

NICHE SELECTION HANDBOOK

Step-by-step Guide On Choosing The Perfect Niche



NAIDY PHOON

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Welcome

Hey there, it's Naidy!



I want to thank you from the bottom of my heart for putting your trust in me and picking up this exclusive niche selection guide.

You have made an excellent investment because this could save you thousands of dollars and hours of your precious time.

This guide will kick-start your money making journey because niche selection is one of the most crucial steps in starting an online business.

About Me

As you might already know my name is Naidy Phoon. I'm a full-time Internet marketer from Malaysia.

I make money by selling my own digital products and by selling other people's products as an affiliate.

6 months ago, I dropped out of college.

I knew that getting a job, and building someone else's assets for life is NOT something that I was willing to do.

I struggled for most of those 6 months, and I almost gave up.

I was frustrated that nothing worked for me.

I was losing money day by day until I decided to get a coach. I've learned from some of the best in the industry and have come up with my own money-making system.

Without further ado let's get started!

What Is A Niche

If you've watched the tutorial video and took notes, you probably already know that a niche is a child or subset of a market.

And a sub set of a niche would be a sub-niche

Drilling down further, a sub set of that would be a micro-niche sub set would be micro-micro niche,etc..

Let me give you two examples.

Example 1 :

Market: Health and fitness

Niche : Muscle building

Sub-niche: Muscle building for men

Micro-niche: Muscle building for men over 40

Micro-micro niche : Muscle building for men over 40 who have kids

Example 2 :

Market: Relationships

Niche : Dating

Sub-niche: Dating for men

Micro-niche: Dating for men over 40

Micro-micro niche: Dating for men over 40 who have kids

Importance Of Choosing A Niche

Again, if you've watched the tutorial video, you probably already know why it's important to choose a niche instead of targeting an entire market.

People pay more for specialized attention because we are conditioned to trust **experts or authority figures**. For example, a neurologist who only focuses on one organ of the human body is paid a huge amount of money, whereas a GP who doesn't specialize is paid much less.

Specializing allows you "Talk" to your target audience/ideal customer (which we will go more in depth about) directly.

Your marketing efforts will be tailored towards them.

You know what keeps them up at night, you know what makes them buy, etc..

Remember, by targeting everyone, you end up targeting no one.

Imagine a store selling all kinds of electronic appliances- washing machines, TVs, radios, etc..

What's its **Unique Selling Proposition** ? Price ? Nope. Variety? Nope.

Your local supermarket dominates the market in terms of price and variety. Then they go out of business. I bet you see this all the time.

Specificity allows you to charge a premium because you're seen as an expert/authority figure in your niche.

For instance, if a store sells only TVs, it's viewed as an authority as the owner lives and breathes TVs. So even if the local Walmart may have lower prices, they'll be the one that customers go to because they want specialized attention.

Should You Follow Your Passion?

It's a question that I get asked all the time - money or passion?

Truth is, not all things that people are passionate about are profitable.

Having said that it's much easier to follow through when you're interested in something.

My advice would be to follow the green, then follow the dream.

I recommend choosing a sub-niche in one of the "big three" markets :

Health, wealth and relationships.

These three are what we call "evergreen" niches - because they will always be hot.

People will always want to be fit, rich, and loved.

Because these are the primal needs of humans.

There are also "Special"/Hobby niches :

Golf
Music
Acting
Singing
Stamp collecting
How to write a screenplay

These niches can be extremely profitable, but make sure to do proper niche validation - which I will show you later on.

Having said that, I still recommend the big three, because our long-term business will be predicated on that niche and most marketers exist in this space, so most JV (Joint Venture) opportunities exist in these niches.

This is a great quote by Robert Kiyosaki, he says:

"Your network is your net worth"

JV partners can give you great leverage and you can hit a homerun quite easily.

My Top 3 Rules For Choosing A Niche

Are the prospects in the niche passionate?

I know watch lovers who would work and save for years to buy a 5-figure watch. These are what we call rabid buyers. When we position our offer in front of these passionate buyers, we can make a lot of money.

Are there multiple sales opportunities?

We don't want to enter markets that only allow us to sell once to our customers. These are what we call full-stop markets.

An example of markets with multiple sales opportunities is the skin care market. Someone who is looking for moisturizers to moisturize their skin might be interested in cleansers or toners.

Are there existing products in the niche?

Competition is indicative of demand, there wouldn't be marketers if there weren't money to be made.

To find other products in the niche, key in the search term "your niche product" in Google.

