

WOODWORKING NICHE REPORT



NicheHacks
NICHE DOMINATION SHORTCUTS

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WOODWORKING NICHE REPORT

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REPORT OVERVIEW

In this report we're going to evaluate the **Woodworking** niche a relatively timeless 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 are.

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 **Woodworking** 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 **Woodworking** 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

Woodworking is the activity or skill of making items from wood, and includes wood carving, joinery, and carpentry

Along with stone, mud and animal parts, wood was one of the first materials worked by early humans. Microwear analysis of the Mousterian stone tools used by the Neanderthals show that many were used to work wood. The development of civilization was closely tied to the development of increasingly greater degrees of skill in working these materials.

Commonly used woodworking tools included axes, adzes, chisels, pull saws, and bow drills. Mortise and tenon joints are attested from the earliest Predynastic period. These joints were strengthened using pegs, dowels and leather or cord lashings. Animal glue came to be used only in the New Kingdom period.[2] Ancient Egyptians invented the art of veneering and used varnishes for finishing, though the composition of these varnishes is unknown. Although different native acacias were used, as was the wood from the local sycamore and tamarisk trees, deforestation in the Nile valley resulted in the need for the importation of wood, notably cedar, but also Aleppo pine, boxwood and oak, starting from the Second Dynasty.

SOURCE: [WIKIPEDIA](#)

MARKET SIZE & WORTH

- Market Size is \$677 million
- 5.5 million Americans actively participate in woodworking
- Employment – 3,165
- Annual Growth 5.9%

The Woodworking Machinery Manufacturing industry has a low level of capital intensity. In 2014, IBISWorld estimates that for every \$1.00 spent on wages, the industry will spend \$0.06 in capital investment. Although the industry relies on machinery for manufacturing activities, it is highly dependent on skilled labor for production.

DEMOGRAPHICS:

- Core consumers aged 40-44 about 9.8% followed by 45-49 and aged group of 65 and above about 8.8%
- 57.1% Male and 55.2% Female users are married
- 25.4% people have no educational qualification
- 17.7% people are Assoc. Professional & Technicians
- 14.8% are in occupation of Service and Sales

Source: [Shownearby](#)

NICHE DEMAND

Keyword	Avg Monthly Searches
Woodworking Projects	39,130
Woodworking Tools	38,540
Woodworking Plans	30,000
Fine Woodworking	20,130
Woodworking Machines	4,650
Woodworking Machinery	6,130
Woodworking Hand	5,410
Woodcraft	95,900

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

Combined they add up to an over 240,000 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 Searches

Google.com

[woodworking plans](#)

[woodworking projects](#)

[woodworking tools](#)

[woodworking tips](#)

[woodworking video](#)

Amazon.com

[Woodworking vise](#)

[Woodworking books](#)

[Woodworking clamps](#)

[Woodworking plans](#)

[Woodworking hand tools](#)

Yahoo.com

[woodworking plans](#)

[woodworking projects](#)

[woodworking tools](#)

[woodworking magazine](#)

Bing

[Free Woodworking Plans](#)

[Woodworking Projects](#)

[Woodworking Patterns](#)

[Woodworking Tools](#)

[Teds Woodworking](#)

[Fine Woodworking](#)

Youtube

[Woodworking projects](#)

[Woodworking for mere mortals](#)

[Woodworking projects and plans](#)

[Woodworking videos](#)

[Woodworking bench](#)

Answers.com

[What is a woodworking groove?](#)

[What is a woodworking vice?](#)

[What is the best woodworking router?](#)

[Essential Tips on Making Plans for Building Your Own Woodworking Shop](#)

[Terrific Woodworking Programs for Beginners](#)

Wikipedia.com

[Woodworking joints](#)

[Woodworking machine](#)

[Woodworking chisel](#)

