

# MODEL TRAINS NICHE REPORT



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

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# **MODEL TRAINS NICHE REPORT**

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## NICHE OVERVIEW

As always I evaluate a hot niche market and 'hack' it wide open so you can make money from it.

This niche has to do with Model Trains and this report provides an overview of putting the foot in the door to hack it and start making money from it.

Model Railroading has existed as a hobby for over a century. It combines Radio-Controlled technology with novelty railway cars to form a dynamic hobby.

## INTRODUCTION

Model Trains or Railway modelling (UK, Australia and Ireland) or model railroading (US and Canada) is a hobby in which rail transport systems are modelled at a reduced scale. The scale models include locomotives, rolling stock, streetcars, tracks, signalling, and roads, buildings, vehicles, model figures, lights, and features such as streams, hills, and canyons.

The earliest model railways were the 'carpet railways' in the 1840s. Electric trains appeared around the start of the 20th century, Model trains today are more realistic.

Today modelers create model railroad layouts, often recreating real locations and periods throughout history. Involvement ranges from possession of a train set to spending hours and large sums of money on a large and exacting model of a railroad and the scenery through which it passes, called a "layout". Layouts vary from a circle or oval of track to realistic reproductions of real places modeled to scale. Probably the largest model landscape in the UK is in the Pendon Museum in Oxfordshire, UK

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

## MARKET SIZE & WORTH

- The global model train industry generates about \$2bn (£1.1bn), in sales a year.
- Approx 17.63 million British pounds worth of electric model trains and toys were sold by only UK manufacturers.
- North American railroads have annual carrier operating revenue of \$250 millions.

### More detailed Information:

Interest in model railways is increasing and the sector is among the world's most exacting due to the precision necessary for the manufacture of its components and the pace at which it introduces new products.

The world's biggest maker of model trains is 145-year-old Märklin, which makes most of its products near Stuttgart. Over the years, enthusiasts have formed organizations, museums, and exhibits to help support the hobby of model railroading. This has kept the hobby alive, while also keeping the model railroading market rejuvenated for future generations.

([Source](#))

## DEMOGRAPHICS:

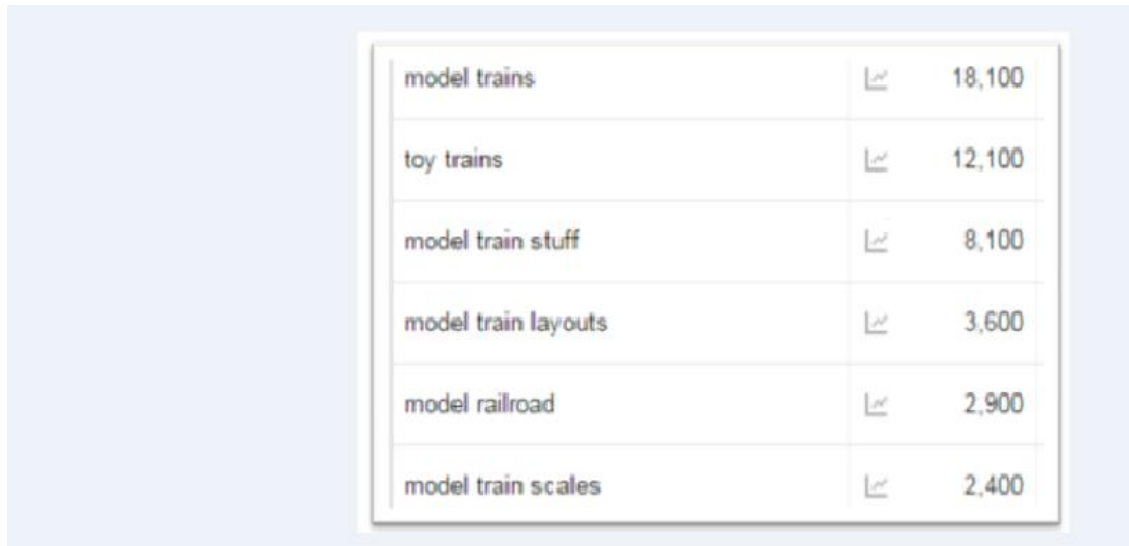
- Predominantly Males
- Core consumers average age 56
- Average HHI 104,000
- 78% attended college or better
- Invest \$1500 per year in hobby

### **More information:**

These middle-aged, male subscribers are well educated and earn above average incomes (\$73K). They have a love for all things nostalgic. Their other interests include automobiles, antiques, coins, stamps, toys, and other types of collectibles.

