

The Niche **PROPHET**

Mikel Perez & Inaki Ramirez



*Turbocharge your success
by capitalizing on the
power of trends*

THE NICHE **PROPHET**

Welcome on board!

We wanted to congratulate you again for making a wise decision and investing in the Niche Prophet.

Before getting into the content, let us introduce ourselves. We're Mikel Perez and Inaki Ramirez, two Internet Marketers from Bilbao, Spain.



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Introduction

There are probably many different reasons why you're determined for your business to succeed. You want to earn a lot of money— that goes without saying. But, you also want to serve the needs of a group of people.

Ideally, you want to serve **the needs of a group of people who are ready and willing to spend a lot of money**. If you stand in front of the money, you can't help but succeed as a marketer. It's a simple truth that so many get wrong.

So, you're good to go, right? Not so fast... If only it were easy to find these incredible niches full of people who are ready and willing to hand you money left and right.

The great news is, *it actually is easy...* but only if you have the right strategy.

I've seen many marketers struggle with market research... That's not going to be you, though.

This book is probably the most important one you've picked up all year. It's going to save you a lot of trial and error and banging your head against the wall because you just can't seem to make it work. It's going to help you pinpoint

exactly what you should be doing to profit like crazy with the very best niche research.

This takes a bit of work. It's not hard work... it's just the kind of work most people aren't willing to do. Mainly, because they don't know how to do it -or even that they should be doing it, for that matter-, and that *it's actually fun*.

Thankfully, you aren't most people. You have what it takes to succeed, and that will set you miles ahead of your competition!.

You're soon going to be able to find a profitable niche— or dozens of them, if you prefer.

Note that some of the strategies I'm going to share with you today are focused more in the short term. They'll allow you to crush it fast, bringing in a ton of money in the short term while you rinse and repeat on other up and coming niches and keywords.

Other strategies, niches, and topics require long term thinking. You'll do the digging and the work now and cash in later. **Competitors in your niche will think you have a magic 8 ball because you're always at the forefront**

of what's profitable and popular. This is how you build a real, sustainable, life-changing business.

Also, some of the strategies will help you discover “pockets” of traffic that are better used to get more traffic to a niche site you already have, and others are so big that can lead to a whole niche site in and of their own.

In any case, whether you go for short term niches and ideas, long term niches and ideas, or a mixture of both, you'll be able to cash in like crazy just by doing a little digging. Do the upfront work others don't know how to do or ignore and you'll have it easier later on. You'll be sipping drinks on the beach while others try to figure out your magic.

People will wonder how you were able to find such incredibly profitable niches while they're trying to cram themselves into the same tired, worn, and unprofitable niches as everyone else. It's time for you to be ahead of the trends and stand in front of the money.

So, what's the key to this method?

Many Internet Marketing courses (and even specialized niche research courses) teach you to enter a seed keyword

in the keyword research tool of your choice, and start digging in from there.

This usually leads to lots of dead-ends, where you find either niches with negligible volumes of buyers, or ultra-competitive niches that are already saturated and being exploited by tens of experienced marketers with big pockets to invest in SEO and paid traffic.

Our approach is different. We think laterally.

We are not going to be number-crunchers that start by analyzing tens of metrics until they find a keyword that fits some strict criteria (which is tedious and extremely boring).

Instead, we're going to do something much more fun: we will be **explorers**, going through very interesting websites -many of which you surely haven't heard of-, social networks, magazines, newspapers and even (gasp!) TV, and we will find tens of niche ideas there.

Doesn't this sound better than spending days in front of a keyword tool?

Here's the secret: we will start capitalizing On Rising Trends

Things are changing rapidly these days. Make sure you're at the cusp of what's happening. That's where a lot of the

big money is—you want to make money on the things people are talking about and buying up in droves.

It's all about trend marketing. Every smart business in the world pays close attention to trends because that's where the interest is— or where it's going. That's what's going to be all over the news or hashtagged on Twitter. That's what people will be buying up like crazy.

If you try to stay stuck in the past, never allowing your business to change, **all of these amazingly profitable trends will pass you by.** You'll go the way of all the other failed businesses and frustrated business owners.

If you look to the future and position yourself well, you'll be raking in the dough and winning while other marketers are trying to figure out what the game is.

It'd be nice if you had a crystal ball, but this is second best.

You can base entire businesses and product lines around up and coming trends. You can also incorporate trend marketing into just about any business there is— a new business or an existing business.

I've purposefully written this book in a way that will help your business regardless of what it is.

Once you've found these hot trends, you can start to develop a web presence related to them. You can write articles and blog posts— either for new niche websites or on existing sites.

You can think up great, related products you could produce or create to piggyback on something that's hot. You can release a competing product or service that serves a need that isn't being met with the other.

You can earn with your content, tools, products, services, or whatever it is you offer in your business.

Let the trends and niches inspire you. Then, figure out how you can use the trends you find to cash in.

A note on using Keyword Research tools

Keyword Research tools are great software / services. They let you analyze search volume, CPC, competition, etc.

But... in this case, when analyzing future trends they are not of much use. Or are they?

All traditional Keyword Research tools and their search volume estimations rely on the average number of searches during the past X months (12, usually), and often with delay of at least 1 month.

So, how can you expect them to give you an estimation for the number of searches of some trend that just boomed (for instance, a new product announcement, like the iPad back in the day)? They can't; you can be sure there are searches, and likely tens of thousands of them if not more, but the keyword tools don't have time to catch up and when and if they do, they will average it with the past months where the searches were 0 and show a much lower estimate.

Not to speak of future products and technologies like the ones we will analyze in section 4. Let's say you want to get into the weight loss market and you start reading a few news about a R+D laboratory that has discovered that the oil of a strange plant in the Amazonian forest, called Anandalu (I'm making this up completely) is showing some promising results in reducing body fat in mice and monkeys, and human tests are about to begin. If you were to look for "anandalu oil" in any keyword research tool at this point, you will get... 0 searches / month.

But we know this, *it is to be expected*.

How can we use the keyword tools to our advantage, then?

As I said before, we have to think laterally. And the question we have to ask ourselves is... "what other thing can this compare to?", "has there been anything like this in the past that I can use as a reference?".

So, in the case of the iPad, you might have thought that it was a portable device *by Apple* that allowed people to browse the web, work or read during commuting, listen to music or watch videos, play, etc. Except for the communications feature, it was somewhat like the iPhone.

In the case of the "anandalu oil", you could have thought of other fat burning supplements, like "garcinia cambogia".

So you could have checked how the searches for "iPhone" and "garcinia cambogia" evolved using Google Trends, where they are now, and make an estimation of how the searches for iPad or "anandalu oil" can evolve.

Of course, the numbers won't be an exact match, and the farther in the future you are looking at, the more risk there is of estimations being incorrect, but at least **now you have a way of having a "guesstimation" as opposed to nothing, and you can compare one keyword**

against others in case you are in doubt among several possible future niches.

Strategy 1: Short term trends

The analogy

I would compare this strategy to **day trading in the stock market**. You identify a stock that's going up, you buy a bunch of shares, and sell them quickly making a profit. Then you move on to the next.

The difference? **You don't risk losing anything**, like in the stock market. Worst-case-scenario, you write a post for a trend that doesn't go viral, and you move on. Best-case-scenario, you get tons of traffic!

The idea behind this strategy

Some news breaks up, and everyone is talking about it.

