and focus on it 100%

You may be tempted to run multiple niche sites, and you may have even "heard" this is the way to increase revenue.

Instead, you want to create a single niche site that you can turn into a long-term profitable online business for yourself. Instead of having multiple sites, you want one really good site that has multiple sources of revenue - and is a business you *enjoy*.

Forget "gaming the system" or hitting it big on a quick trend. What you really want to do is create **a sustainable online business that generates *great* revenue** long term. And as we discussed in Module One, you want a business that contributes to your ideal lifestyle, and also contributes to the lives of others in some way...



About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 18 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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RESOURCE: [How to Find Niche Affiliate Programs](#)

Have You Selected A Great Niche Yet?

Choosing the right niche is the one thing people struggle with most when it comes to starting an online business. You either have too many ideas, or can't really think of one at all. If you're still unsure which topic to pick, take a moment to review these posts:

[How To Choose A Niche \(Quick Exercise\)](#)

[Did You Choose The Right Niche?](#)

[Affiliate Niche Selection \(Brainstorming\)](#)

[Choosing Your Niche... Without Research?!](#)

[How To Become An Affiliate Niche Blogger](#)

Keep reading this Training Module too, as it will help you narrow down your niche. :)

Another thing people tend to struggle with is "sticking it out." After settling on a great topic, getting excited about the idea, and starting to flesh out the website and online presence - many people simply *fizzle out* and lose interest. Then they decide to start all over with a different topic. You may have even experienced this yourself already.

Sadly, most people will ditch their "great idea" because it's not performing up to their expectations in as little as three months. That's only 90 days! In most cases that's because the business is still *brand new*. But I've seen some ditch a great business model and blog/site after much longer - when they haven't even put in 100% effort to bring the site to maximum profit potential. *Which is a real shame...*

And then there's the fact that the "idea phase" is more fun than the "work phase."

It's easier to work with what you have, than to start over from scratch.

Don't fall in the trap of "niche hopping" when you don't see immediate results. You'll NEVER see results if you don't invest yourself 100% in your business.

It doesn't make any sense to scrap a big investment of time and energy to start all over again from square one (again and again and again). Stick it out, do the work, treat it like a business, and **take your one niche site to maximum profit potential!**

I'm going to help you with that! Simply work through this blueprint with me. :)

A “Real-Life” Niche Research Example

I’m going to walk you through the exact process I use to research a niche market and determine if there is enough market depth and profit potential to make it worthwhile.

This will likely be different than anything else you’ve studied, as I do it super quick and don’t waste ANY time about it. It will also give you tons of creative ideas you can apply to your own niche, whether you’re just starting or already have an established site.

This “real-life example” came out of a brainstorming exercise with a member of my [Private Brainstorming Group](#). Tracey came in and we started our initial brainstorming process - and I can share this with you because she ultimately chose a different niche. She shared a variety of interests and what stood out to me most was that she loved learning new things, having fun new life experiences, and taking classes and lessons.

This was something she really enjoyed (and spent a lot of time) doing already, so researching and sharing her experiences & resources could be an ideal niche for her. A quick [search](#) showed that TakingClasses.com was available! (*It has now been taken.*)

That domain would leave her wide open to talk about a variety of fun things to do, and share personal experiences along the way. Ultimately, Tracey may get invited to classes and lessons for free in exchange for review and recommendation on her blog - creating her ideal lifestyle (doing what she enjoys most) AS a business! And of course things you’re reviewing - such as Skydiving Lessons? - may be tax deductible expenses.

Analyzing Market Depth and Profit Potential

After determining a great match like that, the next step is to research market depth and profit potential. You want to make sure your niche is big enough to sustain a long-term business, and that there are actual buyers in your niche.

Side note: You may end up targeting an informational niche, but as I mentioned in Module One: *“If you can build an audience, you can monetize it!”* We’ll get into that more and discuss various sources of revenue in future training modules.

Market Research should not take you days, weeks, or even months. I do it super fast, as you are about to see. Most of the software, data analysis and metrics, etc are totally skewed. What you’re about to learn is a super-fast method that will get you on the fast track to creating a profitable niche site...

Fast Niche Market Research 101

I use the [WordTracker Keyword Research Tool](#) exclusively. You can use the Free Trial to start. It's inexpensive, though - plus you get 25% off with that special link! :)

When considering a niche, the first thing I do is go to [WordTracker](#) and type in the base keyword(s) for that niche. Meaning the most general words related to the topic. In our TakingClasses.com example, I simply typed in "class" and "classes" to start:

<u>Keyword</u> (?) (50)	<u>Searches</u> (?) (616,021)
1 <input type="checkbox"/> drawing class (search)	81,328
2 <input type="checkbox"/> classes (search)	72,448
3 <input type="checkbox"/> online classes (search)	35,956
4 <input type="checkbox"/> class (search)	32,993
5 <input type="checkbox"/> high school classes (search)	25,731
6 <input type="checkbox"/> cna class (search)	23,385
7 <input type="checkbox"/> class dojo (search)	22,510
8 <input type="checkbox"/> class management (search)	18,827
9 <input type="checkbox"/> nurse classes (search)	17,883
10 <input type="checkbox"/> class management online (search)	16,057
11 <input type="checkbox"/> zumba classes (search)	14,032
12 <input type="checkbox"/> online computer training class (search)	13,507
13 <input type="checkbox"/> world class (search)	13,185
14 <input type="checkbox"/> business class (search)	12,617
15 <input type="checkbox"/> adobe photoshop classes online (search)	11,510
16 <input type="checkbox"/> class schedule (search)	10,659
17 <input type="checkbox"/> usps first class (search)	10,377
18 <input type="checkbox"/> cooking class (search)	10,091
19 <input type="checkbox"/> esl class (search)	9,997
20 <input type="checkbox"/> online class (search)	9,181

I only look at the keyword phrases and the overall search volume. I ignore all other data such as KEI, Competition, etc. They're irrelevant in my opinion, considering today's web and how it works now. You'll learn more about that as we go. ;-)

Analyzing Market Depth and Profit Potential

What you look for with your initial search at [WordTracker](#) is general market depth. Just look over the top 50 results and make sure there are thousands of searches for the very general terms - even if it dwindles down to around 1,000 toward the end of the list.