Source: [ALC Data](#)

## NICHE DEMAND



model trains	18,100
toy trains	12,100
model train stuff	8,100
model train layouts	3,600
model railroad	2,900
model train scales	2,400

The table above shows the monthly searches on Google for this niche. Combined they add up to over 50,000 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

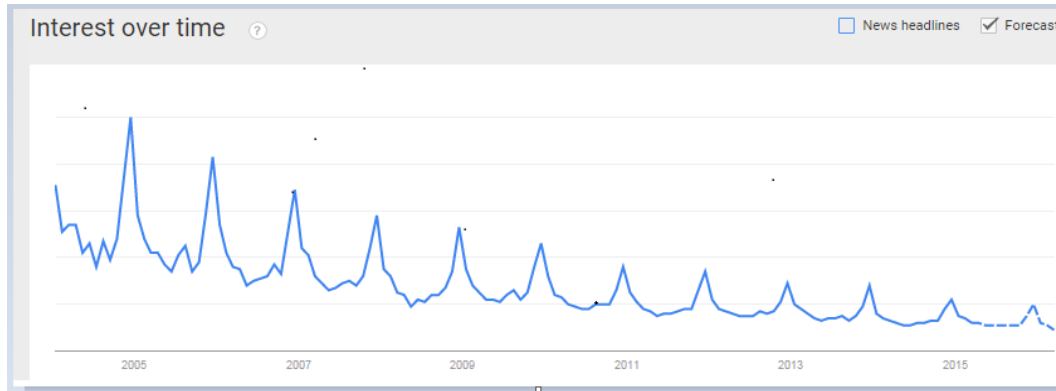
Here's what people are searching on Google for...

### Searches related to model trains

model trains **layouts** **bachmann** model trains  
model trains **stores** model trains **wiki**  
**n scale** model trains **lionel** trains  
model **train scales** **g scale** model trains

As you can see people are searching for everything from model train layouts to scales in the niche. This shows just how passionate these audiences are about the niche.

## NICHE GROWTH & MONTHLY SEARCHES



Look at the trend in interest in the model trains niche. It is declining but the interest is still there and this just means that all of the marketing research has been done for you so you can dominate and market in this profitable niche.

## SUB-NICHES TO EXPLORE

- Model Train Accessories
- Model Train Scales
- Model Train Layouts
- Toy Train Sets
- Hobby Train Figures
- Hobby Train Sets

### May also be Interested:

- Model Planes
- Model Boats
- Craft Work

## MOST POPULAR CONTENT

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

Most Popular Content	Shares
<a href="#">Model Trains by ExactRail</a>	4563
<a href="#">Neil Young &amp; family discuss model trains &amp; his son's cerebral palsy on Nickelodeon, 1994</a>	2209
<a href="#">Model Trains Going Around a Rail Spiral in an Endless and Mesmerizing Loop</a>	1406
<a href="#">The Snow Diorama   Model Railroad Hobbyist magazine   Having fun with model trains   Instant access to model railway resources without barriers</a>	1112
<a href="#">CHOO CHOO! Magic of Model Trains opens at McWane Science Center this weekend</a>	821

As you can see people are excited and motivated to share content such as different scales and modeling in this niche. Most of the people involved are hobbyist and social media is vital part of their lives.

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
<a href="#">Thor</a>	@SydneyAffairs	2761
<a href="#">PopularMechanics</a>	@popmech	134k
<a href="#">Chris Black</a>	@donetodeath	7467
<a href="#">TRX</a>	@trxtraining	117k
<a href="#">Dangerous Minds</a>	@DangerMindsBlog	45.1k

### Example:

These are the **5** most influential people in the market niche on model trains. Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

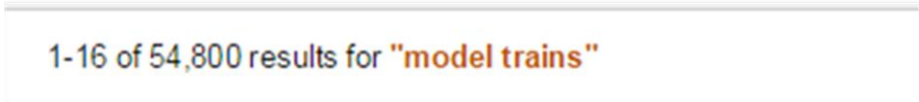
These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

## AFFILIATE PRODUCTS:

The types of items you can market to model trains are quite apparent when you look at the offerings online. People are buying books, models, toys etc.

