

SIGN LANGUAGE NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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SIGN LANGUAGE NICHE REPORT

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NICHE OVERVIEW

Once again I am here to introduce you to a hot niche market and 'hack' it wide open so you can make money from it.

This particular niche is brewing up major interest and you can have the customers pouring in just by tapping into this niche.

This niche market is Sign Language a relatively new and booming niche.

Sign Language: A system of communication using visual gestures and signs, as used by deaf people.

INTRODUCTION

A sign language (also signed language or simply signing) is a language which uses manual communication and body language to convey meaning, as opposed to acoustically conveyed sound patterns. This can involve simultaneously combining hand shapes, orientation and movement of the hands, arms or body, and facial expressions to fluidly express a speaker's thoughts. They share many similarities with spoken languages (sometimes called "oral languages", which depend primarily on sound), which is why linguists consider both to be natural languages, but there are also some significant differences between signed and spoken languages.

Wherever communities of deaf people exist, sign languages have been developed. Signing is not only used by the deaf, it is also used by people who can hear, but cannot physically speak. While they use space for grammar in a way that spoken languages do not, sign languages show the same linguistic properties and use the same language faculty as do spoken languages. Hundreds of sign languages are in use around the world and are at the cores of local deaf cultures. Some sign languages have obtained some form of legal recognition, while others have no status at all.

A common misconception is that all sign languages are the same worldwide or that sign language is international. Aside from the pidgin International Sign, each country generally has its own, native sign language, and some have more than one, though sign languages may share similarities to each other, whether in the same country or another one.

It is not clear how many sign languages there are. The 2013 edition of Ethnologue lists 137 sign languages.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- American Sign Language is the primary language of an estimated 100,000 to 500,000 Americans
- In America only 90,000 college students study Sign Language
- 70 million only deaf people from all over the world take part in this industry.

More detailed information:

Trends have been seen that not only deaf people but normal people are also learning Sign Language to get better salaries.

In May 2013, translators and interpreters across all fields, including ASL and foreign language translators and interpreters, earned an average annual income of \$47,920, the U.S. Bureau of Labor Statistics (BLS) reports (www.bls.gov). Elementary and high schools, medical facilities, and local government agencies were among the largest employers of interpreters.

Earnings as an ASL interpreter largely depend on one's level of experience and place of work. In May 2013, the BLS reported that the highest paid interpreters and translators worked for engineering services, office administrative services, and the federal government. Translators and interpreters working in engineering and related services earned an annual average income of \$97,940, and interpreters and translators in elementary and high schools earned an average annual income of \$40,620, per the BLS in 2013.









([Source](#))

DEMOGRAPHICS:

- About 2 to 3 out of every 1,000 children in the United States are born with a detectable level of hearing loss in one or both ears.
- One in eight people in the United States (13 percent, or 30 million) aged 12 years or older has hearing loss in both ears, based on standard hearing examinations.
- Men are more likely than women to report having hearing loss.
- American Sign Language (ASL) is commonly said to be "the fourth most-used language in the United States"

Source: [NIDCD](#) & [Intel](#)

NICHE DEMAND

sign language dictionary		33,100
baby sign language		33,100
sign language alphabet		49,500
how to learn sign language		6,600
sign language for babies		9,900
british sign language		8,100
learn sign language		12,100
sign language classes		3,600

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

Combined they add up to a over 156,000 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...

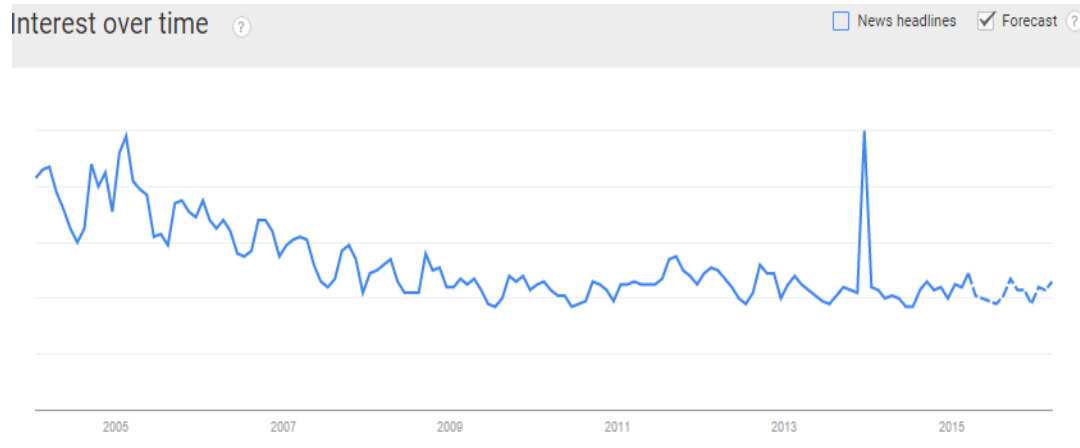
Searches related to sign language

sign language alphabet	learn sign language online
learn sign language	baby sign language
sign language dictionary	sign language words
sign language phrases	sign language translator

As you can see people are searching for everything from sign language alphabets to sign language dictionary 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 SIGN LANGUAGE. Though it was on the decline from 2005 to 2009 and it is static from 2009 to 2015.

