

# CARD TICKS

## NICHE REPORT



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

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# **CARD TRICKS**

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## REPORT OVERVIEW

In this report we're going to evaluate the CARD TRICKS niche, a relatively evergreen niche that's ready to be tapped into.

We'll cover why it's profitable, how much money is being spent in the market and who by so you know who your target audience is.

The best selling physical and digital products will be revealed so you know what to sell.

As well as looking at the most popular content in the niche, who the most influential people are alongside an examination of what the most popular blogs, forums and social media hubs are for advertising and traffic purposes.

The common problems that people in the CARD TRICKS niche are revealed as well as blog content ideas, domain name suggestions, keywords, who's advertising and more.

Lastly we'll look at why YOU should get involved in the CARD TRICKS niche and what you can do to dominate it.

All of the reports that we create are thoroughly researched and designed to give you a head start in making a profit from the niche.

We try and choose niches that have a wide range of different business models available but the vast majority would make perfect blog / authority sites monetized by affiliate marketing.

## INTRODUCTION

Card manipulation is the branch of magical illusion that deals with creating effects using sleight of hand techniques involving playing cards.

Card manipulation is often used in magical performances, especially in close-up, parlor, and street magic. Some of the most recognized names in this field include Dai Vernon, Ed Marlo, S.W. Erdnase and Alex Elmsley. Before becoming world famous for his escapes, Houdini billed himself as "The King of Cards".

Playing cards became popular with magicians in the last century or so as they were props which were inexpensive, versatile, and easily available. Although magicians have created and presented myriad of illusions with cards (sometimes referred to as tricks), most of these illusions are generally considered to be built upon perhaps one hundred or so basic principles and techniques.

Presentation and context (including patter, the conjurer's misleading account of what he is doing) account for many of the variations.

Card magic, in one form or another, likely dates from the time playing cards became commonly known, towards the second half of the fourteenth century, but its history in this period is largely undocumented.

Compared to sleight of hand magic in general and to cups and balls, it is a relatively new form of magic. However, due to its versatility as a prop it has become very popular amongst modern magicians.

Martin Gardner called S.W. Erdnase's 1902 treatise on card

manipulation Artifice, Ruse and Subterfuge at the Card Table: A Treatise on the Science and Art of Manipulating Cards "the most famous, the most carefully studied book ever published on the art of manipulating cards at gaming tables."

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

## MARKET SIZE & WORTH

- Just in North America alone, sales are estimated to be in the neighborhood of \$800 million for 2008; sales that are fueled by four different animated television shows based on TCG brands.
- According to a recent Denver Post article titled Magic's Reappearing Act Brings Illusion Back to Stage and Screen, the magic industry is booming. The Magic Castle, a famous clubhouse for the Academy of Magical Arts, currently has an all-time high of 5,500 members. The castle's general manager notes a revenue increase of \$8.7 million in 2012 to \$14.8 million in 2014, according to the article. Magic is as "in" as ever. 1907864 people in the US alone take part in the industry.
- Number of tickets sold in 2010 alone at Magic Kingdom is 17million.

### **More detailed information:**

A more detailed breakdown of what you've written about above with links to sources as follows ([Source](#))

## DEMOGRAPHICS:

- The Magic Castle, a famous clubhouse for the Academy of Magical Arts, currently has an all-time high of 5,500 members.
- Core consumers aged 10-50.
- A slow day at Magic Kingdom is 20,000 to 25,000, In the summer or other school break it can be 60 to 75,000 per day
- 18.59m attended Magic Kingdom in 2013

Source: ([Statista](#))

## NICHE DEMAND

Keyword	Avg Monthly Searches
<a href="#">Card tricks for kids</a>	5,400
<a href="#">How to do Card tricks</a>	4,400
<a href="#">Easy Card tricks</a>	14,800
<a href="#">Card tricks revealed</a>	3,600
<a href="#">Cool Card tricks</a>	8,100

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

Combined they add up to an over **36,300** 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 Searches

### Google.com

[Card Tricks](#)

[Card Tricks Easy](#)

[Card Tricks Youtube](#)

[Card Tricks for kids](#)

[Card Tricks for beginners](#)