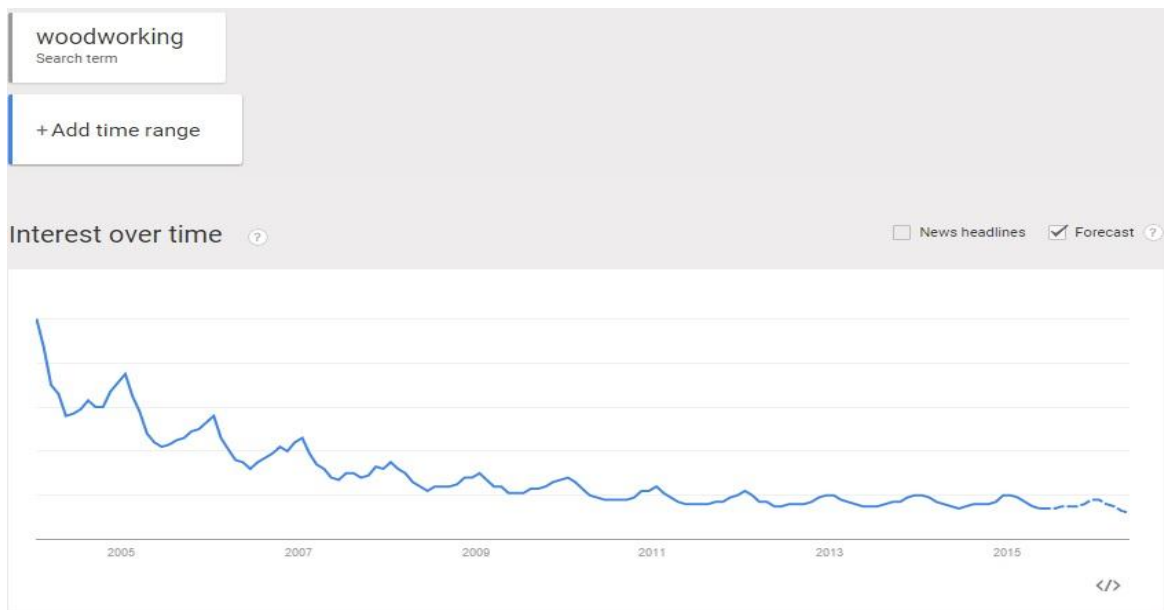
[Woodworking shaper](#)

[Woodworking glossary](#)

As you can see people are searching for everything from the Woodworking journey 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 Woodworking. It is on the static and is predicted to remain static for years.

This Niche was very popular in couple of years ago and remain static for years. This is because people do woodworking not only as a hobby but also requirement for the households and business places.

SUB-NICHES TO EXPLORE

- Woodworking plans
- Tips for woodworking
- Woodworking tools
- Woodworking magazine
- Woodworking projects

May also be interested:

- Carpentry
- Woodcraft
- Kitchen Cabinets
- Furniture
- Woodsmith

MOST POPULAR CONTENT

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

Most Popular Content	Shares
<u>1/4 Inch Hand Drill Manual Drill Model Woodworking Drilling Tool</u>	54200
<u>Win Your Dream Woodworking Workshop</u>	47900
<u>Floating Corner Shelf With Drawers - Reader's Gallery - Fine Woodworking</u>	14700
<u>Free Woodworking Plans - DIY Console Table</u>	13600
<u>Free Woodworking Plans - DIY Desk</u>	10900

As you can see people excited and motivated to share content such as DIY Woodworking and Woodworking projects in this niche.

DOMAIN NAME IDEAS

Domain Name
woodworking.net
easy-woodworking.com
the-woodworking.com
woodworking-group.com
woodworking-shop.com
woodworking-web.com
freewoodworking.info
thewoodworking.info
easywoodworking.org
thewoodworking.org

INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Popular Woodworking	@pweditors	16600
Popular Mechanics	@PopMech	142000
OK.Kinderhook	@OKKinderhook	13400

These are the 3 most influential people in the market niche on Woodworking.

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 Woodworking Niche is apparent when you look at the offerings online. People are looking for Woodworking Projects, Woodworking Tools, Woodworking Ideas etc.

Products on Amazon:

Amazon has over 202,819 products listed, ranging from just zero to Hundred dollars.

1-16 of 202,819 results for "**woodworking**"

Best Selling Products On Amazon:

Product	Avg/Price	Reviews	Rating
Woodworking Basics - Mastering the Essentials of Craftsmanship - An Integrated Approach With Hand and Power tools	\$13.93	96	4.5
The Complete Manual of Woodworking	\$20.62	114	4.5
Bench Dog 10-035 Bench Cookie Work Grippers, 4-Pack	\$9.99	434	4.6
I Can Do That! Woodworking Projects - Updated and Expanded	\$13.12	55	4.4
The Great Book of Woodworking Tips: Over 650 Ingenious Workshop Tips, Techniques, and Secrets from the Experts	\$18.51	17	4.9
Joint Book: The Complete Guide to Wood Joinery	\$9.88	142	4.5

There will always be newer and better products **which means** buying the latest and items that will generate sales as well as repeat sales for you.

Clickbank:

There are over 45 products related to the topic on CB.

Incorporate these items from Clickbank to maximize profits.

