

# HANG GLIDING NICHE REPORT



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

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# **HANG GLIDING NICHE REPORT**

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## NICHE OVERVIEW

Hang gliding is an air sport in which a pilot flies a light and non-motorized foot-launch aircraft called a hang glider.

This particular niche is nothing new but still has major interest and a lot of money spent.

In this niche report you'll see how you can "hack" your way into the niche, dominate the competition and ultimately profit from this niche

## INTRODUCTION

Hang gliding is an air sport in which a pilot flies a light and non-motorized foot-launch aircraft called a hang glider.

Most modern hang gliders are made of an aluminum alloy or composite frame covered with synthetic sailcloth to form a wing.

The pilot is ensconced in a harness suspended from the airframe, and exercises control by shifting body weight in opposition to a control frame, but other devices, including modern aircraft flight control systems, may be used.

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

## **MARKET SIZE & WORTH**

- Estimated \$50 million USD annual industry.
- The average cost is between \$2400 and \$3800 per lesson.
- Wills Wing the nation's largest hang glider seller is selling 1,000+ high end gliders a year.

## DEMOGRAPHICS:

- Fatality rate was about 1 per 1000 to 1500 active participants per year
- Primarily male, primarily white, 30 to 50 years old
- US pilot population peaked in 1980 and has declined by 25 percent

Source: [Hanggliding](#)

## NICHE DEMAND

hang gliding	📈	27,100	Low
gliding	📈	14,800	Low
hang glider	📈	9,900	Low

The table above shows the monthly searches on Google for hang gliding.

Combined they add up to a over 51,800 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...

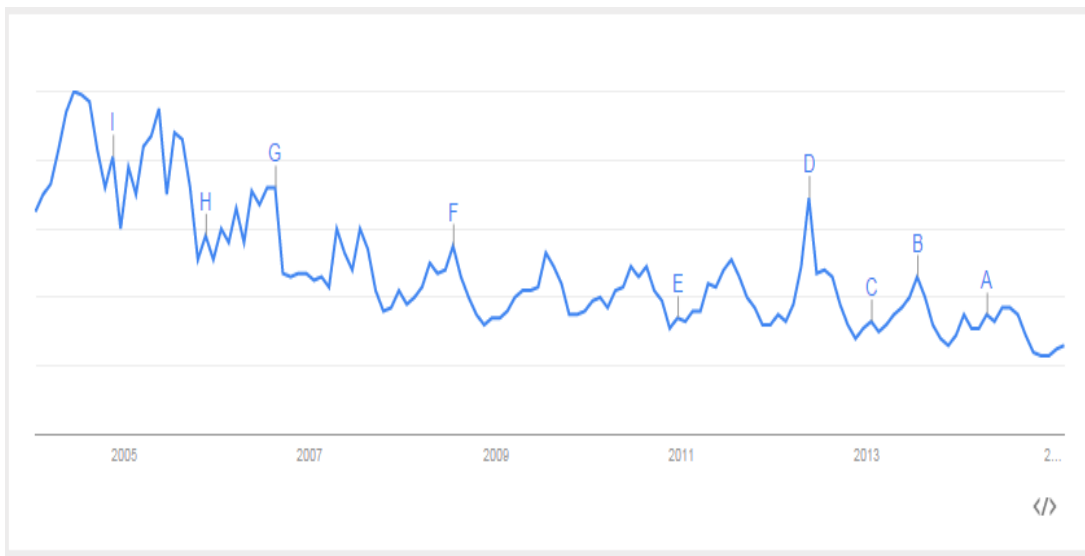
### Searches related to hang gliding

hang gliding vs paragliding	hang gliding youtube
hang gliding equipment	hang gliding accident
hang gliding lessons	tandem hang gliding
hang gliding video	hang gliding photos

As you can see people are searching for everything from equipments, lessons, videos, photos, to hang gliding accidents in the niche.

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

## NICHE GROWTH & MONTHLY SEARCHES



Whilst hang gliding doesn't have as much interest now as it did 10 years ago it's still relatively stable and shows no sign of disappearing completely any time soon.

