

# **BRAIN TRAINING NICHE REPORT**

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## **BRAIN TRAINING NICHE OVERVIEW**

This time I am introducing you to a hot niche market and 'hack' it wide open so you can make money from it.

This combination of words "brain training" describes a hypothesis that cognitive abilities can be maintained or improved by exercising the brain, in analogy to the way physical fitness is improved by exercising the body.

Although there is strong evidence that aspects of brain structure remain plastic throughout life, and that high levels of mental activity are associated with reduced risks of age-related dementia, scientific support for the concept of "brain training" is limited.

The term is virtually never used in the scientific literature, but is commonly used in the context of self-help books and commercial products.

It first came into play in the 1980s, and appeared in the titles of self-help books in 1989 and 1990.

## INTRODUCTION

The term brain fitness reflects a hypothesis that cognitive abilities can be maintained or improved by exercising the brain, in analogy to the way physical fitness is improved by exercising the body.

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**SOURCE:** [WIKIPEDIA](#)

Hacking this niche is secure in the fact that the public is really passionate to boost their intelligence. In this respect customers are and will spend money.

They are really enthusiastic about it and like new innovative ideas to become sharp and brainy.

## MARKET SIZE & WORTH

- Worth \$5 billion a year and growing
- 50 million members in the Lumosity alone take part in the industry.
- 50 million users are \$15/month or \$80/year for full access to luminous
- Brains games for only Children have recently bursted to \$300 million software market according to Business Insider

## DEMOGRAPHICS:

- Core consumers aged 18-65.
- Total of \$793M in annual spending.
- 0.8M, singles 2.6M, single parents 1.4M, and divorcees 0.1M

Source: [Report Sections For Opportunity Analysis Project](#)

## NICHE DEMAND

Brain Games	📈	301,000
Brain Training	📈	27,100
brain test	📈	18,100
brain exercises	📈	9,900
brain training apps	📈	2,900

The table above shows the monthly searches on Google for this niche.

Combined they add up to a over 361,900 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.

## Common Google Searches

Here's what people are searching on Google for...

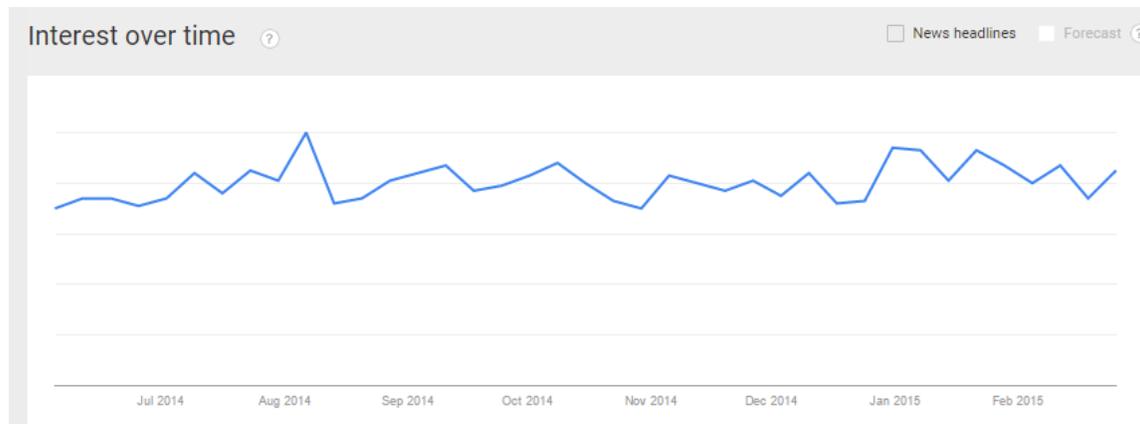
### Searches related to Brain Training

brain training <b>games free online</b>	brain <b>exercises</b>
brain training <b>games</b>	brain training <b>software</b>
brain <b>games</b>	brain training <b>download</b>
brain training <b>exercises</b>	brain training <b>ds</b>

As you can see people are searching for everything from brain training exercises to software in the niche.