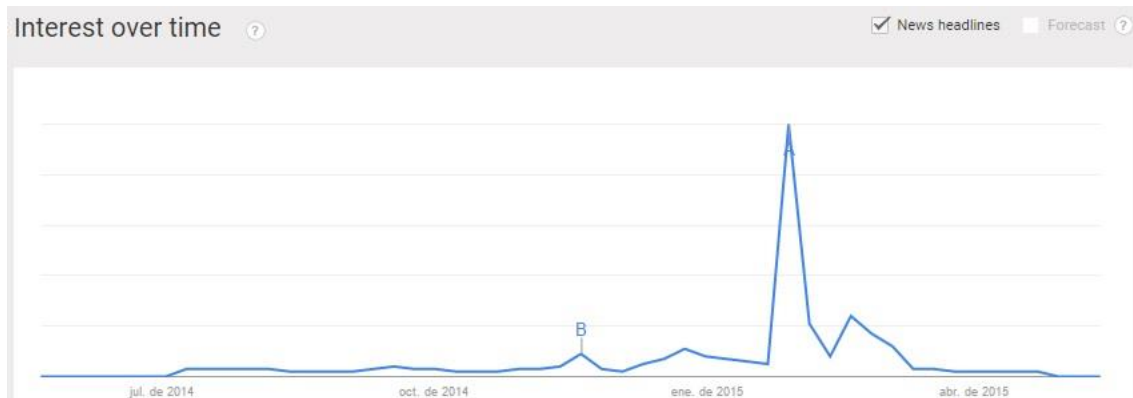
It could be some serious news, like a world-changing event. It could be some gossip like a new haircut displayed by a celebrity on the red carpet. It can be the launching of a hot new product, like the iPad back in the day, as we mentioned earlier.

What we can be sure of is that people will be consuming lots and lots of information about it, sharing everything they find, tweeting and re-tweeting.

The idea with this strategy is to find a relationship (weak as it may be) to write a piece of content that brings in more

traffic to your site, like a blog post, an e-mail you send to your list, or a post you publish in Facebook.

In some cases the relationship can be obvious. Remember that traffic spike I showed in the salesletter?



Well, the term was "snowmageddon 2015". If you have a blog in the survival niche, it fits very tightly in the content you may have, and you may point to resources families might need to endure a possible blackout in a big city like New York.

But you could also have used it in an Internet Marketing related content if you are a consultant, for instance, speaking of how you were able to make money even you couldn't visit or reach any customers physically because you have a website that was up and collecting leads and sending information to them and you could reach them by Skype even when the roads in your neighborhood were impassable; or in a health niche you could speak of the

impact extreme cold can have in whatever condition(s) you speak about...

You get the idea. In some cases you will have to be more creative than in others, but **that's a big part of the fun in this**. And we all like being creative and enjoy having unique (but profitable) ideas, don't we?

The tools & tactics

There are so many wonderful tools on the web that will help you do the research. I'm going to give you links to some of my favorites. I'll also explain how and why you'll want to use each tool.

Know that you don't have to use all of these tools at one time. Consider which tools will work best for your particular situation.

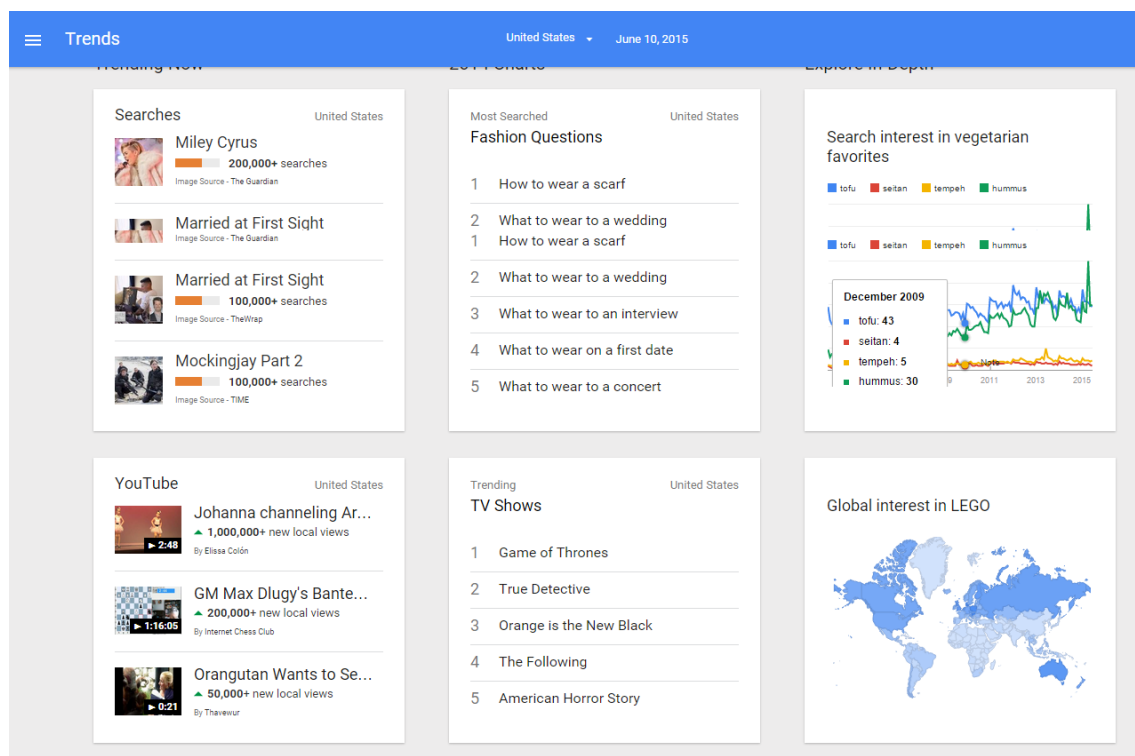
It's also important that you don't just use *one tool only*. Get a "second opinion" from multiple sites and tools. Double check yourself. Find unique angles for each promotion or idea by checking with multiple sources—you can never go wrong with this strategy.

Using Google Trends To Find Great, Hot Niches

One of the first tools I recommend people use is Google trends. It is the most well known, and possibly the most

obvious in this document, but bear with me as we will see some amazing usages you might have not heard of.

First of all, go to <http://google.com/trends> and have a look around. Play with the different functions and start to brainstorm how you might be able to use such a tool in your business. Seriously—don't wait until you've read this entire book or even until I describe specific functionalities in this section. Do it now so you'll have an idea of what I'm talking about. Just the main page can be a treasure trove of fresh information:



If you've paid attention to what I've told you so far, the light bulbs should be going off like crazy as you use Google Trends—and they're improving it all the time. This tool is

worth its weight in gold— it's almost criminally crazy that it's available for free.

Google Trends allows you to input terms related to your area of interest, things you've seen in the news, things people in your niche are starting to talk about and so on.

You can research both informational and product related trends. You can see how hot something is and was and deduce how hot it's going to be.

Use it regularly—weekly, even. You have to know what's going on in your niche at all times.

If you take notes and brainstorm and pay close attention to what people are really interested in, you'll be able to find ways to incorporate the trends and interests you find into your business. Smart marketers know that the real money comes from ideas. Now you have an endless stream of profitable ideas, for free, right at your fingertips.

Don't dismiss this as "just a Google tool"— it's time to fully understand the power of Google Trends, which is available to you, completely free. It's funny, sometimes people dismiss free tools simply because they're free. This is worth thousands of dollars to you, so treat it that way.

Use this link to find hot trends for today:

<http://www.google.com/trends/hottrends>

Use this link to compare and explore trends:

<http://www.google.com/trends/explore#cmpt=q&tz=>

Use this link to find the top trending charts for various topics: <https://www.google.com/trends/topcharts> (click on the "more" button at the bottom of each chart to see more -and more detailed- results).