People worry about competition, but the pie always big enough to go around, don't worry about it.

23 Free, Little-Known Sites To Generate Niche Ideas

This is a list of sites that I've discovered throughout my journey that very few people use to generate niche ideas.

I know I promised 11 in the video but I love underpromising and overdelivering :)

Website	Description
<u>http://magazines.com</u>	Website that contains popular websites in various niches
<u>http://en.wikipedia.org/wiki/List_of_most_popular_websites</u>	List of the most popular websites according to Wikipedia
<u>http://Popular.ebay.com</u>	Formerly known as Ebay Pulse- List of Ebay's most popular items.
<u>http://moz.com/top500</u>	Top 500 sites according to Moz
<u>http://amazon.com/</u>	Largest online retailer in the world

<u>http://www.howstuffworks.com/</u>	Explanation of how things are built and natural phenomenon
<u>http://www.43things.com/</u>	Goal setting site
<u>http://www.tubeplus.me/</u>	Free movie site
<u>http://www.findaforum.net</u>	Site that lists forums in various niches
<u>http://www.imdb.com/</u>	One of the largest movie sites
<u>http://reddit.com</u>	Social sharing site, a.k.a. "front page of the Internet"
<u>http://www.trendhunter.com</u>	#1 Trend reporting site
<u>http://pinterest.com</u>	Image oriented social

How To Use The Sites

So how do you actually use these sites to generate niche ideas?

I'm going to use the first site listed above which is magazines.com

At the top of the screen you will see an “All Categories” tab which if you click will present you with a list of different topics.

The screenshot shows the Magazines.com website. At the top, there is a navigation bar with tabs: All Categories, Best Sellers, Women's, Men's, Children's, Teen's, and Gifts. A search bar is also present. The 'All Categories' dropdown menu is open, displaying a list of categories such as Animals & Pets, Newspapers, Antiques & Collectibles, Art & Photography, Journals, Auto & Cycles, Business & Finance, Children, Computers & Electronics, Cooking, Food & Beverage, Crafts, Education, Enrichment, Entertainment & TV, Ethnic, Fashion & Style, Health & Fitness, History, Hobbies, Home & Gardening, Humor, International, Lifestyle, Literary, Local & Regional, Medical, Men's, Music, News & Politics, Parenting, Psychology, Religion, Science & Nature, Sports & Recreation, Teen, and Women's. A red arrow points to the 'All Categories' tab, and another red arrow points to the 'Health & Fitness' category. Below the categories, there is a green button that says 'Click Here and Save!'. To the right of the categories, there is a red banner with a large 'S' and an exclamation mark. Below the banner, there is a 'Special Offers' section with a 'Sports Illustrated' deal. To the right of the special offers, there is a 'Magazines We Love - Favorite Valentines Gifts' section. This section features a 'Choose one' button and a list of magazines: PEOPLE, Us Weekly, Cosmopolitan, Entertainment Weekly, and ESPN The Magazine. Each magazine has a cover image, a title, and a price. A red arrow points to the 'Choose one' button.

All Categories Best Sellers Women's Men's Children's Teen's Gifts Search by Magazine or Keyword

Categories

- Animals & Pets
- Newspapers
- Antiques & Collectibles
- Art & Photography
- Journals
- Auto & Cycles
- Business & Finance
- Children
- Computers & Electronics
- Cooking, Food & Beverage
- Crafts
- Education
- Enrichment
- Entertainment & TV
- Ethnic
- Fashion & Style
- Health & Fitness
- History
- Hobbies
- Home & Gardening
- Humor
- International
- Lifestyle
- Literary
- Local & Regional
- Medical
- Men's
- Music
- News & Politics
- Parenting
- Psychology
- Religion
- Science & Nature
- Sports & Recreation
- Teen
- Women's

Browse All Categories

Click Here and Save! >>

Special Offers

Magazines We Love - Favorite Valentines Gifts

Choose one View All

SPORTS ILLUSTRATED

10 Issues: \$10.00
You Save 80%
★★★★★
Add to Cart >

PEOPLE

12 Issues: \$30.00
You Save 68%
★★★★★

Us Weekly

26 Issues: \$33.54
You Save 78%
★★★★★

Cosmopolitan

12 Issues: \$15.00
You Save 68%
★★★★★

Entertainment Weekly

26 Issues: \$15.00
You Save 94%
★★★★★

ESPN The Magazine

26 Issues: \$29.95
You Save 80%
★★★★★

For example, in the Health&Fitness category, I chose this magazine.