## Amazon.com

[Card Tricks](#)

[Card Trick Book](#)

[Card Tricks for kids](#)

[Magic Card Tricks](#)

[Card Trick Dvd](#)

## Yahoo.com

[Card Tricks for beginners](#)

[Cool Card Tricks](#)

[Card Tricks revealed](#)

[Easy Card Tricks](#)

[Magic Card Tricks](#)

## Bing

[Card Tricks](#)

[Card Tricks for beginners](#)

[Card Tricks with regular deck](#)

[Card Tricks revealed](#)

[Card Tricks for kids](#)

## Youtube

[Card Tricks](#)

[Card Tricks revealed](#)

[Card Tricks for beginners](#)

[Card Tricks for beginners step by step](#)

[Card Tricks for experts](#)

**Answer.com**

[Card manipulation](#)

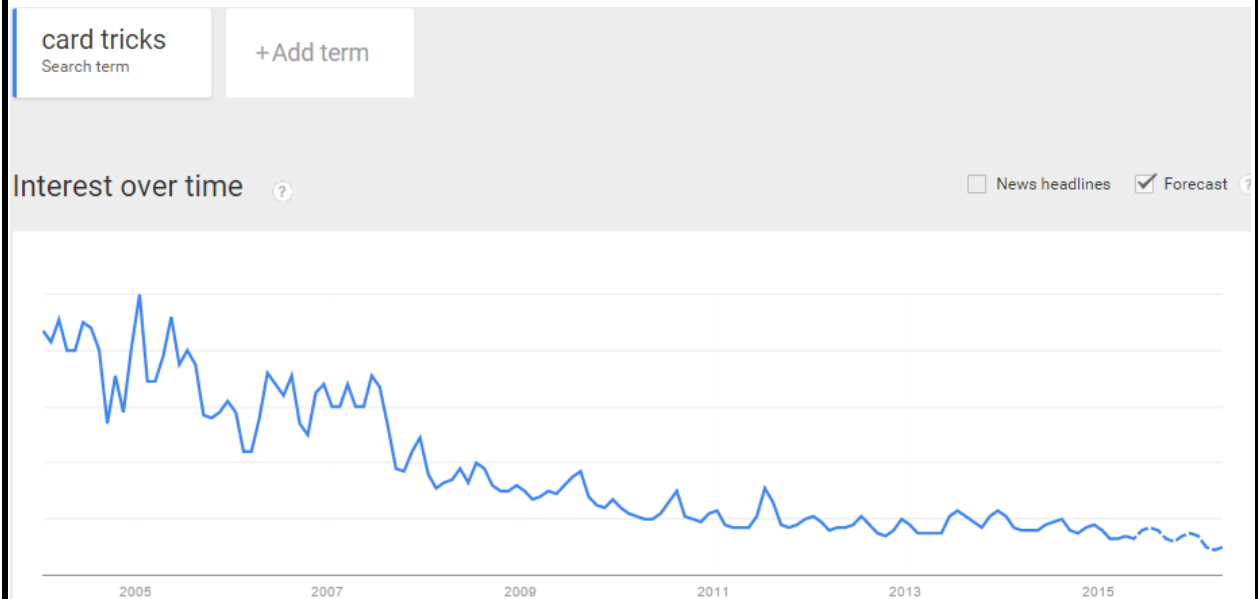
**Wikipedia.com**

[Card Tricks](#)

As you can see people are searching for everything from Card Tricks for beginners step by step 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 Card Tricks NICHE. Although the internet seems to have been declining over the past few years, the niche is evergreen and there's plenty of market research for you to take advantage of as this will make it easier for you to dominate this market.

This niche is stable and is potentially big business and evergreen. This trend will continue for years to come.

## SUB-NICHES TO EXPLORE

- Card Manipulation
- Card Games
- Magic Coins
- Math Magic Card Tricks

### **You may also be interested in:**

- Card tricks for kids
- Magic Tricks
- Magic Tricks Tutorials

## MOST POPULAR CONTENT

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

Most Popular Content	Shares
<a href="#"><u>Card Tricks with Willie</u></a>	16.1k
<a href="#"><u>WATCH: David Blane wows 'UKG' with card tricks</u></a>	14.8k
<a href="#"><u>This Card Trick Block Is Like An Optical Illusion! Learn To Make It Here.</u></a>	12.7k
<a href="#"><u>"THAT'S AMAZING" Original Card Trick</u></a>	10.7k
<a href="#"><u>TRIPLE PLAY Card Trick Revealed (AWESOME)</u></a>	9.6k

As you can see people excited and motivated to share content such as Card Tricks and Optical Illusion in this niche.

