

# **Finding Hungry Markets: Free Report**

You've heard the term "niche marketing", but you might not understand exactly what this means.

In simple terms, a niche is simply the subject matter of a specific industry. Examples include: Dog Training, Weight Loss, Dating, Online Business and Blogging.

Then, if you dig deeper into these mainstream niche markets, you will find what is often referred to as micro-niche markets. A micro-niche market is a smaller sub market of your main topic. So instead of "Online Dating", you would go a step further and focus on "Online Dating For Women" or seniors, or teenagers. Basically a sub niche (or micro niche) is typically more focused and targeted on specific crowds or demographics.

In order to be able to make any money online, you need to find niche markets that consist of people looking to buy information on the subjects that are interesting or important to them.

The first step is to consider the niche markets that you may have experience with, or that you are personally interested in yourself. Catering to a niche that you have knowledge of will make it easier to sell to, and if it's of personal interest, you will find it easier to stay motivated.

You also want to first venture into a niche market that you are familiar with because of how important it is to sound credible and genuine. If people don't look at you as an expert on the subject, why would they purchase information about it from you and not someone else with more experience?

You need to take these aspects of niche evaluation into account when you begin to consider your options.

Once you have decided what your primary (main) niche topic will be, you are going to explore the possibilities within the micro (sub) niche markets that we discussed earlier (the smaller markets underneath the main industry). The reason for this is simply because it is much easier to target a more specialized topic especially when you are first starting out, than it is to try to brand yourself as an expert in a popular, over-crowded niche where the competition is fierce.

When you are just cutting your teeth on Internet Marketing, you want to give yourself as much room as possible to learn, explore and essentially educate yourself as you go along. Targeting a smaller group of people is still a powerful way to make money, but it also makes things a lot easier for you to start out with.

### **Your USP (Unique Selling Point/Proposition)**

A USP helps you stand out from the crowd because it defines

what you are offering and how you are different from other marketers.

For example, if you were focusing on the Weight Loss Niche and you chiseled it down to a sub-niche product titled: "Exercise Tips For New Mothers", your USP could be any of the following:

**1) Easy Exercises For New Mothers After Surgery**

(focusing on those mothers who had a C-section and want to work on re-building their stomach muscles)

**2) Ten Minute Exercises When Baby Naps**

(focusing on the new mother with limited time)

**Market Research – Determining The Viability Of A Niche**

Before you spend time developing a product to sell, you want to ensure that there is a demand for it. There are many ways to determine the market value of a potential product, including conducting searches to see what types of existing products are being offered to this niche.

**1) Visit Competing Sites**

You will want to search for existing sites that would eventually become your competition if you do decide to explore this niche. Check to see what products they are offering, and what price points they are using. You want to focus on the websites that appear in the top search results in Google (or other search

engines) when you enter in specific keywords.

## **2) Visit The Big Guns**

Take a few minutes to visit [www.Amazon.com](http://www.Amazon.com) and search for products currently available. This is an easy way to determine whether the niche market is viable based on whether Amazon offers a lot of content (books) relating to the subject.

## **3) Paid Ads**

Visit [www.Google.com](http://www.Google.com) and search using relevant keywords for products in your niche market. Check to see whether there are paid advertisements in the right hand results column. If people are paying to advertise on Google, odds are the niche market is doing well enough to justify it.

In addition, to using the paid advertisements as a way of determining whether the niche is viable, the websites that appear in the paid ad column represent possible products you could promote, if you plan to focus on affiliate marketing or to feature as an upsell product after a customer has purchased your own, so take notes of different websites and products that peek your interest.

## **4) Visit Communities**

Browse the search engines for related community forums, message boards and blogs. Are there a lot of people discussing subjects relating to this niche market? Are there people asking

specific questions that you could create a product about and solve these problems/address these issues?

### **5) Check for Sub-Niche Markets**

When you are browsing for information and the viability of a specific niche, don't forget to also pay attention to sub niche markets where you could possibly venture into, create products for and make money with.

For example, if you are looking into the "Homemade Recipes" niche, you might find that people are also interested in specific recipes from different cultures, or perhaps recipes for those who are diabetic, or allergic to certain things.

Sometimes a sub-niche is easier to dominate since because it consists of fewer buyers, there is also usually fewer competitors catering to them.

### **6) Create a Swipe File**

You can save yourself a lot of time by multi-tasking while you research for potential niche markets.

#### ***Here's how:***

As you browse through these websites, advertisements and products, take notes in regards to the descriptions used, product titles that capture your attention, sub-titles that you could put

your own twist on and overall approach that other marketers have used successfully.

This will help you out when it's time for you to create your own website, and while you should never copy another's work, having a handy swipe file of copywriting ideas will definitely make your job easier, especially since these titles, headlines and descriptions have already been introduced to the market by others.

After you have a good size list of potential niche markets, you should start to chisel them down even further to ensure that even though the niche is a popular one, that you are able to move into it with relative ease, since even though there are many niche markets that are hot, and in demand, some of them have such fierce competition that it would cost you a lot of money (and time) to be able to even compete.

