

30 TIPS ON FINDING A PROFITABLE NICHE

1. When choosing a profitable niche, look for one where participants are not just active, but also willing to spend money.
2. It doesn't matter whether or not you're experienced in a niche – you should at least have a lively interest in it.
3. The grass is not always greener – make sure you are already giving 110% to the niche you're in before looking for a new one.
4. Make sure you know that your keyword actually refers to what you think: Sometimes it can be popular for another meaning.
5. The best way to find a profitable niche: Look for a specific market with an unfulfilled need. Fill it! (Share if you agree.)
6. What do you find it easiest to write about? That may be the niche you need to explore and monetize.
7. Does your niche have lots of affiliate opportunities? If so, this is an indicator it can be a profitable niche.
8. Look for a niche where you can really help its members. Helping (not selling) is the key to niche success.
9. Become your niche. When people think of [your topic], do your best to make sure they automatically think of you.
10. Make sure you drill down in your general niche to find a specific sub-niche you can focus on mastering.
11. Quick way to find a profitable niche: Go to Amazon's "Best Sellers" and see what's currently hot. Start your research there!
12. Want to find a profitable niche you will find easy to work in? Go through your resume and college experience.
13. Have you researched your chosen niche completely? There may be even more specific sub-niches waiting for your skills.
14. Don't abandon your keywords too soon when looking for profitable niches. Work with them - and track your results!
15. Add the words "before" or "after" to a niche description to find a deeper, more specific niche. E.g. "lose weight after baby".

16. Exact match and phrase match are better than broad match when using keyword tools to search for a profitable niche.
17. Check the top 10 Google results for your keyword and study what these sites are doing right to get those results.
18. Avoid niches with spammy backlinks and spammy sites. They may be “popular” but you won’t build a good reputation.
19. Choose a niche you can write strong guest posts for if you want to work with a profitable niche.
20. Choosing a profitable niche is an art as much as a science. Experiment – but make sure you give your chosen niche your best efforts.
21. Guest post for ezines and newsletters in your niche. People will quickly think of you as an expert they trust.
22. Volunteer to speak at local groups within your niche: You will quickly learn its members’ greatest needs.
23. Choose a niche that is evergreen: That always has a need. (E.g. weight loss) – But find the latest, most specific twist.
24. When looking for a profitable niche, ask yourself: “Who will want to read articles and posts about this topic?”
25. If your niche topic has an acronym (e.g. “CPC” instead of “Certified Personal Consultant”) keyword-search the acronym, too.
26. Read comments from the top 10 blogs in your niche. Do readers comment? Are they passionate? If yes, then try the niche.
27. Don’t rule out a niche that cries out for software. Use oDesk to hire a programmer or app developer and create it.
28. Try out more than one keyword tool when trying to find a profitable niche – you’ll find you “click” with one over all the others.
29. Once you find a profitable niche, stick with it and develop it. Don’t give up on one until you have real results to track.
30. Before looking for a lucrative niche, interview yourself. What do you want in a niche? How do you want to promote it?