

# NICHE NAVIGATOR



DISCOVER THE AMAZING SECRETS TO  
UNCOVERING PROFITABLE NICHES



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## Introduction

Welcome to a guide that could well change your fortunes forever. This guide is all about finding your niche, the niche that could provide for you and your family for years to come!

Niche selection is one skill that can make all the difference between success and failure, if you put a lot of effort into a bad niche then it will lead to poor results, but even putting a small bit of effort into a good niche can yield fantastic results, now imagine putting a lot of effort into a good niche!

With the right niche then it is like you have someone at your side pushing along the railroad of success, all those late nights start to pay off, your profits can be reinvested and turn into even more profits, your hard work finally pays off. With the wrong niche then your hard work is slaughtered, you stay up late for naught, you don't make enough profits to reinvest anything, and if you did then the returns would not warrant the risk of your money.

I've worked in both kinds of niches and I have wasted too much effort learning the hard way that with the wrong niche then internet marketing is no fun and far too much hard work!

I've also worked from the principle of creating a product and then trying to find the niche to sell it to, and realising the niche was useless – a lot of effort down the drain!

First pick your niche – **THEN** choose what product to promote or create!

### So what is a niche?

This always confuses people, basically a niche is a subset of people within a market with a particular interest. Or as Wikipedia would say:

"A niche market is a focused targetable portion (subset) of a market."

Yet it is not always crystal clear, I mean is weight loss a market, or a niche in the health market? I know that the Atkins diet would be a niche, that is easier to see, but I think you don't need to get too concerned for now with niches or markets, let's just find a crowd of people who we can provide value to in return for a fair payment for our effort – deal?



## What makes a good niche?

Let's now look at the correct and incorrect assumptions people have about a good niche...

### **A niche you are passionate or knowledgeable about**

How many times have you heard that?? I agree with it in principle, let's say you follow the steps we're about to discuss and you find 3 – 5 niches you think would be really good, then **MAYBE** in that instance then yes it would be best to go for the one that you find the most interesting or have the most experience with.

It will certainly help you to write content and think up product ideas etc at first, the problem is you might be so used to this niche that you struggle to think up the kind of fresh ideas that someone with less knowledge of the 'rules' of that niche might be able to come up with.

Plus – if all the niches you are passionate about don't look like good, profitable niches, then it is just not worth the effort! Give me a good niche any day over one that I like but can't make good money with.

Hell, you can outsource content creation if I want, you can outsource the creation of a product, you don't need to be 'in' the niche, just marketing to it, and marketing principles remain much the same from niche to niche.

So don't fall into this trap, go for the best niche you can find that you can stomach working in. Go back to your passions later when you have experience and capital to reinvest.

### **Plan your attack before you find the battlefield**

Ok that title is a bit melodramatic, but it does highlight an important point. Not all niches are suitable for your business model! If you are just creating AdSense sites then a good niche for you would be different to the person trying to create products or just run PPC campaigns.

You must know what you want from your niche before you start looking for it, make a list and then adapt the process that is coming up to suit any particular needs that you have for your model, like AdSense would be high PPC bids and a PPC marketer may be looking for lower PPC bids.

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