This niche is relatively stable and shows no sign of declining.

SUB-NICHES TO EXPLORE

- Sign Language Dictionary
- Sign Language Words
- Sign Language for Babies
- Sign Language for Kids
- Sign language alphabet
- Sign language translator
- Learn sign language online
- Body language

May also be interested:

- Hearing Aid
- Hearing Products
- Cochlear Implant
- Hearing Test
- Online Hearing Tests

MOST POPULAR CONTENT

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

Most Popular Content	Shares
<u>An Entire Town Secretly Learned Sign Language To Surprise Their Deaf Neighbor</u>	275,925
<u>Entire Neighbourhood Secretly Learns Sign Language To Surprise Deaf Neighbor</u>	184,481
<u>Man's Entire Town Learns Sign Language to Give Him One Perfect Day</u>	182,293
<u>Deaf Woman Adopts Deaf Dog Who Knows Sign Language In Perfect Match</u>	121,838
<u>Samsung video reveals deaf man's neighbourhood has learnt sign language to talk to him</u>	94,880

As you can see people excited and motivated to share content

such as in this niche.

DOMAIN NAME IDEAS

Domain Names
signthelanguage.com
signbodylanguage.com
signtongue.com
signallanguage.com
signenglishlanguage.com
signsignlanguage.com
signvocabulary.org
signvocabulary.com

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Yahoo	@Yahoo	1.38M
Ruba Qewar	@rubaqewar	732
Marlee Matlin	@marleematlin	307K
Bills Simmons	@billssimmons	3.42M

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

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 Books and Videos.

Products on Amazon:

Amazon has over 55,110 products listed in this niche, ranging from just \$1 to \$100 dollars.

1-16 of 55,110 results for "sign language"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
<u>Signing Made Easy (A Complete Program for Learning Sign Language. Includes Sentence Drills and Exercises for Increased Comprehension and Signing Skill)</u>	\$12.78	110	4.3
<u>American Sign Language Dictionary, Third Edition</u>	\$13.17	192	4.5
<u>Sign Language: My First 100 Words</u>	\$14.39	85	4.5
<u>Basic Course in American Sign Language</u>	\$32.20	134	4.5

<u>Barron's 500 Flash Cards of American Sign Language</u>	\$21.57	173	4.4
<u>Signing Illustrated (Revised Edition)</u>	\$15.49	150	4.7
<u>The Everything Sign Language Book</u>	\$12.98	44	4.4
<u>Sign Language for Kids</u>	\$9.18	55	4.7
<u>Talking with Your Hands, Listening with Your Eyes</u>	\$17.05	116	4.7
<u>Basic Course in American Sign Language</u>	\$31.86	135	4.5

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:

Displaying results 1-10 out of 229 (pg. 1 of 23)

Results per page: 10 ▼

There are over 200 products related to the topic on CB. Incorporate these items from Clickbank to maximize profits.

Product	Price	Commission	Gravity
Learn American Sign Language With Rocket Sign Language!	\$43.11	70.00%	2.55
Sign Language For Babies And Beyond!	\$6.42	50.00%	0.78
Discover How Baby Sign Language Can Help You?	\$7.71	60.00%	0.69

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

Retailers on ShareASale.com

There are over different merchants on ShareASale selling items related to Sign Language.

Products	84
Merchants	196

Most Popular:

Merchant	Commission	Cookie Length
LearnandMaster ASL.com	20.00%	Never Expires
Legacy Learning Systems	20%	Never Expires
Baby Hands Productions, Inc	15.00%	-

Retailers on CJ.com

There is 1 retailer on CJ.com with affiliate programs related to Sign Language

Retailer	Commission	3 Month EPC
Rocket Languages	40.00%	N/A

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
Signing 4 Babies	50.00%	Unknown
Signing Time	10.00%	Unknown
Baby Sign Language	60.00%	Unknown

CPA & Other Offers

Offer	Commission or Payout	Cookie	Type	Network
Baby Einstein - US - Incent	\$10.65	N/A	Revshare	Adperio

Kindle

Title	Author	Price	Star Rating	Reviews
Ape House: A Novel	Sara Gruen	\$9.45	3.7	320
Tinnitus Miracle Solution	Jamie Sampson	\$2.99	4.1	17
Congo	Michael Crichton	\$8.61	4.0	343
A Work in Progress	Staci Stallings	\$0.00	4.5	63
What Is Visible	Kimberly Elkins	\$3.99	4.4	44

Google Play Books

BookTitle	Author	Price
<u>Learn Sign Language by WAGmob</u>	WAGmob	\$ 1.92
<u>Sign 4 Me</u>	Vcom3D	\$5.13
<u>ASL Translator</u>	Software Studios	\$ 4.99
<u>LIS Sign Language Lis</u>	Giorgio Sanfilippo	\$ 4.21
<u>ASL Word Immersion</u>	Selectsoft Publishing	\$ 3.08