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
<a href="#">Shane Dawson</a>	@shanedawson	2.5M
<a href="#">Jonathan Wilkes</a>	@Jonny_Wilkes	96.7k
<a href="#">Ruhani Rabin</a>	@ruhanirabin	240k
<a href="#">J Kennedy</a>	@Freedom4unow	62.1k

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

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:

In this niche people are buying Card Trick Books and Card Trick Dvds.

### Products on Amazon:

Amazon has over 22,097 products listed, ranging from just 2\$ to 600\$ dollars.

1-24 of 201 results for Everything Else Store : "card tricks"

17-32 of 22,097 results for "card tricks"

### Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
<a href="#">Joshua Jay's Amazing Book of Cards</a>	\$16.95	43	4.6
<a href="#">Magic DVD Set</a>	\$15.85	41	4.7
<a href="#">Easy-to-Do Card Tricks for Children</a>	\$6.25	22	4.5
<a href="#">The Royal Road to Card Magic</a>	\$11.58	78	4.4

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:**

There are over 395 products related to the topic on CB. Incorporate these items from Clickbank to maximize profits.

Product	Price	Commission	Gravity
<a href="#"><u>Master Mentalism - Magic Instruction</u></a>	\$279.54	75.00%	5.93
<a href="#"><u>The Killer Mentalism Manuscript - Converts 1 In 15 - Proof Below</u></a>	\$15.98	50.00%	20.93
<a href="#"><u>Downloadable Magic Tricks. Magic Shop.</u></a>	\$1.10	25.00%	0.59

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

## Retailers on CJ.com

There are different retailers on CJ.com with affiliate programs related to Card Tricks and Magic Tricks.

Retailer	Commission	3 Month EPC
<a href="http://hobbytron.com">hobbytron.com</a>	8.00%	\$5.54USD
<a href="http://madametussauds.com/London/">madametussauds.com/London/</a>	6.00%	6.94GBP

## Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
<a href="http://Fantasmamagic">Fantasmamagic</a>	unknow	Unknown
<a href="http://PenguinMagic">PenguinMagic</a>	10.00%	60 days
<a href="http://MagicSupply">MagicSupply</a>	10.00%	Unknown

## CPA & Other Offers

Offer	Commission or Payout	Cookie	Type	Network
<a href="#"><u>Professional Magic Tricks Exposed - Mind Blowing</u></a>	60%	N/A	Sale	ClickBank
<a href="#"><u>Learn Easy Magic</u></a>	60%	N/A	Sale	ClickBank
<a href="#"><u>Learn Easy Magic   International</u></a>	N/A	N/A	Lead	PointClickTrack

## 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 33,600,00 pages and posts indexed about Card Tricks, so there's no shortage of content ideas and bloggers to network with.

### Top Magical Tricks Blogs:

Blog	Social Media	Email List
<a href="#">TheCardTrickTeacher</a>	No	No
<a href="#">GoodTricks</a>	No	No
<a href="#">MagicAbout</a>	Yes	No
<a href="#">VideoJug</a>	Yes	Yes
<a href="#">Ellusionist</a>	Yes	Yes

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

## Magic & Card Trick Forums

Forum	Members	Posts
<a href="#">The Magic Cafe</a>	Unknown	394,017
<a href="#">Wizards</a>	Unknown	385577
<a href="#">SOMFV3</a>	5521	139165
<a href="#">TalkMagic</a>	8129	434882

These are some of the top forums catering to **Magical and Card Tricks**

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 Magic & Card Tricks. It's a great place to network, advertise, get traffic, and meet others in the niche and more.