### Products on Amazon:

Amazon has over **more than 50,000** products listed, ranging from just few dollars to hundreds of dollars.

A screenshot of an Amazon search results page. The text "1-16 of 54,800 results for 'model trains'" is displayed in a light blue box. The word "model" is in blue, "trains" is in orange, and the entire phrase is enclosed in quotation marks.

1-16 of 54,800 results for "model trains"

## Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
<a href="#"><u>The Wonderful World of Model Trains: A Beginner's Guide to Building Your Own Model Railways</u></a>	\$9.97	24	3.5
<a href="#"><u>Lionel Polar Express Train Set - G-Gauge</u></a>	\$124.05	885	3.8
<a href="#"><u>Fascinations Metal Earth 3D Laser Cut Model - Steam Locomotive</u></a>	\$9.99	16	3.4
<a href="#"><u>Bachmann Trains Thoroughbred Ready-to-Run HO Scale Train Set</u></a>	\$61.99	149	4.0
<a href="#"><u>Revell Big Boy Locomotive</u></a>	\$23.55	4.0	49
<a href="#"><u>Bachmann Trains Santa Fe Flyer Ready-to-Run HO Scale Train Set</u></a>	\$80.00	3.8	94
<a href="#"><u>Lionel Pennsylvania Flyer O-Gauge Remote Train Set</u></a>	\$211.99	3.9	167

There will always be newer and better products which mean buying the latest books, apps, and scales will generate sales as well as repeat sales for you.

## Clickbank:

Incorporate these items from Clickbank to maximize profits...

Product	Price	Commission	Gravity
<a href="#">Model Train Scenery Ideas &amp; Model Train Club For Model Railroaders</a>	\$472.60	60.00%	0.85
<a href="#">Model Trains For Beginners &amp; Insiders Club</a>	\$173.71	70.00%	16.13
<a href="#">Model Train Layout Ideas, Tips &amp; Answers</a>	\$98.96	60.00%	0.88

Most Clickbank products offer 60-70% commission meaning generous payouts.

## Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
<a href="#">Model Trains For Beginners</a>	70.00%	Unknown
<a href="#">Model Railway Scenery</a>	30.00%	Unknown

## CPA & Other Offers

Offer	Commissi on or Payout	Cookie	Type	Network
<a href="#">DccModelTrains Ebook</a>	60%	N/A	Revshare	ClickBank
<a href="#">HO Scale and oo Gauge Model Trains &amp; Railroads Ebook</a>	60%	N/A	Revshare	ClickBank
<a href="#">Model Buildings For Model Railroads and Trains</a>	60%	N/A	Revshare	ClickBank
<a href="#">The Complete Beginners Guide to Model Trains</a>	50%	N/A	Revshare	ClickBank
<a href="#">Model Trains For Beginners and Insiders</a>	70%	N/A	Revshare	ClickBank



## 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 6 million pages and posts indexed about model trains so there's no shortage of content ideas and bloggers to network with.

### Top Model Trains Blogs

#### Top NICHE Blogs:

Blog	Social Media	Email List
<a href="#">ModelTrainHelpBlog</a>	No	Yes
<a href="#">ModelRailroadHobbyistMagazine</a>	Yes	Yes
<a href="#">TY'sModelRailRoad</a>	Yes	Yes
<a href="#">TheModelTrainBlog</a>	No	No

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

## Model Trains Forums

Forum	Members	Posts
<a href="#">ModelTrainForum</a>	14449	307368
<a href="#">RailroadLineForum</a>	7214	438682
<a href="#">ModelrailroadForum s</a>	1524	122010
<a href="#">Railroad.net- Toytrains,ModelRail roading</a>	8329	1192530
<a href="#">ModelRailForum</a>	13165	350662

These are some of the top forums catering to Model Trains. 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 Model Trains. 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="#">ModelTrains</a>	49278
<a href="#">Spring CreekModelTrains</a>	1072
<a href="#">ModelTrainsandRailroad Ideas</a>	15585
<a href="#">Model Train Books</a>	25073

## Facebook Most Popular Groups

Group	Members
<a href="#">N Scale Model Trains</a>	3896
<a href="#">HO Model Railroader and Trains</a>	4030
<a href="#">G Scale Model Trains</a>	994