Use this link to find visualizations of trends that might inspire you (be careful, it's a bit addictive):

<http://www.google.com/trends/hottrends/visualize?pn=p1>

Use this link to subscribe to trends:

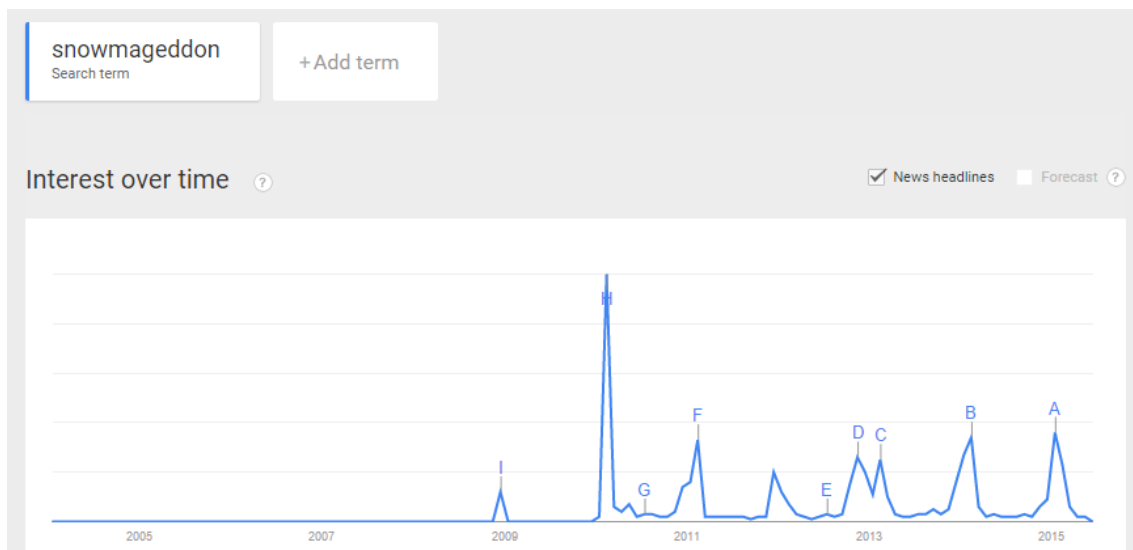
<http://www.google.com/trends/subscriptions>

Those are just a few of the important links. You'll find the links that are most valuable to you as you become more familiar with the tool. Bookmark those links and make it a part of your weekly (or even daily) to-dos.

Now, it should go without saying that you should stay on top of trends on a regular basis. You don't want to just examine the hot trends of today and have that be the end of it.

Keep a running log of ideas you can focus on as you revisit the Google Trends tool— particularly when you find rising or seasonal trends.

What is a seasonal trend? Some keyword that has a spike of searches each year at a specific (or approximate) time of the year. "Father's day gifts" can be a typical example, but let's go back to our "snowmageddon 2015" example. What happens if we remove the year? Well, this:



It turns out that there's at least a "snowmageddon" each year, somewhere between January and March. So you can bet there will likely be a "snowmageddon 2016", "snowmageddon 2017" etc, so you can even have the content thought of and written in advance, and just publish it when the time comes.

Social Media Trends

So, how did I find that "snowmageddon" term? I could very well have found it directly in Google trends, but it was not the case. I found it because #snowmageddon was one of the most used hashtags one day.

And this brings us to the second source of trends discovery and research: social media.

You can't write a book on finding and capitalizing on niches and trends without mentioning it.

Social media sites like Facebook, Twitter, and Google+ are a veritable treasure trove of amazing niche data.

How many times a day do you personally access social media? If you're like many people, then you access it daily—several times.

Now, think about how people commonly use social media. They probably start by using social media to connect with friends and family members. They don't stop there. They start liking and following their favorite brands. They start connecting with like-minded people who are interested in the same things.

They talk about the things they want to buy or have bought. They join fan communities for their favorite TV

shows, celebrities, hobbies, and more. Many of the most popular “web stars” in various niches use social media as a way to interact with and connect with their audience.

You can follow the trail of trends on social media. This is actually one of the easiest and best ways for you to keep your finger on the pulse of what’s going on. You can find incredible, highly profitable niches by using social media.

There’s a reason Facebook advertising is so powerful for marketers these days. Many people go to Facebook first—before they go to Google or anything else. Marketers know that they can find a very targeted and very active audience on Facebook.

Here’s one example of how you can use Facebook for trend marketing. Let’s say you have a general idea for a niche. You can search for a keyword related to that niche right in Facebook’s search bar (at the top of <http://facebook.com>).

What comes up? Hopefully, there are a variety of pages and groups dedicated to that topic. It’s even better if there are a few Facebook pages and groups that have tens of thousands of members.

When that happens, you know you have a very active niche. Does that mean it’s profitable? No, but it’s a great

sign. Join the groups and like the pages and get a feel for the niche. Follow the trail of what they're talking about and buying. Smart marketers can then find a way to stand in front of the money.

Twitter is another popular social site. You can look at trending hashtags to find surefire niches. Twitter has a great search feature as well, that you can use to research a particular niche idea: <https://twitter.com/search-home>

You can do the same in Google+: <http://plus.google.com>

Now all you have to do is find a unique angle and run with it. Examine the top products and services in your niche or that are related to your trend and find a way you can do better. Find a way you can serve a need in the niche that isn't currently being met.

Social media can help you do all of that. Go ahead and give it a try. Go search for niche ideas on Facebook and Twitter. Do what strikes your fancy— something related to your passions and interests, perhaps. Dig, dig, dig, until you strike oil.

The idea is to follow the trail of what's popular. You can look at the trending lists in general if you're totally stuck for ideas. Find an active, interested, and passionate audience.

Then, figure out if that crowd is spending money. If they are, it's time for you to jump on that trend!

The following sites can help you discover trends if you don't have a starting niche to begin with:

<http://trendsmap.com/>

<http://topsy.com/>

<http://hashtagify.me/popular>

<https://www.hashtags.org/trending-on-twitter.html>

<http://top-hashtags.com/instagram/>

<http://trendinghashtag.com/>

This is really just the start of it. You can google "trending hashtags" and you will find many more sites that present the most used hashtags in different ways, explore the web until you find one you like.

Think about which social media sites the people of your niche are most likely to use. Frequently access those social sites to follow, and lead, the conversation. Smart niche marketers are very active in using social media this way—always be thinking one step ahead.

Pay Attention To Celebrities And Thought Leaders

Celebrities and thought leaders *make* the trends. If you want to know/ what's hot, this is where you should look. In fact, this is one of the most fun and exciting ways to find great niches. If a hot celebrity or someone people really follow mentions something, you can expect it to "hit" and become uber-profitable, right away.

People are, for the most part, followers. If a celebrity or someone with a large following recommends something or is interested in something, the chances are good that their audience will follow them.

They want to be more like that celebrity. They hold that person in such high regard that they are willing to absorb anything they say without really thinking about it.

This effect doesn't just occur around "real" celebrities like we have on TV—though the effect is probably the strongest for the Oprah and Dr. Oz type figures. Note that this effect also occurs for popular bloggers and social media stars online. You should follow **all related celebrities as well as web stars in your niche** to find these great new trends and popular products.

The Oprah And Dr. Oz Effect

I'm going to go ahead and dub this the Oprah and Dr. Oz effect, because it's so incredibly powerful. You've seen it happen before. The effect is so strong that newspapers from all around the world report it. It's a phenomenon!

Oprah told them that thing was great, and so it sells out and stores can't keep them in stock. When Oprah puts something on her Favorite Things list, it sells out.