It's titled Men's health with a male model. The apparent sub-niche

would be “muscle building for men”. Easy, right?

All Categories Best Sellers Women's Men's Children's Teen's Gifts Search by Magazine or Keyword

Red Tag Sale: Save an Amazing **70-90%** on over 80 popular magazines! [Shop Now! >>](#)

Home | Magazines | Health & Fitness | Fitness | Men's Health



Men's Health Magazine

Published Seasonally | 10 issues per year

★★★★☆
(32) Reviews | [Write a Review](#)

About Men's Health **Male model**

Men's Health magazine is one of the highest selling men's magazines in America. Dedicated to showing men the practical and positive actions that make their lives better, each issue is packed with in-depth articles on health related topics for men, including exercise regimens and quick healthy food. [More Info](#)

Newsstand: \$49.96 \$9.97 You Save 50%	4 Issues / Seasonally Print Magazine Subscription	Add to Cart >>
\$23.99 Digital Edition	10 Issues / Seasonally Print Magazine Subscription	Add to Cart >>
Newsstand: \$49.96 \$24.94 You Save 50%	10 Issues / Seasonally Print Magazine Subscription	Add to Cart >>
\$43.98 Digital Edition	20 Issues / Seasonally iPad® / iPhone® Digital Subscription Enhanced Digital Content	Add to Cart >>

Share Like 1 Send To A Friend

Download on the App Store

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Muscle building niche

Muscle Building for Men Sub-niche

Some sites will give you the niche directly, such as Udemy.com

Browse Courses Search for Courses

My Courses

Recommended for You

Development >

Business >

Marketing >

Design >

Office Productivity >

IT & Software >

Lifestyle **Market** >

Personal Development >

Photography

Health & Fitness >

Teacher Training >

Music >

Academics >

Language >

Test Prep >

Photography

Digital Photography

Photography Fundamentals

Portraits **Niches**

Landscape

Black & White

Photography Tools

Mobile Photography

Travel Photography

Commercial Photography

Wedding Photography

Wildlife Photography

Video Design

Other

Niche Validation

After going through the sites and generating a ton of niche ideas, it's time to validate them. Meaning we're going to evaluate the niche and find out whether it's profitable.

There are 2 tools that I like to use to do this.

Quantcast and Google Adwords Ads

One way to determine the demand in a particular niche is to look at how many visitors some of the most popular sites in that niche are receiving.

To find these websites simply perform a search and write down the URLs for the top 10 websites for that particular search. Take note whether there are Google Adwords ads. This means there are people spending money in this sub-niche. And people wouldn't be spending money if there wasn't a market.

weight loss for women

Web Shopping Videos Images News More Search tools

About 398,000,000 results (0.48 seconds)

Ads related to **weight loss for women**

Lose Weight Quickly - 12-Hrs Of Non-Stop Fat Burning
www.londonweight.com.my/Stay_Pretty
Register Now & Enjoy For RM28 Only!
Contact Us - Success Stories

Get Serious Results - jennycraig.com
www.jennycraig.com/ 1 (804) 985 1888
Lose 12 Lbs In 12 Weeks With Jenny. Join Today & Get First Month Free.

Women's Health Magazine: Lose Weight & Increase Your Metabolism
www.womenshealthmag.com/weight-loss Women's Health
Our slimming tricks, healthy diet ideas, tasty nutrition plans, and inspiring success stories will help you lose weight fast.

Dr. Oz's 100 Weight Loss Tips | The Dr. Oz Show - DoctorOz.com
www.doctoroz.com/videos/dr-ozs-100-weight-loss-tips Mehmet Oz
Feb 15, 2010 - Aim for 32 1/2 inches or less for women and 35 inches or less for men. ... You don't have to make a three-digit number your weight loss goal.

Jillian Michaels' Top Weight-Loss Tips - Health.com
www.health.com Home > Beauty & Style > Health
Jillian Michaels: Weight-Loss Tips That Work ... exactly a kinder, gentler Jillian, but motherhood has made it easier for her to relate to women's slim-down woes.

Weight Loss Tips | Womens Fitness
www.womensfitness.co.uk Weight Loss
Lowri Turner. All the sit-ups in the world won't get you a flat tummy - you need a healthy eating strategy, too! Try this 5-day diet plan ...

Best Weight Loss Tips for Women & #150: How to ... - Woman's Day
www.womansday.com/health/weight-loss/weight-loss-tips Woman's Day
Diet fads come and go, but sensible slim-down ideas stand the test of time. Follow these—collected from our past 75 years—to drop pounds and keep them off ...