Google Play Apps

AppTitle	Price
<u>ASL American Sign Language</u>	Free
<u>ASL Dictionary</u>	\$ 4.99
<u>ASL Dictionary</u>	\$ 6.99
<u>ASL Dictionary for Tablets</u>	\$ 5.98
<u>Sign 4 Me</u>	\$5.13

Udemy Courses

Course	# of Lectures	Rating	# of Reviews	Price
Learn & Master Sign Language	374	0	0	\$199
American Sign Language Level 1	25	0	0	\$65
American Sign Language, ASL, Level 1	23	0	0	\$30

Itunes Apps

App	Category	Rating	Reviews
ASL Dictionary HD American Sign Language	Apps	4.5	190
ASL Coach - 'American Sign Language'	Apps	3.7	1100
Sign Language	Apps	5	3900

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 1,030,000,000 pages and posts indexed about Sign Language, so there's no shortage of content ideas and bloggers to network with.

Top Sign Language Blogs:

Blog	Social Media	Email List
Blog - Official website of Sign Language Interpreter NYC	Yes	Yes
Blog - Baby Sign Language	Yes	No
Start American Sign Language Blog	Yes	Yes
Signing Savvy Blog ASL Sign Language Video Dictionary	Yes	Yes
ASL Deafined Blog ASL Videos and ASL Lessons	Yes	No

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

Sign Language Forums

Forum	Members	Posts
ESFLI.ORG	Unknown	Unknown
AllDeaf	60,626	2,322,588
Signingtime	5,806	22,695
British-Sign	12,658	105

These are some of the top forums catering to Sign Language

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 Sign Language. It's a great place to network, advertise, get traffic, meet others in the niche and more.

Facebook Most Popular Pages

Page	# of Likes
ThesignLanguagePage	51,164
The Sign Language Page	911
The Sign Language Fan Page	4,015
British Sign Language	49,346
ESFLI	2,093

Facebook Most Popular Groups

Group	Members
The Power of Sign Language	4,136
American Sign Language	5,169
BSL	9,630

Most Popular Youtube Channels

Channel	Video #	Subscribers
Captain Valor	55	35,095
Blue Eyed Jackson	145	17,899
My Smart Hands	564	28,883
Jill's Signs	68	1,490

Popular Reddit Groups

Group	Members
Sign Language	61
ASLI	128
BSL	54

Scoop It Groups

Group	Views
Sign Language Interpreting in Theatre	2.8K
Sign Language Interpreting	2.8K

Pinterest Pinner

Pinner	Followers
<u>Easy Guide to Baby Sign Lang</u>	1,891
<u>Sign Language 101</u>	735
<u>All Sign Language</u>	174

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
signlanguagesecrets.com	\$800
bodylanguagesigns.org	\$98
teachbabylanguage.com	\$225

WHY ARE PEOPLE IN THIS NICHE

- They are hard of hearing or deaf and need a means to communicate.
- They cannot speak so use sign to communicate.
- They have friends or family with hearing or speaking problems and want to communicate with them.
- They teach deaf and / or dumb children.
- More and more television stations are using sign language in their programs and advertising.
- A snowball effect is taking place as more and more people learn to use American Sign Language.
- Lip reading and Sign language are the only ways in which a deaf person can interact with anyone.
- Current production of hearing aids meets less than 10% of global need that's why majority of people use sign language to communicate.

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. Language typically oral with innate basis. What happens with visual-spatial language - same or different properties?
2. How to solve Problems with interpretation of sign language?
3. Why Don't Some Hearing Parents of Deaf Children Use Sign Language?
4. What is the best way to learn sign language?
5. Sign Language - Does ASL Teach English?
6. Most deaf people hear something, even though what they hear may not carry any meaning.
7. There is considerable controversy on methods of teaching communication to deaf children.
8. Sign languages differ from each other just as spoken languages do.
9. Sign Languages lacks expressions.

BLOG TOPIC IDEAS

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

1. The Worst Advice We've Ever Heard About Sign Language
2. 15 Best Blogs To Follow About Sign Language
3. The History Of Sign Language
4. 10 Signs You Should Invest In Sign Language
5. 5 Tools Everyone In The Sign Language Industry Should Be Using
6. Why We Love British Sign Language (And You Should, Too!)
7. The Ultimate Cheat Sheet On British Sign Language
8. 20 Myths About British Sign Language
9. 10 Quick Tips About British Sign Language
10. 14 Common Misconceptions About Learning Sign Language

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

- 70 million only deaf people are living in the world and they are using sign language to communicate with other people.
- This is a good job market of Sign learning so hearing people are also taking interest in this niche.
- About 177,100 searches are made on Google alone to find topics on Sign Language.
- The niche is growing steadily with no signs of slowing down meaning it's only going to get more popular.
- People are passionate about this topic and ready to improve their communication which means they'll spend money to do it.
- 360 million people worldwide have disabling hearing loss.
- Current production of hearing aids meets less than 10% of global need.
- People with hearing loss can benefit from captioning and sign language; and other forms of educational and social support.

HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on Sign Language.

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 Sign Language 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.

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