Looking at the class/classes results I just shared for example, we immediately see that it is a very commercial niche. Tracey could recommend online college courses, offline colleges, learning languages, etc. The ideas are unlimited - and very profitable.

Looking at the keyword results in WordTracker (Page 5) you see: drawing classes, nurse & CNA classes, zumba classes, online computer training class, adobe photoshop classes online, cooking class, yoga classes, online classes for college, language class, stock market classes, pole dancing classes (lol), art classes, etc...

Again, the topics are practically endless and the search volume shows this niche has great depth.

For even more ideas simply change your keyword search to "learn" instead of "classes" to find out what people want to learn.

That opens up more possibilities!

We find a lot of people looking to learn Spanish. You can then change your search to "Spanish" and include Keyword Modifiers to drill it down to the actual buyers:

spanish program
spanish DVD
spanish software
etc

Keyword (?) (50)	Searches (?) (1,381,092)
1 <input type="checkbox"/> learn spanish (search)	332,598
2 <input type="checkbox"/> learning (search)	120,138
3 <input type="checkbox"/> online learning (search)	111,836
4 <input type="checkbox"/> learn to speak spanish (search)	51,078
5 <input type="checkbox"/> learn spanish quickly (search)	43,556
6 <input type="checkbox"/> home learn spanish (search)	42,796
7 <input type="checkbox"/> learning spanish language (search)	41,328
8 <input type="checkbox"/> learn spanish easy (search)	34,572
9 <input type="checkbox"/> kids learning games (search)	32,223
10 <input type="checkbox"/> distance learning (search)	28,825
11 <input type="checkbox"/> free online learning games for kids (search)	25,717
12 <input type="checkbox"/> learn forex trading (search)	25,094

This gives you some very specific products to feature, targeting very specific searches with a very specific solution. From there, you can search other languages the same way.

In addition to affiliate revenue from various courses and classes, this site would appeal to sponsors and advertisers as well. You could also set up a paid directory for people that want to advertise their classes or courses - including offline classes listed by location so visitors could find fun new things to do in their area.

So there you have it! A great idea, the perfect domain name and multiple sources of revenue - in a commercial niche. And the research was done in a matter of minutes! :)

Using Modifiers To Target Keywords With Commercial Intent

I mentioned using Keyword Modifiers to find the actual buyers in your niche...

The key to market research is to look at the intent behind the keyword phrase. What are those people looking for exactly when they perform that search? Is it information, products, help making a buying decision, or what exactly?

See: [Using Keyword Modifiers to Qualify Visitors](#)

If you're still trying to choose your ideal niche, you can use modifiers as a reverse search to find [the products people are searching for online](#). Here are some examples:

- buy
- purchase
- shop
- order
- shipping
- get
- online
- coupons
- deal
- delivery
- best
- comparison
- review

To give you another live example, my friend Sherry just started a new blog called [HeartShapedStuff.com](#) (she loves anything hearts!). We did a [WordTracker](#) search for:

buy heart
order heart
purchase heart
shop heart

... and discovered a lot of people looking to purchase specific products online. **Bingo!**

Niche Research Made Simple

As you can see, I don't mess around. Market Research is NOT as complicated as most people make it out to be. You certainly don't need to spend tedious hours over-analyzing your niche choice. I mentioned earlier that I ignore the other data such as KEI and competition analysis. The truth is, those metrics are skewed - especially on today's web with things like personalized search results and social media.

Also, competition is an ASSET. You'll learn more about that as we go, but for now I simply want you to research the niche you chose, or narrow down your options and choose a niche, and make sure you find plenty of market depth and profit potential.

Choosing The Perfect Domain Name

Now that you know what you want to do online, and have a general idea of the things your market is interested in finding on a site like yours, it's time to research a great domain name for your online business.

You have two options. You can go with a catchy brand (ex: Google, Yahoo, ClickNewz) or you can go with a descriptive domain. I prefer the latter. And keywords do not matter here. It's more important that your domain makes it obvious what people can expect if they visit your site.

The two examples we discussed in this module: TakingClasses.com and HeartShapedStuff.com are domains I came up with myself. They are short, easy to say and spell, and both catchy and descriptive.

Always register a .com domain. The exception would be targeting a local market, in which case it makes sense to use the top level country domain (such as .co.uk).

If the .com is taken, don't register the .net. There could be trademark issues AND you'll lose traffic to people that type in .com by default. Don't use misspellings either. You want to look intelligent and professional. :) There are plenty of great domains still available! You just have to get creative and do a bit of searching. I use [GoDaddy](#) to research & as my registrar for easy domain management.

Tip: Pick a descriptive domain. "TakingClasses.com" has an action word in it. "Heart Shaped Stuff" is a commercial domain - it's obvious you can find products there. :)

It's time to get started! Do your FAST/EASY Market Research, then research and [register a great domain name](#). I'll see you in the next module! *cheers*

Have Questions?

If you have questions, join us on the ClickNewz Forum:

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You can also post questions for Lynn Terry on one of the following social networks:

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If you would like hands-on help brainstorming your niche or setting up your business, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.