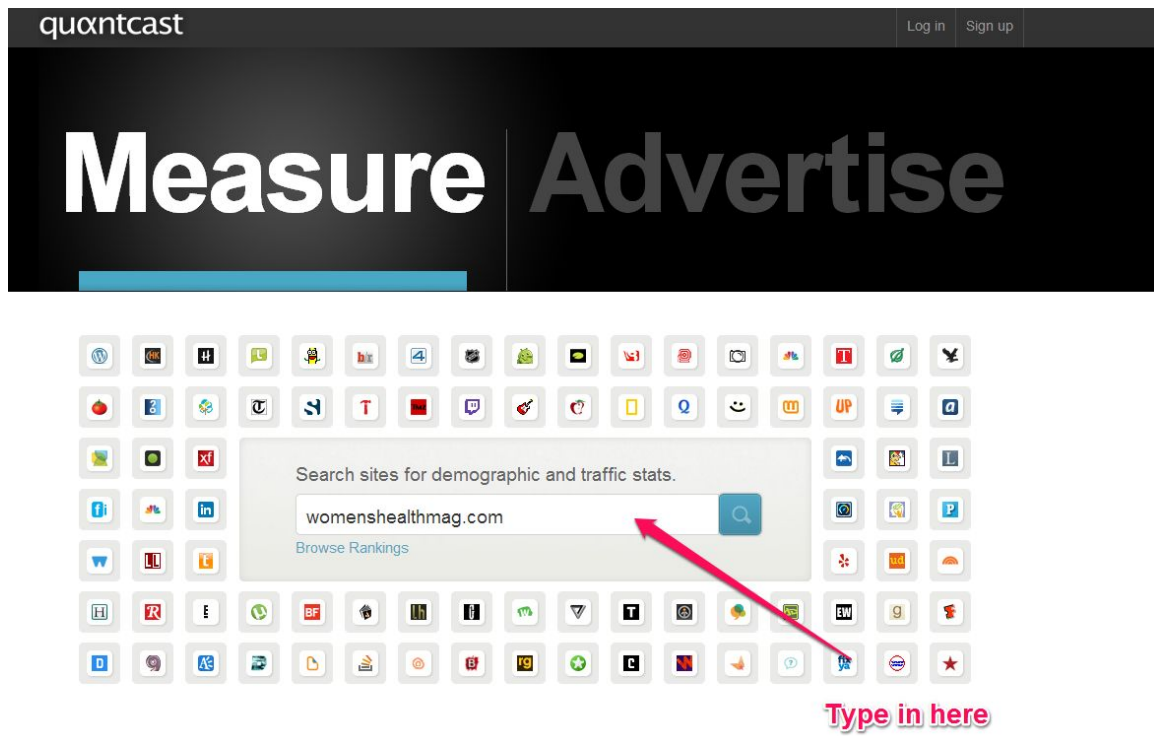
10 Painless Ways to Lose Weight - Women's Health Center - WebMD
women.webmd.com/features/weight-loss-tips
Painless weight loss? If you're desperately trying to squeeze in workouts and avoid your favorite high-calorie treats, it can seem like there's nothing pain-free ...

A Young Woman's Guide to Losing Weight the Safe Way
www.osteopathic.org/safe-weight-loss American Osteopathic As...
If you're old habits of grabbing fast food at lunch, munching on popcorn at the movies, and drinking soda pop daily are starting to pack pounds onto your body, ...