Mature niches like this can actually be very good to enter into as all the research has been done and the problems solved, making it easy to get the information you need to compete.

## SUB-NICHES TO EXPLORE

- Hang Gliding Photos
- Hang Gliding Videos
- Hang Gliding Accidents
- Hang Gliding Vs. Paragliding

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

- Gliders
- Paragliding
- Gliding
- Sky Diving
- Extreme Sports

## MOST POPULAR CONTENT

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

Most Popular Content	Shares
<a href="#"><u>Newcastle pilot Scott Barrett crosses three states to smash a hang gliding world record</u></a>	1,910
<a href="#"><u>Video of the week: Hang-gliding rhinos ... well, not quite</u></a>	1,071
Red Bull X-Alps 2015 will be 2000km long   Paragliding and hang gliding magazine : Cross Country	967
<a href="#"><u>Video: Breaking paragliding records in Kenya – ABC News report   Paragliding and hang gliding magazine : Cross Country</u></a>	814
<a href="#"><u>This is my Paradise - Ross Miller</u></a>	718

As you can see people excited and motivated to share content such as videos, events, articles in this niche.

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Sydney Hang Gliding	@sydhanggliding	10200
Eighty	@eightybucks	4200
Maureen Johnson	@maureenjohnson	3300
Caryn Littler	@carynlittler	7900

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

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 equipments, videos, gears, instructional materials.

### Products on Amazon:

Amazon has over one thousand products listed, ranging from just a few dollars to a hundreds of dollars.

1-16 of 3,074 results for "hang gliding"

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### Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating	URL
Hang Gliding For Beginner Pilots	\$18.86	4	4.7	<a href="#">Link</a>
The Hang Glider's Technical Notebook	\$11.99	11	4.5	<a href="#">Link</a>
Hang Gliding Training Manual	\$88.95	30	4.9	<a href="#">Link</a>
USHPA 2015 Hang Gliding Wall Calendar	\$10.00	3	5.0	<a href="#">Link</a>

There will always be newer and better products which means buying the latest and greatest equipment, gliders, tools and more.

## Clickbank:

There are amazingly no products on Clickbank for this niche signaling an opening for YOU to create and profit from one.

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

## Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie	URL
<b>XC Shop</b>	10.00%	Unknown	<a href="#">Link</a>
Midland USA	10% to 20%	Unknown	<a href="#">Link</a>
Karachi Gliding Club	10%	Unknown	<a href="#">Link</a>

## 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 966,000 pages and posts indexed about hang gliding, so there's no shortage of content ideas and bloggers to network with.

### Top Hang Gliding Blogs:

Blog	Social Media	Email List	URL
<a href="#">Ozreport.com</a>	Yes	No	<a href="#">Link</a>
<a href="#">Flyingjochen</a>	Yes	No	<a href="#">Link</a>
<a href="#">Skyout</a>	Yes	Yes	<a href="#">Link</a>
<a href="#">Flycloud9</a>	Yes	Yes	<a href="#">Link</a>
<a href="#">Economist</a>	No	No	<a href="#">Link</a>

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



## Hang Gliding Forums

Forum	Members	Posts	URL
<a href="#">Hanggliding</a>	5000	9000	<a href="#">Link</a>
<a href="#">Ozreport</a>	4959	7732	<a href="#">Link</a>
<a href="#">Azhpa</a>	240	Unknown	<a href="#">Link</a>
<a href="#">Paraglidingforum</a>	36770	27440	<a href="#">Link</a>

These are some of the top forums catering to hang gliding

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

### Facebook Most Popular Pages

Page	# of Likes	URL
<a href="#">Hanggliding</a>	93175	<a href="#">Link</a>
<a href="#">Lookout Mountain Hang Gliding</a>	3919	<a href="#">Link</a>
<a href="#">Hang gliding with HangglideOZ</a>	1158	<a href="#">Link</a>
<a href="#">Kathmandu Hanggliding and Paragliding</a>	5120	<a href="#">Link</a>