You can now search for "The O List", a list of products Oprah recommends in *O Magazine*. Right now there's a list [here](#), but the URL may change in future issues of here magazine.

Dr. Oz claimed this or that could help with weight loss, health, or an ailment, and so stores can't keep it on the shelves. Copycats quickly follow. Even Amazon has a list of recommended products by Dr. Oz [here](#). Again, you can google "products recommended by Dr. Oz" and you will find several lists.

When the doctors from *The Doctors* talk about this medical treatment or that health tip, people go nuts for it— buying up products and trying to find all the information they can.

It's incredible, and it's a phenomenon that is well worth paying attention to for you as a marketer.

You can take advantage of this incredible power just by being aware of it. You can find amazing, profitable niches by closely following what celebrities and thought leaders have to say.

It pays off to pay attention to what's popular. Watch the news, watch shows like Oprah and Dr. Oz. You can even just visit their websites and blogs after a show to catch up on what was discussed and what they're linking to—popular products, topics, and more.

“Spy” on other marketers who are clearly capitalizing on trends and influencers like Oprah and Dr. Oz.

Note that sometimes, marketers do try to capitalize on these trends in an unethical way, so use those instances as examples of what not to do.

Find successful marketers who are quietly doing well finding hot topics and products this way. Then, figure out how you're going to do the same.

Obviously, your niche might not be at all related to anything Oprah or Dr. Oz will talk about (although you might be surprised). So, find the celebrities and thought leaders who your audience *does* pay attention to. It's not

about Oprah and Dr. Oz, those are just the most powerful examples.

This method is about whoever you can instantly point to as a person, group, or leader who your audience goes nuts for. If they mention it, people want to buy it. If they're interested in it, people are interested in it.

Figure out who those people are (and eventually work to *become* one of those people), and you can position yourself nicely to capture the attention of your audience and make more money.

Search Hot Celebrities And Phrases

In addition to paying attention to thought leaders and trend-setters, you can use Google and other search engines to get instant access to what's hot right now. So, you might not follow a certain TV show or blog every day, yet you'll search a particular celebrity to look for rising trends related to them.

You can Google something as simple as "Lady Gaga haircut" if you're in the beauty industry or similar for a fast-track way to find what's hot. Do you see how that works? So even if you're in the hair-care field, you can tie this into celebrities. There's a reason celebrity endorsements work.

If a hot celebrity is doing it or is interested in it, you can bet it's a hot trend and that stores are selling out of related paraphernalia like crazy. Depending on your niche, you can easily piggyback on what's going on in the celebrity world.

As an example, Kate Middleton is a huge fashion icon around the world right now. She tends to wear clothes that are easily accessible for the average person. Shops and designers report that the items she wears out in public instantly sell out. People want to be like her! There are entire blogs dedicated to the clothes she wears. Those marketers write about her clothes and then use ads and affiliate links to cash in— smart! You can capitalize on it easily, there are lists of products like the ones she wears in [Alibaba](#) or [Amazon](#).

There are tons of sites like that for various celebrities. People want to know what celebrities are wearing. They want to know what skincare items they use, what kind of shoes they wear, which books they like to read, and more.

Find news on trending celebrities. Then, try to follow the trail of commerce to see if other marketers are cashing in on their celebrity. If it's a fast rising celebrity, make sure you get in there quickly.

Again, you might not instantly think “celebrity” when you think about your niche. But there’s a way you can tailor this idea to fit your needs. Who do the people of your niche follow and want to be like? Pay close attention to that. There are celebrities and well known people for even the smallest of niches.

Current Events

As a trend marketer who is interested in finding the hottest and most profitable niches, you should always be paying attention to what’s going on in the world. Some of the most impressive wealth-building happens during times of crisis and in times of recovery.

For example, catastrophes (like the aforementioned “snowmageddon”, which fortunately was not as tragic as expected) tend to lead to increases in sales of survival equipment, insurance policies, and the like. There are similar effects from catastrophic and devastating events like tornados, floodings or mass shootings.

Obviously, you don’t want to become a money-hungry marketer with no soul. You do want to look for a need in the marketplace that you can fill. If you can help people feel safer and happier, then that’s a good thing, even if it came as the result of something bad that happened.

People will make many emotional impulse purchases when something devastating happens. Be the person who's there in front of the traffic, ready to lend a helping hand.

When you find a great niche related to a popular current event, you can write books and content related to it. You can advertise related products as an affiliate. You can even write and release books on Kindle.

Think about where your talents and interests lie. Consider what you want your business model to be. If you're an online marketer, you should always be working to build a list from your efforts.

Money likes speed— so get in there while it's still a hot topic. Subscribe to alerts services for news sites. Input keywords related to your niche—you'll be surprised at how many topics related to your niche sites like CNN report on.

Trending Politics

Additionally, you should pay attention to what the most popular and famous (and infamous) politicians are talking about. If there's a controversial statement or idea that's getting all the buzz, you can capitalize on that to get a lot of traffic.

You can subscribe to political blogs for ideas.

Here are some links to help you get started:

<http://www.huffingtonpost.com/politics/>

<http://www.washingtonpost.com/politics/blogs-columns/>

<http://personaldemocracy.com/blogs/top>

Your niche might not be directly related to politics, but there may still be certain topics they're discussing in politics that are related. For instance, there are many topics of interest to marketers related to Web privacy, Net neutrality, health policies, education etc.

There's always something, some way to connect hot political topics to your area of interest.

Trendy Sites

There are some amazing sites out there that keep a near up to the minute account of what's hot and what people are talking about. This is a great thing for marketers like you and I— they aggregate incredible links, information, and trends, which makes it so easy to find great topics.

These sites are great because you can really zero in on the latest trends related to your topic. The web moves at lightning speed these days, so it can feel hard to keep up.

Pay attention to sites that always have the latest news and trends so you won't have to work hard to keep up after all.

Some examples include:

<http://alltop.com>

<http://which.co.uk/news/#?intecmp=HPhav2news>

<http://reddit.com> (here you can browse subreddits more specific to your niche)

<http://buzzfeed.com>

All of the sites I've mentioned so far can help you find trends, of course, but there are some websites that are specifically dedicated to this. They're really making it easy on you!

Trend marketing is becoming more and more important. The top companies in the world are constantly monitoring, and creating, the latest trends.

Again, trend marketing is so popular these days that there are whole sites devoted to following the latest trends. This is fantastic news for marketers like you and I.

Some examples include:

<http://trendspotting.com>

<http://trendwatching.com>

<http://trendhunter.com>

<http://search.aol.com/aol/trends>

These sites are great as a starting point for further research. You can see what's trending or what's likely to be trending in the future.

From there, you can further research the specific trends you're interested in, using the sites and tools throughout this book.

Trends are fast-moving, so you'll want to check in with these sites on a regular basis. You never know what you'll find and where your next big, profitable idea will come from.

Strategy 2: Mid-Term Strategies & tools

The analogy

I would compare this strategy to **buying shares of a company you know may be more valuable and sell them in a few months**. Maybe they're launching a new product, or financial forecasts are positive.

In this case, you will build an asset (blog posts, free report, info-product) that will bring you results for much longer time than the previous one, though the "spikes" are not as high.

The idea behind this strategy

Maybe you don't want to spend a lot of time on a niche or trend that might be here today and gone tomorrow. Trendy niches are great for that fast traffic and cash, but if you want longer-lasting more passive cash, then it might be time to turn to a short to mid-term strategy.

For example, there are tons of new products and technologies coming out all the time. You can use these as fodder for ideas for niches or topics for existing niche projects.

Soon you will learn of simple strategies that will give you everything you need to cash in on strategies in the short to mid-term.