An important method used to investigate a niche markets potential is to conduct keyword research on specific terms and phrases. What this means is that you will generate a list of common search phrases or terms that people use to locate specific information about your niche.

For example, if you were looking to find information on toothaches, you might search using the following keyword phrase:

## ***"How to temporarily stop dental pain"***

or

## ***"Toothache Home Remedies"***

The reason that this is so important is that in order to ensure that your website is pulled up when people search for information, you need to tie your marketing campaigns and website into the phrases that people are currently searching for. If you fail to do this, your website might focus on the wrong keywords that people seldom use meaning that your site will not appear in the results.

The easiest and most common method to conducting proper keyword research is by using a few of the free keyword search tools available online. Some of these tools are free and some require a membership or monthly payment.

Here are a couple of free ones that you will find useful:

### **Overture Keyword Search**

<http://inventory.overture.com>

### **Google External Search**

<https://adwords.google.com/select/KeywordToolExternal>

## **Good Keywords (Windows application)**

<http://www.GoodKeywords.com>

Just the same, there are paid to use services that are very useful for conducting keyword research and are definitely worth taking a look at including:

## **WordTracker (most popular)**

<http://www.WordTracker.com>

## **Keyword Elite**

<http://www.KeywordElite.com>

## **Using Keyword Research Tools**

Open up the free [Google Keyword Search](#) tool to start the keyword evaluation process.

When the page loads you will see a search box, and the option to search "Descriptive Words or Phrases" or "Website Content".

**You are going to choose "Descriptive Words or Phrases".**

In the search box type in "get flat abs" and click on "Get Keyword Ideas".

A search box will appear below with keyword phrases that are often used for this particular term.

You can click on the drop down menu "Filter My Results" and choose to sort by "Search Volume" to see just how many searches are conducted using the different keywords and phrases.

Here is what each of the filter options mean:

### **Advertiser Competition**

The results under this column shows the number of advertisers bidding on each keyword relative to all keywords across Google. The shaded bar represents a general low-to-high guide to help you determine how competitive the ads are for this particular keyword.

This means that the more competition, the more costly it will be to purchase paid sponsorship on the Google pay per click search engine (AdWords).

### **Search Volume**

This column shows the search volume for each specific keyword used on Google in the previous month. The shaded bar represents a general low-to-high guide to help you determine, once again, how competitive ad placement is for that particular

keyword.

### **Average Search Volume**

Just like the search volume it shows you results from past searches, however this column displays average results over the course of a year, rather than just the previous month.

The results table will also show you the estimated cost for advertising using specific keywords as well as an estimation on where your ads will be placed in the sponsor bar on the search results page.

Once you have determined that your keywords/phrase receives a significant amount of searches per month, it's time to look at the competition and ultimately, how difficult it would be to compete in terms of how expensive it would be to advertise via Google Adwords, since this is one of the best ways to generate traffic and sales to your website quickly.

In order to evaluate the cost of running a Google Adwords campaign, we need to run another search, this time focusing on the box right below "Filter My Results" that shows:

"Calculate Estimates Using A Different Maximum CPC Bid", and entering in \$1.00 into the "CPC Bid" box. Click "Calculate" or "Recalculate" to bring up the results

| Keywords                  | Estimated Ad Position <a href="#">?</a> | Advertiser Competition <a href="#">?</a> | Search Volume: March <a href="#">?</a> | Avg Search Volume <a href="#">?</a> | Search Volume Trends (Dec 2006 - Nov 2007) <a href="#">?</a> | Highest Volume Occurred In | Match type: <a href="#">?</a> |
|---------------------------|---|--|--|-------------------------------------|--|----------------------------|-------------------------------|
| get flat abs              | 1 - 3                                   |  |  |                                     |  | Jul                        | <a href="#">Add</a>           |
| how to get flat abs       | 1 - 3                                   |  |  |                                     |  | Aug                        | <a href="#">Add</a>           |
| get flat abs fast         | 1 - 3                                   |  |  |                                     |  | Jul                        | <a href="#">Add</a>           |
| how to get flat abs fast  | 1 - 3                                   |  |  |                                     |  | Aug                        | <a href="#">Add</a>           |
| how to get a flat stomach | 1 - 3                                   |  |  |                                     |  | Jul                        | <a href="#">Add</a>           |

As you will see, using the keyword that we previously used “Get Flat Abs” and setting our maximum CPC to \$1.00, our estimated ad position would be between 1-3, meaning that our Adwords advertisement would show up in either first, second or third place positioning.

Paying \$1.00 per click is quite expensive for an Adwords campaign, but rest assured that being in the first few positions is not the most important thing.

Being showcased in a lower position will cost you a lot less and can still yield incredible results, depending on how well crafted your ad is, and how good your product is.

Another very important thing to take note of, is that regardless what you choose to spend per visitor on Adwords, you need to ensure that **you are making more money than you are spending.**

You have to be careful with this, because it’s easy to get caught up in paying to be in position #1, or believing that AdWords is sending you a ton of traffic therefore it’s worthwhile, when the

only thing you should be focused on is ensuring that this traffic actually converts at a reasonable rate and that your profits are larger than your spends, so keep on top of it and check your stats every single day.