Product	Price	Commission	Gravity
Woodworking For Beginners	N/A	75.0%	0.00
New - Maxs Woodworking 75% Commish Plus Upsells	\$85.09	75.0%	1.82
Cheap Woodworking Secrets	\$20.23	75.0%	2.71
How To Build Anything: Woodworking Plans	\$6.40	50.0%	0.62

Most Clickbank products offer 75% commission meaning generous payouts.

Retailers on ShareASale.com

There are over 47 merchants on ShareASale selling items related to Event Planning.

Products 271

Merchants 47

Most Popular:

Merchant	Commission	Cookie Length
Rockler Woodworking and Hardware	3.00%	0 days
The Tool Nut	6.00%	30 days
Craftsy	30.00%	7 days
Tool King	6.00%	30 days

Retailers on CJ.com

There is many retailer on CJ.com with affiliate programs related to Event Planning.

Retailer	Commission	3 Month EPC
Harbor Freight Tools Affiliate Program	3.00%	\$16.26

Other Affiliate Programs & Offers

These are independently run affiliate programs.

Retailer	Commission	Cookie
ShopWoodworking	12.00%	Unknown
Highland Woodworking	5.00%	60 Days
Rockler.com	3.00%	Unknown
TedsWoodworking 16,000 Woodworking plans	75.00%	Unknown

CPA & Other Offers

Offer	Commission or Payout	Cookie	Type	Network
Woodworking For Beginners	75%	N/A	Revshare	ClickBank
Woodworking	50%	N/A	Revshare	ClickBank
Furniture Craft Plans	75%	N/A	Revshare	ClickBank
Woodprofits.com	75%	N/A	Revshare	ClickBank
How To Build Anything: Woodworking Plans	50%	N/A	Revshare	ClickBank
Cheap Woodworking Secrets	75%	N/A	Revshare	ClickBank

Kindle

Title	Author	Price	Star Rating	Reviews
Woodworking: Crash Course - The Ultimate Beginner's Course to Learning Woodworking	Elizabeth Hamilton	\$0.99	4.9	15
Woodworking Basics: Mastering the Essentials of Craftsmanship	Peter Korn	\$13.23	4.5	96
Woodworking: The Ultimate Woodworking For Beginners Guide: Everything You Need To Know To Start Your Own Woodworking	Bruce Canningway	\$2.99	3.6	27
Woodworking: The Ultimate 2 in 1 Box Set Guide to Mastering Woodworking! (Woodworking - Woodworking for Beginners	Jerry Marin and Jim Pagon	\$2.99	4.8	16
Woodworking: Complete Woodworking Guide for Beginner's With Step-by-Step Instructions	Ted Woodrow and Woodworking	\$2.99	4.3	30

Google Play Books

Title	Author	Price
Woodworking for Dummies	Jeff Strong	\$16.99
Woodworking in a Weekend: 20 Simple Projects for the Home	Mark Griffiths	\$14.74
I Can Do That! Woodworking Projects - Updated and Expanded: Edition 2	Editors of Popular Woodworking	\$13.19
The Woodworker's Bible: A Complete Guide to Woodworking	Percy Blandford	\$13.19
Woodworking Wisdom & Know-How: Everything You need to Design, Build and Create	Taunton Press	\$15.31
The New Traditional Woodworker: From Tool Set to Skill Set to Mind Set	Jim Tolpin	\$16.19

Google Play Apps

Apps	Price
Woodworking Projects	Free
Woodworking Utilities	Free
Handyman Calculator	Free
Woodworking Guide	Free
Woodworking Crafts Magazine	Free

Udemy Courses

Course	# of Lectures	Rating	# of Reviews	Price
Woodworking: From a Log to a Spoon	5	5	2	\$15
CAD for Woodworkers: makes it easy to draw woodworking plans	31	5	4	\$49
Woodworking Course: Learn from a Pro and make some money!	32	4.6	9	\$49

iTune Appls

Course	Category	Star Rating	Reviews
Woodworking with The Wood Whisperer	Education	4+	81
Fine Woodworking Magazine	Lifestyle	4	238
IdeaRoom - Interactive Woodworking Plans	Lifestyle	4	31
British Woodworking Magazine	Lifestyle	4+	6
Practical Woodworking	Lifestyle	4+	N/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 43,000,000 pages, so there's no shortage of content ideas and bloggers to network with.