If you find a trend that is steadily rising (or is likely to raise, remember what we talked in the introduction about asking yourself "this is comparable to...") and has the potential to be very profitable very soon, then make room on your schedule to take action on that trend right now.

Write content and blog posts. Start building a related email list. Get a book up on Kindle. Create an info-product related to the topic and get affiliates ready to promote for you. Do whatever you need to do to be in a great position to cash in.

The type of action you should take depends on your business, of course. It might be that you should release an informational report— a free one to gather email sign-ups and a paid one so you can cash in.

Or, maybe there are affiliate opportunities on the horizon.

Perhaps there is a service you could provide related to the trend.

Think outside the box. Use Google and social media to research to figure out how others are cashing in on the trend. You'll probably find that there are other smart marketers right there with you—just a few, though,

because the “crowd” of lazy marketers won’t have caught on quite yet.

That’s one of the secrets right there— if it’s a hot, profitable trend, the chances are very good that other smart marketers will be right there with you.

But, if you catch it early enough, it won’t be so saturated that you can’t easily cash in.

Sometimes, you’ll take risks with a trend when it’s too early to tell if it will be really popular. Consider what’s best for your business and go for it.

Taking small risks can pay off in big ways.

The tools & tactics

Monitoring product launches

Whenever a new product is launched, especially if it's by a well-known brand (this includes *personal* brands) or has a mass appeal, you can be sure there will be a huge buzz around the launch, and lots of people will look for information about the product.

Before getting into more general product launches, we'll touch on the specific case of launches in the IM space.

Not only will there be promotional opportunities there for you, but you can also get ideas for your own niche projects. If you know a certain topic is going to be hot, hot, hot because a big-name marketer is releasing a product related to it, then it definitely makes sense for you to strike while the iron is hot and get in there too.

You can look for upcoming launches in specialized websites like <http://muncheye.com> or <http://imlaunchr.com/>, as well as in the numerous JV and launch-related groups on Facebook.

I was tempted to include this in the short-term strategies, as many launches only last a few days. But at the same time, there are myriad of products that launch and remain available for sale for a long time (basically forever), so I decided to include them here as these can be a source of steady income for months or years on end.

Also for other IM related products, as well as countless info-products being launched daily in ClickBank, you can register for a service called [CBEngine](#), that includes a list of recently launched products, but also movers and shakers, and a vast array of information about the performance of the products in the marketplace you can't get even from ClickBank themselves. Highly recommended for ClickBank affiliates!

Technology And Trends

Additionally, technology sites can give you great fodder for niche ideas, article ideas, and product ideas. These sites and blogs tend to be at the forefront of what's going on right now. They know what's already popular **and what is likely to become very popular.**

Tech Crunch (<http://techcrunch.com/>) and Gizmodo (<http://gizmodo.com/>) are two such examples. These sites are great for certain niches— subscribe to their feed so you get the latest posts and information before it becomes trending news.

Even if you're not in a "tech" niche, don't dismiss these. I think you'll find that they cover a wide variety of topics. Technology spans so many different niches that you're sure to find great information that will be relevant to you.

Here are some additional links to get you started:

<http://bits.blogs.nytimes.com/>

<http://mashable.com>

Again, I recommend you bookmark the sites that are most relevant to you.

Paying Attention To Entertainment

As I've mentioned, you can get a lot of wonderful ideas by paying attention to what's going on in the entertainment world. From paying attention to what celebrities are saying to noting what the big time studios are willing to fund. You can really position yourself well if you know what's coming.

Documentaries

You can get great ideas for entire niches by looking at upcoming documentary releases, for example.

You can be sure that TV channels and studios only produce documentaries that are of interest to the masses.

Sure, you're not likely to get many ideas from yet-another-documentary about lions and zebras, but in many others they speak of emerging and coming trends in health, hobbies, pets, technology and similar topics that can be of interest to you as a marketer.

Magazines

Exactly the same as with documentaries, magazine editors only cover topics that appeal to the masses. And in many cases you can get lots of golden nuggets from them!

You can subscribe to receive the physical issues of different magazines, or you can get access to heavily discounted subscriptions for the digital issues in websites like [Zinio](#).

As a free alternative you can go to your local library, and pick some magazines from various topics, and skim through them, looking for interesting trends to later analyze in-depth online when you are in front of your computer.

Upcoming Movie Releases

You can get a lot of great ideas from upcoming movie releases as well. This is great for content marketing **and merchandising**. If you can find a tie-in to a niche you're in or a niche you plan to be in, referencing hot movies and topics related to those hot movies can be golden.

In fact, you can create entire businesses about movie franchises' merchandising and memorabilia!

You can search the following sites to learn about new releases:

<http://rottentomatoes.com/movie/upcoming>

<http://moviepilot.com>

[Metacritic Coming Soon](#)

<http://comingsoon.net/movies.php>

<http://movieinsider.com>

<http://imdb.com/movies-coming-soon>

http://en.wikipedia.org/wiki/Category:Upcoming_films

There's generally a lot of buzz and excitement both online and off for the biggest films out there, and you can certainly cash in on that excitement.

TV Shows

The same thing can be said about TV shows.

People are loving TV like never before. People love to gather around the water cooler in their offices and talk about the latest and greatest TV show twists and turns.

There just might be some great fodder for niche marketing in there for you. Think Game of Thrones, Lost, Star Trek, etc. Whether it's something directly related to the TV show (like, again, merchandising and memorabilia) or something tangential.

You can learn more about upcoming TV shows at the following sites:

<http://metacritic.com/browse/tv/release-date/new-series/date?view=detailed>

<http://cinemablend.com/tv/upcoming>

[http://en.wikipedia.org/wiki/Category:Upcoming television series](http://en.wikipedia.org/wiki/Category:Upcoming_television_series)

Pay attention to what's going on with these shows, even if you don't watch a whole lot of TV yourself. There are a lot of marketing lessons to be learned and there's a whole lot of fodder there for niche ideas.

Video Games

Video games have dramatically increased in popularity. It used to be that most video game fanatics were children and teens. These days, though, video games have entire communities created around them.

In fact, some video game launches have made more money in the first 24h than many blockbusters did. Many Hollywood actors are further sparking the interest by voicing video game characters.

You can expect this trend to continue. You should pay attention to popular video games because there are some great marketing opportunities there.

You don't have to be directly selling or promoting video games, of course. This is all about figuring out what's hot, hot, hot, and how it can tie in with your niche or content marketing strategy (think for example of a post titled "5 lessons Mortal Kombat X taught me about self-defense" if you operate in that niche).

You can learn more about upcoming video games by going here:

http://en.wikipedia.org/wiki/Categor:Upcoming_video_games

<http://www.gamespot.com/news/>

You can also learn about the hottest games by looking at the Amazon Bestseller lists.

You can study the video game bestsellers and highly anticipated new releases to come up with ideas for merchandising and promotions. You can be sure they will sell posters, soundtracks, figures, and more related to the hottest new releases— so, how are you going to cash in?

The Medical World

If you're like many Internet marketers, then you're probably interested in certain health categories. Health,

fitness, and dieting categories can be extremely lucrative, which makes them very enticing.

The problem is, you might not be sure of how to keep up with the latest trends. You also want to make sure that you're passing along helpful, vetted information to the people in your niche. Where should you turn for niche research for medically related topics?

Earlier, I mentioned that shows like Dr. Oz often spark a lot of marketing opportunities. If he mentions a medical treatment or supplement or idea on his show, people start searching for it like crazy on Google. You can watch medical shows like The Doctors or follow Dr. Oz specifically, for ideas.