### Facebook Most Popular Pages

Page	# of Likes
<a href="#">Magic tricks</a>	37,962
<a href="#">Magic tricks</a>	18K
<a href="#">Magic Tricks Revealed</a>	10K
<a href="#">Card Magic Tricks</a>	3,446

### Facebook Most Popular Groups

Group	Members
<a href="#">Magic Tricks</a>	9208
<a href="#">Oh Magic Tricks</a>	2628
<a href="#">LEARN ,MAGIC and SPELLS</a>	436

## Most Popular Youtube Channels

Channel	Video #	Subscribers
<a href="#">Hester23BearsCH</a>	73	32,357
<a href="#">Mismag822 - The Card Trick Teacher</a>	461	633,315
<a href="#">Card Tricks Videos</a>	11	22,93
<a href="#">MagicTricks.com</a>	549	3,288

## Popular Reddit Groups

Group	Members
<a href="#">Card tricks</a>	11,791
<a href="#">Playingcards</a>	755
<a href="#">Magictrade</a>	285



## Scoop It Groups

Group	Views
<a href="#">Math Tricks and More</a>	731
<a href="#">CardMagic</a>	509

## Pinterest Pinners

Pinner	Followers
<a href="#">Magictrick</a>	62
<a href="#">Magic Tricks</a>	430
<a href="#">Magic tricks</a>	189

## 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://magicianslibrary.com">magicianslibrary.com</a>	\$500
<a href="http://poolmagician.com">poolmagician.com</a>	\$350
<a href="http://internationalmagicians.com">internationalmagicians.com</a>	\$3,000

## WHY ARE PEOPLE IN THIS NICHE

- People want to be amazed
- Audiences always look for the tricks and twists
- Because people always want to see and learn about something unusual
- Magic tricks are a way to socialize with your friends, family and others.
- Performing them can improve public speaking skills and even lead to a rewarding hobby or job.
- Card and Magic tricks helps to Improve Dexterity, Boosts Self Confidence, and Creates Unforgettable Experiences for Everyone You Meet.

## **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. How to learn magic tricks at home?
2. To learn magic tricks that is hard to figure out.
3. How do they "cut people in half" in magic tricks?
4. How does magic trick levitation work?
5. Making Card tricks more amazing and interesting
6. Do card tricks need math to perform tricks well?
7. Where to learn magic & card tricks?
8. Revealing Magical and Card tricks.

## 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="#">Conjuring Arts</a>	Books on magical tricks
<a href="#">The Magic Parlour</a>	Selling magic shows tickets

## BLOG TOPIC IDEAS

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

1. The History Of Card Tricks
2. How To Solve The Biggest Problems With Magic Tricks
3. 10 Quick Tips About Card Tricks
4. The Worst Advice We've Ever Heard About Magic Tricks
5. 14 Common Misconceptions About Card Tricks
6. 20 Myths About Magic Tricks
7. Think You're Cut Out For Doing Magic Tricks? Take This Quiz
8. 10 Signs You Should Invest In Magic Tricks
9. Why We Love Magic Tricks (And You Should, Too!)
10. What Will Magic Tricks Be Like In 100 Years?

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

- **Card Tricks and Magic Tricks** is a **stable** market and is highly profitable.
- It's worth **\$14 million+** and **stable** so now is the perfect time to get involved.
- Over **36,300** people are searching for just the most obvious keywords every month – showing huge online demand.
- The target audience, **male and female** aged **10 to 50** tend to have disposable income to spend – you can benefit from that spending.
- Between the social media hubs and forums there's around **40K** members meaning a huge pool of engaged traffic to tap into.
- There's an endless array of content ideas in the niche including popular ones like **Card Tricks with Willie and David Blane wows 'UKG' with card tricks**– create similar content but better and it's almost guaranteed to go viral.
- People are passionate about this topic and ready to spend money, you can see they already buy **Joshua Jay's Amazing Book of Cards and Magic DVD Set** – it may as well be spent with you.

- There's plenty of good domain names available including **magicianslibrary.com** and **poolmagician.com**— pick one and get started.
- **Conjuring Arts and The Magic Parlour** are advertising in this niche showing it must be profitable, people don't spend money on ads if they can't profit from them – get involved.



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

You can have an up-to-date and relevant **authority site** on **Card Tricks** .

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 **Card Tricks** 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.