This shows just how passionate this audience are about the niche.

## NICHE GROWTH & MONTHLY SEARCHES



Look at the trend in interest in the Brain Training Niche. It is relatively stable and growing gradually.

This niche is big business and timeless. This trend will continue for years to come.

## **SUB-NICHES TO EXPLORE**

- Brain Training Games
- Brain Training Games For Kids
- Brain Exercises Games
- Brain Training PC Games
- Brain Training Apps

### **May also be interested:**

- Self-improvement
- Health & Fitness

## MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
<a href="#">It May Be Possible To Train Your Brain To Eat Healthy Food</a>	56431
<a href="#">7 Exercises That Train Your Brain To Be Positive</a>	55585
<a href="#">Joel Osteen: <u>Train Your Brain</u> To Be A Public-Speaking Rock Star</a>	30789
<a href="#">Train Your Brain To Let Go Of Habits – 10 Methods For Creating New Neural Pathways</a>	26972
<a href="#">Portal 2 Improves Cognitive Skills More Than Lumosity Does; Study Finds</a>	23230

As you can see people excited and motivated to share content such as Brain Exercises and to improve lives by training brains in this niche.

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Kevin Green	@mysodotcom	657,729
iBox	@iboxindonesia	148,633
GuardianTeach	@guardianteach	86135
Doug Bench	@dougbench	24273

These are the 4 most influential people in the market niche on Brain Training.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

## AFFILIATE PRODUCTS:

The types of items you can market to Brain Training Niche is apparent when you look at the offerings online. People are buying ebooks, games/puzzles, software etc.

### Products on Amazon:

Amazon has over 12,400 products listed, ranging from just few dollars to hundreds of dollars.

### Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
<a href="#">Mind Games</a>	Free	2309	4.2
<a href="#">399 Games, Puzzles &amp; Trivia Challenges Specially Designed to Keep Your Brain Young.</a>	\$10.64	138	4.6
<a href="#">Brain Training: Limitless Brain Training Strategies For Concentration, Mental Clarity, Memory Improvement, Neuroplasticity</a>	\$2.99	21	4.2
<a href="#">The SharpBrains Guide to Brain Fitness: How to Optimize Brain Health and Performance at Any Age</a>	\$12.42	76	4.3

There will always be newer and better products which means buying the latest and greatest gadgets, books, apps, and systems that will generate sales as well as repeat sales for you.

### **Clickbank:**

Incorporate these items from Clickbank to maximize profits...

<b>Product</b>	<b>Price</b>	<b>Commission</b>	<b>Gravity</b>
<a href="#">Forex Brain Trainer - Forex Psychology And Mind Training Tool</a>	\$21.14	50.00%	0.65
<a href="#">Zox Pro Training - Genius Brain Power - Learn Anything Fast At Zoxpro</a>	\$90.59	50.00%	9.62
<a href="#">Natural Insomnia Program - Blue Heron Health News</a>	\$26.47	60.00%	0.20

Most Clickbank products offer 50-75% commission meaning generous payouts.

## Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
<a href="#">The Brain Lady</a>	25.00%	Unknown
<a href="#">Hiipro</a>	50.00%	Unknown
<a href="#">My Brain Trainer</a>	20.00%	Unknown

## **BLOGS, FORUMS AND SOCIAL MEDIA:**

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows almost 32,100,000 pages and posts indexed about Brain Training, so there's no shortage of content ideas and bloggers to network with.

### **Top Brain Training Blogs:**

<b>Blog</b>	<b>Social Media</b>	<b>Email List</b>
<a href="#">Lumosity.com</a>	Yes	Yes
<a href="#">Brain Metrix</a>	Yes	No
<a href="#">Fit Brains</a>	Yes	Yes
<a href="#">nuronation</a>	No	Yes
<a href="#">mindgames</a>	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

## Brain Training Forums

Forum	Members	Posts
<a href="#">Dual N-Back, Brain Training &amp; Intelligence - Google Groups</a>	2573	2631
<a href="#">Brain Games Forums</a>	61460	10532
<a href="#">View forum - Brain Training &amp; Thinking Skills   KiasuParents</a>	121269	48315
<a href="#">Brain training - Memory Forum   Mnemotechnics</a>	7773	7634

These are some of the top forums catering to Brain Training

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your audience and traffic to your site can start pouring in.