But, you want to go deeper if you want to be at the forefront of what's going to be hot and happening in the medical world so you can position yourself with a longer lasting strategy.

You might go as far as to look for expiring molecule patents, because new products will be created based on those.

You can visit sites that compile that information, like <http://www.drugpatentwatch.com/ultimate/>, or simply

Google "expiring medical patents" or "expired drug patents" to get some ideas about the technologies or markets that are out there. You can be at the forefront of what's happening now.

You can also search for FDA medication or molecule approvals, or google terms like "new drug approval", "new drug approved" etc.

This news piece was published by the NY Times as I was writing this document:

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HEALTH

Federal Panel Backs Approval of New Drug to Fight Heart Attacks

By GINA KOLATA JUNE 9, 2015

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An expert group recommended on Tuesday that the [Food and Drug Administration](#) approve a powerful new drug to protect against heart attacks. If approved, it would be the first in a major new class of medicines in a generation that significantly lower levels of [cholesterol](#), the leading cause of heart disease.

Dr. Joshua W. Knowles, a Stanford cardiologist, called the medicines "a triumph of the modern genetic revolution."

The idea for such drugs arose from genetic studies about a decade ago and has tantalized





Do you think this would be an interesting piece of news to report if you have a site about cardiac health? It definitely would!

Plus, you could start writing -and positioning in Google- some posts about the specific drug, until the commercial

name is established; more than likely, you will be able to promote the drug as an affiliate / CPA offer in the future.

Again, if you are in the medical and health niches, then make sure you don't overstep legally or ethically. If you're not a doctor, then don't pretend to be one. You can report on the information that's out there, linking to your sources. You can promote approved supplements and programs and things like that.

If you tread carefully and think about what will truly help the people of the health niche you're targeting, then it can be wonderful. Health niches can produce an excellent income.

Google

Yes, you heard right. Plain, old Google can be your best friend when researching future trends.

We have already talked about some search terms you can introduce to identify future opportunities, like "expiring drug patents" but there are many more.

When companies release a new product or have a new idea, they tend to get extremely excited about it. They tell the world via a press release.

It's actually surprising how few web marketers realize the power of doing some simple searches for press releases. Companies have put a lot of time and money into their research to make sure their product will be viable. Then, they announce it ahead of time.

If you can catch wind of these upcoming releases, you can get ahead of the game with a similar (but unique) or complimentary product or service of your own.

How do you find these press releases and announcements? It's easy— just use Google to search for things like "Brand X announces Product Y." Play around with your searches and research the most successful and important companies and marketers related to the niche you're interested in.

If you are short of niche ideas, you can even skip the particular brand and product, and run a query with wildcards, like "announces the release of * in 2016..2018" (including the colons, in this case) and similar ones.

(In case you're not familiar with the format of that query, the * tells Google that ANY word that appears there is valid, and the numbers with two dots '..' between them tells Google to return results in that numerical interval, in our case 2016, 2017 and 2018).

Again, be creative. We're doing things like very few marketers are doing, take some time away from the computer and think

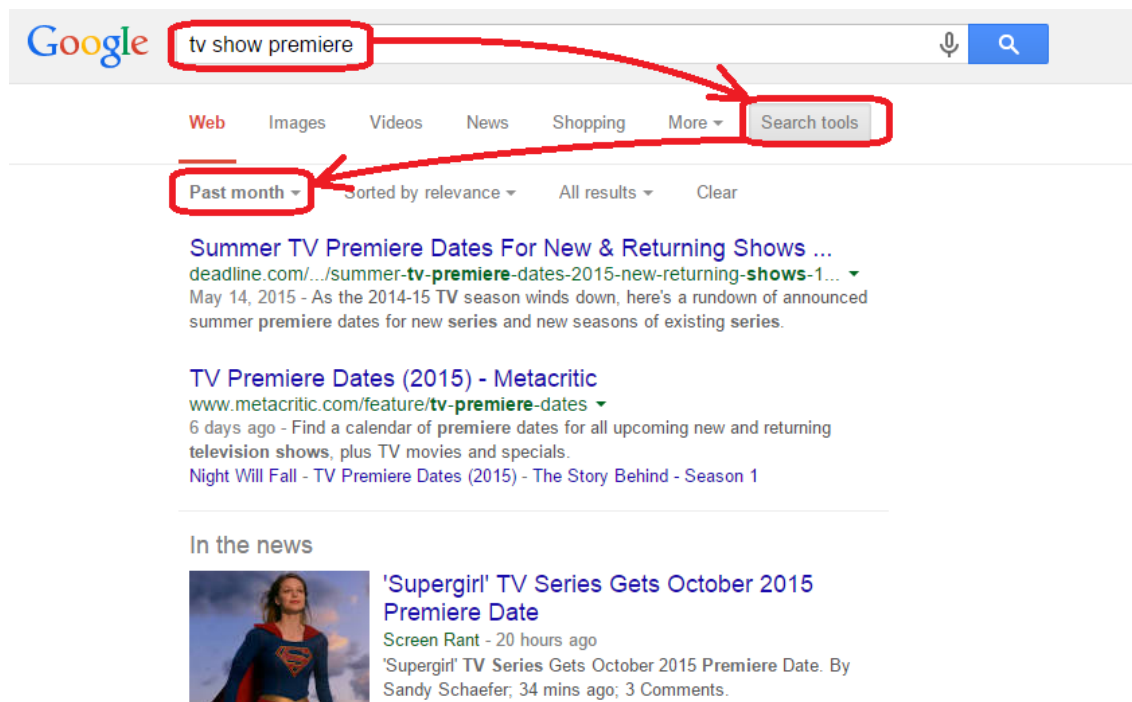
1. "If I was a person writing about a future product release, product launch, technology etc, what words would I use in my articles?"
2. Now you, as a searcher, "what phrase do I have to enter in Google so that it returns the articles I have thought of before?"

With this strategy, the sky is the limit. You can even start building your particular list of queries based on the articles you find by other means, like reading online newspapers or magazines, blogs, content linked from social media, etc.

You don't need to spend two days creating the list, just come up with an initial list, save it in an accessible document, and whenever you find a new phrase you think can help you find similar articles about future events, add it to the list at that moment.

You will find that, in no time, you will have a list with tens of queries you can periodically run in Google to find new content!

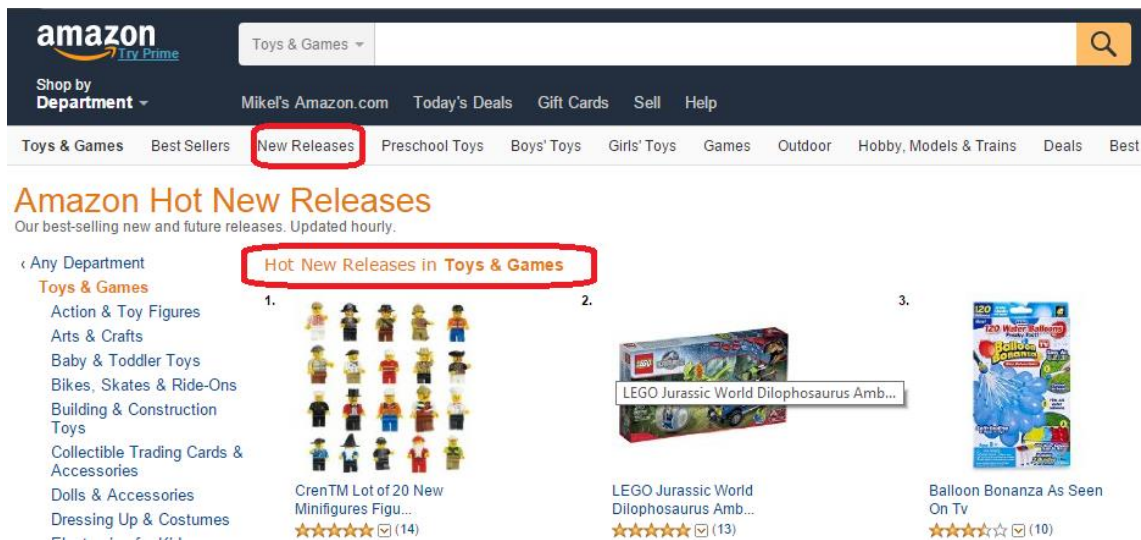
Oh, and one final "advanced Google user" trick. If you want to receive only fresh content, when you do a search, click on "search tools", and then "last month", for instance -if you're running your queries monthly-:



And there you have a new query you can run, BTW 😊

Shopping sites

If you're in a niche that supports physical product promotions, then you should frequently search big shopping sites like Amazon. Amazon gives you a ton of valuable data— including hot new releases by category.