### Facebook Most Popular Groups

Group	Members	URL
<a href="#">Dustin Martin - Hang Gliding</a>	788	<a href="#">Link</a>
<a href="#">United States Hang Gliding and Paragliding Assn Inc. (Ushpa)</a>	3072	<a href="#">Link</a>
<a href="#">Dunstable Hang Gliding and Paragliding Club</a>	96	<a href="#">Link</a>

### Most Popular Youtube Channels

Channel	Video #	Subscribers	URL
<a href="#">Wexford1uk</a>	1509	181	<a href="#">Link</a>

<a href="#">Menamiketrx</a>	823	5984	<a href="#">Link</a>
<a href="#">Matjaz Klemencic</a>	450	3251	<a href="#">Link</a>
<a href="#">Jonnydurand</a>	133	1815	<a href="#">Link</a>
<a href="#">#HangGliding</a>	456	7369	<a href="#">Link</a>
<a href="#">Rickskater</a>	785	130	<a href="#">Link</a>
<a href="#">Cdnskydog</a>	234	280	<a href="#">Link</a>
<a href="#">Kittyhawkkites</a>	423	275	<a href="#">Link</a>
<a href="#">Moyesgliders</a>	123	514	<a href="#">Link</a>

### Popular Reddit Groups

Group	Members	URL
<a href="#">Hanggliding</a>	188	<a href="#">Link</a>
<a href="#">Free Flight</a>	2,017	<a href="#">Link</a>
<a href="#">Open Blocks</a>	63	<a href="#">Link</a>

### Scoop It Groups

Group	Views	URL
<a href="#">Hang Gliding</a>	1000	<a href="#">Link</a>

### Pinterest Pinners

Pinner	Followers	URL
<a href="#">Heebe</a>	969	<a href="#">Link</a>
<a href="#">Hang Glide USA</a>	2166	<a href="#">Link</a>

## 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="#">TheSocialBuilder</a>	\$750
<a href="#">Woodproof.com</a>	\$588
<a href="#">PranksUp.com</a>	\$55

## WHY ARE PEOPLE IN THIS NICHE

- People hang glide for the thrill and experience
- It's the next best thing to flying - short of sprouting wings
- It is the closest thing to flying like a bird
- They love the adrenaline rush
- It's a big adventure for them
- It's something out of the ordinary
- It's an achievement to do something so different

## **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. Is hang gliding safer than paragliding?
2. A helmet safety trend
3. Can I store a glider next to a heating radiator?
4. Buy second hand harness without a test fit?
5. Weight loss and Harness Fit and Safety
6. Need folding base bar
7. The little mentioned stirrup harness

## 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 hang gliding major advertisers on Google.com:

Company	Selling
<a href="#">Hang Gliders</a>	Small Hang Gliders
<a href="#">Alhea</a>	Hang Gliding Equipment

## BLOG TOPIC IDEAS

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

1. 10 Things Your Competitors Can Teach You About Hang Gliding
2. What Will Hang Glider Be Like In 100 Years?
3. The History Of Hang Glide
4. 15 Best Blogs To Follow About Hang Gliding
5. 7 Things About Hang Glider Your Boss Wants To Know
6. A Fantastic Hang Gliding Novel - Magic Wings - Flying Story

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

- It's worth \$50 Million USD annually which means a lot of money is being spent that YOU aren't pocketing.
- It's an expensive activity with lessons costing up to \$3,800 per lesson, you could be promoting these lesson as an affiliate for commission.
- People are passionate about this extreme hobby and will be unlikely to give it up any time soon – evergreen niche.
- The age group 30-50 yer old males tend to have money to spend, they could spend it on your website.
- Over 50,000 searches a month shows that people are in high demand for information online about it.
- There's an active social media, forum and blog scene making it easy to find your audience online.
- There's no digital product on Clickbank about this yet – a real opening for you.

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

You can have an up-to-date and relevant **authority site** on hang gliding

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 hang gliding 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!

## CONNECT WITH ME

**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)**