Top Woodworking Blogs:

Blog	Social Media	Email List
Paul Sellers' Woodworking Blog	Yes	No
Drunken Woodworker Blog	Yes	Yes
blogs - Fine Woodworking	Yes	No
Woodworking Blogs: The Best Articles & Tips for Woodworkers	Yes	Yes
Chris Schwarz Blog Popular Woodworking Hand Tool Blogs	Yes	Yes
Blog The Renaissance Woodworker	No	Yes

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

Top Woodworking Forums

Forum	Members	Posts
Canadian Woodworking and Home Improvement Forum	Unknown	Unknown
LumberJocks Woodworking Forums @ LumberJocks.com	Unknown	Unknown
Woodworking Talk - Woodworkers Forum	Unknown	176,948
Sawmill Creek Woodworking Community	Unknown	16,063
Fine Woodworking Knots: Forums	Unknown	Unknown

These are some of the top forums catering to **Woodworking**.

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

Facebook Most Popular Pages

Page	# of Likes
<u>Woodworking</u>	225,649
<u>Woodworking for Mere Mortals</u>	102,418
<u>Woodworking Machines</u>	10,364
<u>Woodworking Network</u>	12,113
<u>FineWoodworking</u>	20,274
<u>WoodworkingHawaii.com</u>	1,794

Facebook Most Popular Groups

Group	Members
WOODWORKING CRAZY	15,730
Woodworking	845
Woodworking Europe	260

Most Popular Youtube Channels

Channel	Video #	Subscribers
Woodworking Masterclass	45	6057
Matthias Wandel	443	411,615
Steve Ramsey	327	426,906
FunWithWoodworking	88	16,604
FineWoodworking	112	41,988
Highland Woodworking	271	26,503
Popular Woodworking	489	28,800

Popular Reddit Groups

Group	Members
woodworking	118,851
DYI	3,413,590

Scoop It Groups

Group	Views
woodworking	209
Custom Made Woodworking	29
Woodworking Machines	76
Woodworking machinery	171

Pinterest Pinners

Pinner	Followers
wagner woodworks	9,721
WoodWorking	10,547
Woodworking Plans	4,032
Blackleg Woodworks	4,501
Woodworking for Mere Mortals	7,407

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
woodworkingtutorial.com	\$197

WHY ARE PEOPLE IN THIS NICHE

- It allows people to be creative
- It lets woodworkers be artistic
- It's a relaxing and a great way to relieve stress
- It's a practical hobby that you can use to make things you need or that can be sold
- It's a great way to problem solve
- It brings back memories of child hood watching your father work on projects
- Making something out of wood with your hands is a wonderful feeling
- You can make practical useful things that others can't

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.

- [What is Woodworking tools?](#)
- [What are the common projects for woodworking?](#)
- [How to start woodworking?](#)
- [Basics of woodworking](#)
- [What are the new woodworking plans?](#)
- [Essential Tools for Woodworking and its cost](#)

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
Woodworking supplies	Woodworking Necessities
Woodworker's Supply®	Professional woodworking tools, hardware, & supplies
Free Woodworking Plans	woodworking plans
Wood Working Tools	Wood working tools

BLOG TOPIC IDEAS

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

1. Woodworking Plans - Useful Tips To The Beginners To Start Any Woodworking Project
2. Woodworking For Newbies: How You Too Can Get Started With Woodworking As A Hobby
3. Beginner Steps to Take When Getting Started In Woodworking
4. A Total Beginners Guide to Getting Started In Woodworking Today
5. Stress Relieving Hobbies - Woodworking
6. JET's New XACTA Table Saw 708675PK: Woodworking Without Compromise
7. Strategies for Pricing Your Custom Woodworking
8. Woodworking - How To Use A Router Circle Cutting Jig
9. Woodworking Sharpening Tools
10. Woodworking Joining Tools

For more ideas check out the following resources:

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

REASONS TO GET INVOLVED IN THE NICHE

- **Woodworking** is **timeless** market and is highly profitable.
- It's worth \$677 million so now is the perfect time to get involved.
- Over **240,000** people are searching for just the most obvious keywords every month – showing huge online demand.
- The target audience is both **male and female** aged **24 to 60** tend to have disposable income to spend – you can benefit from that spending.
- Between the social media hubs and forums there's around **141,300** 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 “**Woodworking projects**” and “**Woodworking plans**” – 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 **Woodworking Learning Materials** and **Woodworking tools** it may as well be spent with you.
- There's endless problems from **Removing Odors from**

Wood to Squaring-up Stock and every problem as a product available which solves it – sell these as an affiliate.

- There's plenty of good domain names available including woodworking.net and woodworking-shop.com – pick one and get started.
- [Woodworking supplies](#) and [Free Woodworking Plans](#) or [Wood Working Tools](#) 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 **Woodworking**.

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 **Woodworking** 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