You can figure out what they think the big sellers are going to be before the products are even released. This is amazing data for you and it can give you great ideas for niches, promotions, and products.

Beyond researching at shopping sites and via affiliate networks, you can go straight to the source.

Always Consider Your Niche...

There are endless ways to find great ideas for content or promotions within your niche.

If you're not sure of where to start, just consider the niche you're in.

Find the top blogs of your niche and look at what the hottest topics are.

Subscribe to keywords related to your niche using services like Google Alerts, Textwalker.com, and Mention.com. They'll let you know whenever there's breaking news or hot information related to your niche.

You can also look to the most popular manufacturers and companies related to their niche. They often list their press releases and the things they're working on. You can get great ideas right on their sites and stay ahead of what's happening.

Make sure you friend and follow the trend-setters and thought-leaders in your niche. They often know what's going to be popular before it actually is, because they help to set the trends.

Whether you're looking for a great niche or you're looking for things to write about or promote for a niche you're already in, just follow the trail of success. Figure out what's going to be hot and then use your marketing muscle to sneak in and grab a cut of the attention and profits.

Strategy 3 - Long Term Strategies

The analogy

I would compare this strategy to **investing in a startup that is creating a new technology or service**. They may come up with a new web 2.0 bang, or a new medication for cancer, and you can turn a few cents into thousands of dollars.

The difference? **Againou don't risk losing anything**, as in this case we are thinking so long-term that you won't do much more than buying a domain and maybe writing a couple of posts... and wait. This is a piece of virtual real-estate that may have a huge value in the future.

The idea behind this strategy

Now, let's talk about longer term strategies. This is what you should focus on if you want longer-lasting wealth.

This is not a "how to make quick cash" strategy. But this can be the "how to make huge amounts of money with very little effort" strategy.

I want to note that it's not "right" or "wrong" to go for the fast cash trends vs. the slower cash, wealth-building trends and niches. What matters is your business strategy and how you plan to work these niches. In fact, you could actually be working to dominate your niche with both fast trend, fast cash and evergreen trend, longer lasting cash.

Your overall niche should be evergreen—you want to build a real presence in it over time. So the marketing and product creation and promotion you do otherwise can be a mixture of trendy and longer-lasting.

Consider these mid to long term strategies to be an investment. If you build a site or create a product related to these strategies, you should expect it to be a slow and steady wins the race kind of thing.

You have to think about this like a smart marketer. You can literally set yourself up for making hundreds of thousands of dollars in the future with these strategies.

Sometimes, that means playing the long game. In addition to choosing to focus on topics your audience will always be interested in, you can use these strategies to predict what they'll be interested in *years* from now. This is how you can see massive paydays and truly become a niche marketing winner.

Let's start off with an example of what *could* have been if you'd know about this strategy years ago.

One of the first DSLR cameras was called the Nikon D1, and it was released in 1999. But, if you trace it back, you'll see that the technology for that was researched by Nikon as far

back as 1996. You can trace it back even further— there were prototypes of digital cameras as far back as 1975.

The DSLRCameras.com domain was registered in 2004.

Aren't you kicking yourself for not having registered that domain in 2003?

How much do you think you could have made just by selling the domain itself in 2008 or 2009? That's not even considering if you had created content and monetizing the site.

I know I'm talking about "prehistoric times" in Internet history when I talk about 1999. But, use it as a learning example.

There are opportunities like that right now.

There will be similar opportunities in the future.

You should position yourself now.

There are hundreds of technologies being researched and thousands of possible applications for these technologies.

Consider the fields of genetics, nanotechnology, neuroscience, quantum computing, etc.

These are all going to be huge, huge, huge. There are so many marketing opportunities here. Many people are going to get rich from these things. It may as well be you, right?

The tools & tactics

It's fairly easy to figure out what's being worked on and what might be hot in the future. The thing is that most web marketers don't even consider the future.

They just think about what's hot right now, if they think about anything at all. Most of them miss the boat and concentrate on things that used to be hot but aren't anymore... then they wonder why they aren't making more money. Well, you're going to be the one who thinks of it. You're going to be the one who positions yourself in exactly the right way.

Truth be told, most of the tactics explained in the previous section can be applied to long-term niches again. If you're reading a magazine in the Video Games niche, you can read about a new console Sony will release next year (what I consider a mid-term strategy) or about a future generation of holographic, immersive 3D gaming consoles.

If you believe this will come to fruition and become a reality in, say, 5 years, you can register the domain "HolographicGames.com" and just keep it in your portfolio.

You don't even need to add content yet, just wait until some newsworthy content starts appearing.

I walk the talk in this case, I have more than 15 domains registered for a specific technology that I think will revolutionize computing and digital technologies in less than 5 years now.

Nope, I won't tell you which technology it is, but you will hear from me when I list the domains for sale in Flippa for 5 figures in a few years time 😊

So, besides the techniques mentioned in the previous section, what specific tactics can be applied to uncover long-term niches?

Google

Yes, once again our friend Google. You can simply use the search engine to do this—nothing complicated... just Google.

Google things like “technologies that will shape the future” or “technologies that will change the world” or “new technologies for 2020” (or any other year), or “emerging technologies.”

If you know your niche, you can add the keyword there, or replace "technologies" with it, like "medical advances that will change the world", "new housing technologies for 2020" etc.

Do some brainstorming and some digging in Google and see what you can find. Magazines and news sites are writing up these future technologies all the time. They have their finger on the pulse of what's to come— and now you can, too.

Try to think outside the box. You've got your trend marketing for now, your trend marketing for what's-soon-to-come, your typical evergreen trend marketing, and your trend marketing for the distant-and-very-profitable-future.

Looks like you're setting yourself up for real success.

The Gartner Hype Cycle

The Gartner Hype Cycle is a really interesting and useful tool for your niche research as it relates to predicting trends.

Gartner is a company that claims they are able to figure out what's just hype and what's going to be commercially viable. Pretty interesting, right?

They create a graph that visually shows how they expect emerging technologies to mature.

The Hype Cycle features five phases of the lifecycle of a piece of technology:

1- Technology trigger- Proof of concept and early media stories. At this point, no usable product exists.

2- Peak of inflated expectations- Early success stories as well as failures.

3- Trough of disillusionment- Interest wanes

4- Slope of enlightenment- The technology becomes more understood. Second and third generation technologies are developed.

5- Plateau of productivity- Mainstream adoption takes off.

Companies use Hype Cycles as a way of figuring out which technology has promise. This is important because it helps companies determine if they want to invest in that technology or not. They recommend an early move, or a moderate approach, or waiting for further maturation.