## Social Media

Facebook has tens of 1000's of people interested in Brain Training. It's a great place to network, advertise, get traffic, meet others in the niche and more.

### Facebook Most Popular Pages

Page	# of Likes
<a href="#">Emotional Brain Training</a>	5000
<a href="#">Brain Training 101</a>	4125
<a href="#">Brain Training Centres</a>	1140

### Facebook Most Popular Groups

Group	Members
<a href="#">Train Your Brain Users</a>	3085
<a href="#">Train With Brain</a>	7377

## Most Popular Youtube Channels

Channel	Video #	Subscribers
<a href="#">Cognifit</a>	49	173
<a href="#">Dynamic Mental Fitness</a>	35	5659
<a href="#">Whole Brain Planet</a>	322	722
<a href="#">LearningRx Brain Training</a>	35	3813

## Popular Reddit Groups

Group	Members
<a href="#">Brain Training</a>	2600
<a href="#">GetSmarter</a>	3049
<a href="#">Nootropics</a>	49953
<a href="#">Neuro</a>	25976

## Scoop It Groups

Group	Views
<a href="#">Cognitive Fitness and Brain Health</a>	1.4K
<a href="#">Brain Training</a>	110

## Pinterest Pinner

Pinner	Followers
<a href="#">Cognifit Brain Training</a>	551
<a href="#">Super Body Super Brain</a>	1757
<a href="#">Shanon Bryant's Brain Train</a>	431

## WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
<a href="http://stutteringbrain.com">stutteringbrain.com</a>	\$850
<a href="http://TechBrains.org">TechBrains.org</a>	\$3,050
<a href="http://FunBrainPlay.com">FunBrainPlay.com</a>	\$10,250

## WHY ARE PEOPLE IN THIS NICHE

- Brain Training Stimulate your brain to preserve your cognitive skills
- It teaches your brain to concentrate
- It makes your brain faster to think and take decisions
- Sharpen processing accuracy
- Improve fast-recognition abilities
- Brighten spirits
- Improve depression and mental illness

## WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

Company	Selling
<a href="#">Lumosity</a>	Brain Games
<a href="#">BrainFacts</a>	Information

## **BLOG TOPIC IDEAS**

These are some proven blog topic ideas that would work well in this niche:

1. Think You're Cut Out For Doing Brain Training? Take This Quiz
2. 14 Common Misconceptions About Brain Training
3. 10 Signs You Should Invest In Brain Training
4. 10 Quick Tips About Brain Training
5. Tools Everyone In The Brain Training Industry Should Be Using
6. How To Solve The Biggest Problems With Brain Training
7. Why We Love Brain Training (And You Should, Too!)
8. The History Of Brain Training
9. 5 Tools Everyone In The Brain Training Industry Should Be Using

## REASONS TO GET INVOLVED IN THE NICHE

- Brain Training is an emerging market that's only just starting to come mainstream – get in now!
- It's worth \$5 billion a year and growing – that money may as well make your wallet grow whilst their brains grow.
- Over 360,000 people are searching online for information in this niche every month – these people are craving information.
- The social media, blogs and forums are very active meaning an easy to find your target audience.
- The niche is growing steadily with no signs of slowing down meaning it's only going to get more popular.
- There's an endless stream of content ideas out there – just pick topics that have already gone viral and improve on them.
- People are passionate about this topic and ready to improve their brain which means they'll spend money to do it.

## HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on Brain Training.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other Brain Training blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build

your relationship with your audience, drive traffic back to your newest content, and promote to your audience

### **What You'll Need To Get Started:**

- A reliable web-host from the likes of [WP-Engine](#)
- A brandable domain from [NameCheap](#)
- A premium theme from [Studiopress](#)
- Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.