## Most Popular Youtube Channels

Channel Name	Video #	No. Of Subscribers
<a href="#">Intercity82</a>	358	28640
<a href="#">Moe Aetctbo</a>	64	34609
<a href="#">Hornby Model Railways</a>	58	7099
<a href="#">ReynauldsEuroImports</a>	159	2357
<a href="#">ModelrailroaderMag</a>	116	12315
<a href="#">MrConductorFan1406</a>	196	2123
<a href="#">UnionPacific7004</a>	125	1477
<a href="#">ModelRailroad Hobbyist Magazine</a>	232	8686

## Popular Reddit Groups

Group	Members
<a href="#">Model Trains</a>	3618
<a href="#">N Scale Model Trains</a>	83
<a href="#">Rail Roding</a>	393

## Scoop It Groups

Group	Views
<a href="#">Model Trains</a>	45
<a href="#">Model Trains, Model Train Scenery, Model Train Figures</a>	9

## Pinterest Pinners

Pinner	Followers
<a href="#">Model Trains Electric Trains Set</a>	354
<a href="#">Model Trains</a>	225
<a href="#">O Scale Model Trains</a>	179

## Magazines

When there are magazines on the subject this is a great sign of a profitable market passionate people.

Magazine Name	Price
<a href="#">Model Railroader Magazine</a>	\$42.95 (for 12 issues)
<a href="#">Trains Magazine</a>	\$42.95 (for 12 issues)
<a href="#">Classic Trains Magazine</a>	\$24.95 (for 4 issues)

## WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already been sold in the niche shows 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="#">beginnersmodeltrains.com</a>	\$2500
<a href="#">modeltrainhobbyist.com</a>	\$4000
<a href="#">trainsofthoughts.org</a>	\$1300

## WHY ARE PEOPLE IN THIS NICHE

- People enjoy social interaction with other model train lovers.
- It's a great way to meet new and like-minded people.
- It helps develop basic understandings of the geographic features like mountains and plains, forests and rivers, towns and cities.
- It opens a world of new learning opportunities.
- It is very innovative in nature.
- It's an interesting hobby to fill their time.
- Interest in incredible engineering of trains
- The Speed and power of train fascinates people
- It's a great thing to do as a family with your kids
- It's educational in history, basic building and carpentry skills, artistic
- Develops manual skills and logical thinking
- Great way to meet new people at shows and contents.
- It's a great excuse to travel up and down the country to shows
- It makes adults feel like kids again
- Watching the model trains work is a great display
- It develops engineering skills

## 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 4 major advertisers on Google.com:

Company	Selling
<a href="#">Hornby</a>	Hornby Train Sets
<a href="#">Amazon</a>	Model Train accessories
<a href="#">Ehattons</a>	Secondhand Trains
<a href="#">Trainworld</a>	HO Trains



## **MOST COMMON TOPICS AND QUESTIONS**

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

1. New line of Bluetooth controlled wireless trains
2. How to add a smoke generator into the chimney of a log cabin?
3. How to recondition the standard gauge passenger coaches?
4. How to use the commercial backdrops on the layouts?
5. How to install a motor switch?
6. What kind of machine would you put on “y” switch?

## BLOG TOPIC IDEAS

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

- What Will Model Trains Be Like In 100 Years?
- 10 Things Your Competitors Can Teach You About Model Trains
- 10 Signs You Should Invest In Model Trains
- 14 Common Misconceptions About Model Trains
- How To Solve The Biggest Problems With Model Trains
- Model Trains Beginner's Guide
- Model Trains: Train Types Enthusiasts Have to Choose From

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

## REASONS TO GET INVOLVED IN THE NICHE

- Model Trains are existing as a hobby for over a century and are still going to be around for a long time yet.
- It's worth \$2 billion per year which means it is a profitable niche.
- Over 50,000 people are searching online for information in this niche every month which shows people are passionate about this.
- The social media, blogs and forums are very active meaning it's easy to find your target audience.
- There have been many big celebrities who were passionate about this niche naming a few Sir Winston Churchill, Phil Collins, Michael Jordan, Walt Disney, Tom Hanks, Neil Young etc.
- People are passionate about this topic and now want their children to get involved into this.

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

You can have an up-to-date and relevant authority site on Model Trains.

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 model trains 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.

## WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!

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If you have any questions, queries or problems.

Or just want to chat then get in touch below...



- <http://nichehacks.com/contact/>
- <https://www.facebook.com/groups/nichehacksprivate>
- Email: [nichehacks@nichehacks.com](mailto:nichehacks@nichehacks.com)