ads

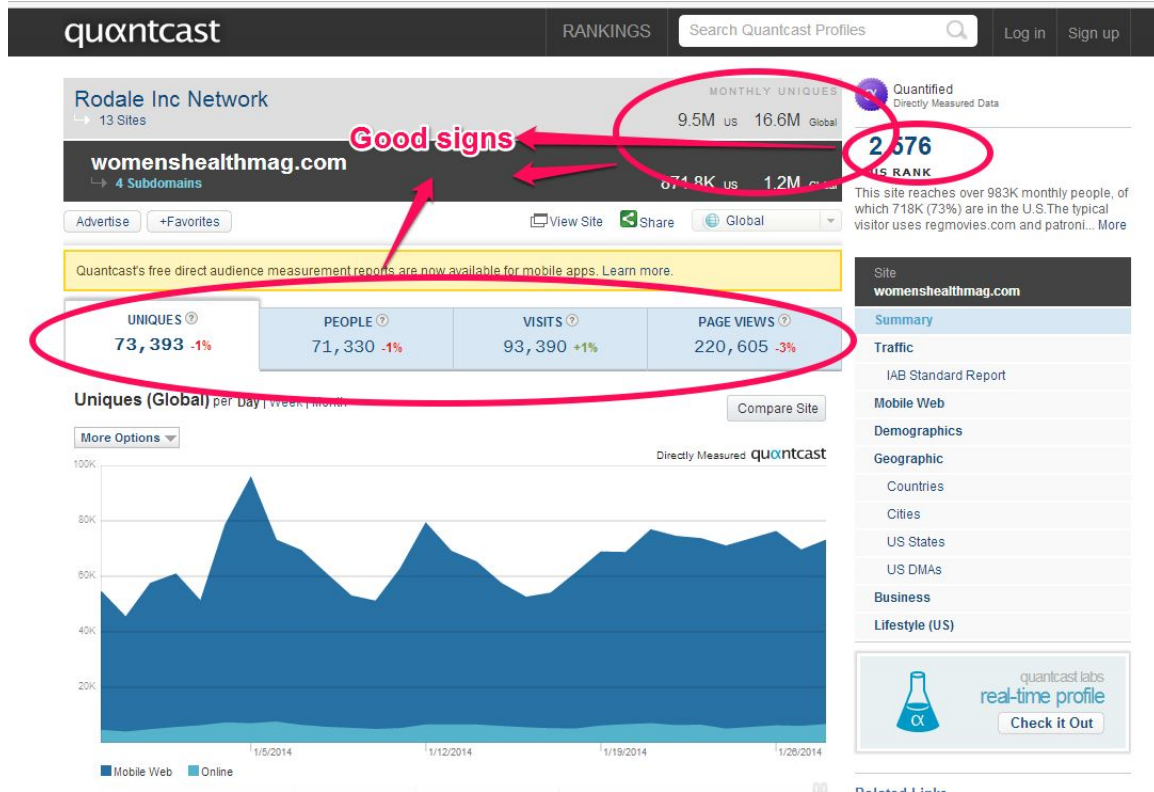
top 10 urls

1.) Then, go to Quantcast.com and enter the URL one by one on the homepage search box.



This will give you detailed information about the number of people that are visiting that particular website. Not only will you be able to see how many people are visiting the website but you will usually get detailed demographic information.

Included are the age, gender and educational background of the visitors to the site. This can be useful information when deciding whether a particular niche will be profitable and how to market to this audience. It's a good sign if there's a high number of monthly visitors to the site.



Keyword Tool - 3000 searches and above

To use the Google keyword planner tool you will need to have first register a Google Adwords account. The account does not have to have any money credited to it. You can even have been banned from Google Adwords and still use the Keyword Planner Tool.

1.) If you haven't done it already, create an account at <https://accounts.google.com/SignUp>

Google Sign in

Create your Google Account

Name

First Last

Choose your username

@gmail.com

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday

Month Day Year

Gender

I am...

Mobile phone

+60

Your current email address

2.) Login to your Adwords account at adwords.google.com

Google Want help creating your first campaign? (number: 1800.814.342) [START NOW](#)

AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Sign in Google

Email

Password

[Sign in](#) ☒ Stay signed in

[Can't access your account?](#)

3.) Select the first option.

Keyword Planner

Plan your next search campaign

What would you like to do?

▶ Search for new keyword and ad group ideas

 **Click this**

▶ Get search volume for a list of keywords or group them into ad groups

▶ Get traffic estimates for a list of keywords

▶ Multiply keyword lists to get new keyword ideas

Keyword Planner Tips

[Building a Display campaign? Try Display Planner](#)

[How to use Keyword Planner](#)

[Learn how Keyword Planner is different from Keyword Tool](#)

4) Search your key term in the search box. For example, if your sub-niche is “weight loss for women” type that into the search box.

5.) You can also see how many people each month are searching for a particular search terms. This will give you an idea of the relative popularity of a particular keyword term. If you see numbers above 1000, that’s a good sign.

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
weight loss for women	 2,900	High	RM9.13	0%	

Final Words

Congratulations! You've gone through the entire guide and should have already generated a ton of niche ideas!

You've taken a big step to success and should be very proud of yourself.

It's okay if you haven't chosen your niche yet, but it's important to go through the guide and understand the process so that you get a clearer view of the whole picture.

Talk Soon,
Naidy.