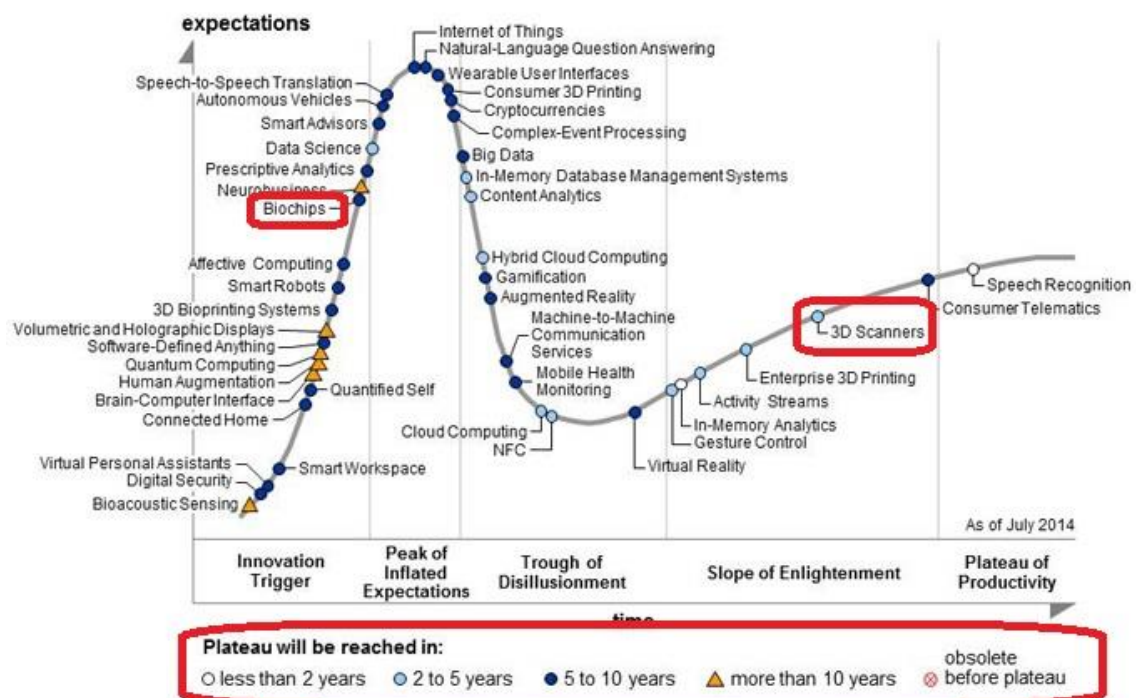
Here is Gartner's page about their hype cycle:

<http://www.gartner.com/technology/research/methodologies/hype-cycle.jsp>

Here is one of their press releases, explaining what they do:

<http://www.gartner.com/newsroom/id/2819918>

On this page, they show an interesting graph, complete with where they feel certain technologies are within the cycle:



At the innovation stage, for instance, are things like brain-computer interface, volumetric and holographic displays, 3D bioprinting systems, biochips, human augmentation, and virtual personal assistants.

But you can also see how 3D scanners are reaching the plateau, and Gartner estimates they will be there in 2 to 5 years.

Wouldn't it be the time to register a domain for 3D scanners and start writing some articles? (feel free to do it!)

Learn even more about the Gartner Hype Cycle, here:

http://en.wikipedia.org/wiki/Hype_cycle

If you're interested, there are some Hype Cycle charts available for free— search Google images for examples. Others are paid.

Then, check the technologies Gartner thinks will reach the plateau of productivity in 3 to 10 years, and consider them as possible niches.

Wikipedia

Wikipedia also has a list of emerging technologies, which you can find here:

http://en.wikipedia.org/wiki/List_of_emerging_technologies

So, what if you're not interested in emerging technologies?

This is just an example of what's out there. This is an example of the way you might start thinking about emerging trends in your niche. Think in the long term and use the information you have at your disposal to predict future trends.

Subscribe To And Search Technology Publications

Many of the best tech magazines catch wind of emerging technologies far before mainstream media. If you want to be at the cusp of everything that's happening, then it makes sense to keep your eye on tech publications— both from their online site and their printed publications.

Wired.com is a very popular one, for example.

You can find many more that are similar at:

<http://www.similarsites.com/site/wired.com>

You can also browse through science related sites like:

<http://www.similarsites.com/site/sciencemag.org>

Advances In Medicine

Some of the most exciting advances in technology are occurring in the field of medicine. It can be beneficial for you to stay on top of the latest advancements and news.

You can conduct google searches such as “new therapies for _____” and “advances in therapies for _____.”

Consider the niche or ailment you’re interested in. You’re sure to find a wealth of information.

As always, make sure the sites you click on and the information you absorb is coming from a site of authority. This is your business we’re talking about, so it’s important to make sure you have the best possible information at all times.

It can really benefit you to subscribe to medical and scientific publications. You will learn a lot that the general public isn’t aware of. This can give you a huge leg up when it comes to positioning yourself to strike it big on an upcoming niche, product, or technology.

It’s Not Just About Technology

It’s not just about technology... you can do similar searches and think in a similar way for any niche you’re in.

Brainstorm ways you can figure out what’s going to be hot before it’s hot.

Brainstorm ways you can position yourself to cash in, big time.

It's very much worth it.

Why chase after tired old niches that have had every last drop of income drained from them already by other marketers? This is the smarter, better way to do niche marketing.

Consider these emerging trends for whichever niche you're chasing. Use your best judgment to determine what will be profitable, even if it's years down the road. Have a plan for positioning yourself to come out a winner, now and in the future.

Where To Go From Here

At this point, we've talked about everything from choosing a niche to cashing in on current trends to predicting future trends.

I hope you're excited. I hope you feel like a whole new world opened up to you. Sure, maybe you knew Google Trends existed, but have you ever used it in this way before?

You see, everything you need to know about niche and trend marketing has always been there, in front of you. Many of the tools, sites, and ideas have been around for years. But now, you're going to be able to put it all together in a way that will work for you.

Above all, you have to be interested in profits. Will this idea make you money? Will that trend make you money?

Pay attention to what people are talking about and thinking about. Predict what they *will* be thinking about and talking about.

If there's a sufficient interest in that topic, you know for sure *there will be a way* to monetize it.

If you need a more broad instruction on how to select your niche, remember that you can [claim access to our Niche Research Masterclass here](#).

And, if you want us to personally help you 1-on-1, you can [claim a spot in our niche research coaching here](#).

Let's make sure you succeed!

Mikel Perez & Inaki Ramirez

Our other products

[50 High Paying Affiliate programs](#): Go after niches most people don't even know exist with commissions in the range of hundreds or even thousands of dollars per sale.

[Rare Niche Research Tactics](#): Secret niche research tactics no one wanted to tell you about. Discover untapped niches ready for you to own, in a way you had never heard before. 7 different tactics and techniques to brainstorm and find ideas for niches, uncover specific products you can promote, and figure out exactly how to entice people to buy

[No Sweat WP Internal Links](#) Wp plugin: Silo structures are key to modern on-site SEO. No Sweat WP Internal Links lets you create EASY, FAST and EFFICIENT internal linking structures that Google LOVES and will push your sites rankings past your competitors.

[No Sweat Mass Page Creator](#): This plugin allows the user to generate thousands of unique pages or posts in a matter of minutes just based on two elements: a well spun articles, and one or two lists of keywords he wants to target.

[No Sweat Writer's Block Eliminator](#): Sometimes, writing a post, salesletter or a squeeze page, we know the idea, but the

right word doesn't spring to our minds. A particularly insidious example of writer's block that this plugin will avoid