

3 SECRETS TO FINDING YOUR NICHE

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A free report on choosing a niche for your new business

In this guide you will **learn 3 ways to quickly pick a niche** that will be highly likely to succeed. This is critical to get right so you don't waste a year of your life building a niche business that doesn't make enough money.

Believe me, I have chosen bad niches before and spent months getting a website to rank and there was just no money. The visitors would not buy anything I put in front of them.

Choosing your niche is very important but you don't want to spend 2 years choosing one. This is about making an educated guess and then getting busy building your site out. Loads of people who really want to make money online, get stuck right here and never choose anything. They never build a site at all because they can't make a decision.

I recommend just choosing one to start with. If you have success right off the bat, that's great. And if you should not get good results, you are not locked in. You can start over or pivot to another niche at any time. Because you are going to need more than one website to make a lot of money. So this is just your first of many niches. You are learning here so don't let choosing your first niche stop you from getting started.

That said there are important factors that you need to look at when choosing a niche. Especially if you want a long term business that makes money for you.

Choosing a good niche means you will be where the buyers are already at. There is no reason at all to be in a niche without enough buyers that you can reach. You'll go nowhere if nobody is buying products in a niche. How do you find out?

Secret number 1 Research the Competition

Make a list of potential niches you want to build a business in. There are thousands of possibilities so we need to reduce that number by looking at what interests you.

You will enjoy working a lot more if it is a topic you like to talk about.

Stick to the 3 major top level areas. Money, Health and Wellness and Relationships these are evergreen areas that all people focus on and have problems in. People spend money to solve problems because these are emotional needs. And if you don't fix them, you have pain in your life.

Now you need to drill down deeper into a smaller niche you can compete in.

Money: Investing, Make Money Online, Insurance, Budget, Credit, Employment, Real Estate

Health: Weight Loss, Nutrition, Fitness, Cures, Self-Improvement, Addiction, Sports

Relationships: Dating, Marriage, Parenting, Sex, Speaking, Pets

Ok these are getting closer to the niche you need to choose but we need to go one or two steps deeper. Money: Investing: Buying stocks buying stocks could be a lucrative niche. That still might be too competitive to rank a website for. But it could be your main topic of your business.

Health: Weight loss: Dieting: Paleo diet You will get faster results by choosing Paleo Diet as your focus niche. There are still lots of keyword phrases to use. There is a lot of traffic looking for Paleo right now.

It really helps to go deeper down until you find a place with plenty of prospects and you can rank pages in google. You need both.

So go to a site like Clickbank.com and look at the categories to find possible niches.

Go to Amazon and look at categories and best sellers to find niches.

Search on Ebay for categories that seem busy.

Search Google for lots of lists of niches.

Use a keyword tool to search for niches and look at the traffic that is available and check out the competition.

Write down your own list of 50 possible niches you would want to work in. It doesn't take long to find 50. Now that you have your list it's time to research them and find 5 great potential niches.

It's time to get on google and search for your 5 potential niches. "Weight loss for Mothers"

"Investing for retirement" "start a business"

Type your niche into Google and see what is already out there. What products are they selling? What do the ads say? Who is on top of the page in search results?

Evaluate the Competition

Check out 10 of those websites. Take notes of what they are doing and what they are selling.

A good niche will have people buying ads constantly. Lots of ads, means people are buying products and services.

Take good notes and do the same for all 5 of your potential niches. You really want to see what is going on in your niche. **To build a great site, you have to learn and become an expert in your niche.** It will make all your content writing much easier.

Once you see what is out there you can find a spot that has unfilled needs and you can build your site to supply that need. If there is no site offering video training you can offer that. If there are no good coaches, you could offer coaching. If there is no inexpensive solution, you could sell ebooks.

Don't think because there is a product out there already, you can't make a bigger and better version. There can be unlimited versions of any product.

Secret number 2 What to Look For In A Niche

All you need to have a great niche is:

- Advertising online - People are paying for ads constantly
- Enough Buyers - A big group of people
- In Demand Topic - Evergreen is best, check out Google trends to see if it is steady over time
- Ability to Reach those people easily - Where are they online and can you advertise to them?
- Ability to Create Content easily - Look at the content that is online, can you do the same?
- Lots of products to sell - Affiliate or products you could have created

You want a niche that is deep enough to easily compete and get your website on the first page of Google. But with the ability to move higher up to the bigger niche with more needs. You want your first pages to be the low hanging keywords that are easy to rank for. As your site ages, you will be able to target the bigger keywords.

So spend a week, and really look at your possible niches. Do the research before you decide and you will save yourself time later. Once you see what others are doing, it is easier to pick the niche you want to spend the next 2 years working on.

For search volume on keywords, look for 1k - 10k in monthly searches. If you go lower than that it often isn't worth writing a blog post or building a business on. If you have 50

keywords to target and they get 1000 searches each, you have the chance to get 50,000 visitors a month. Plus you will get loads more from organic search.

When you have 50 pages, the search engines will send people to you for all kinds of random keyword phrases. And this is just free traffic, you will also want to use advertising to bring in additional traffic.

But don't worry too much about keywords just yet. You can choose them after your niche is decided on. Right now you are just seeing what is out there already and if you think it would be worth your time to dive into the niche.

Got your best 5 niches chosen?

Now we need to do Secret 3...

Secret 3 - Test Your Niche Out

Now you could just randomly pick one of your top 5, but a little testing is well worth a few dollars. If you are good at building websites, you could buy a domain name or 3 and build 3 quick sites on 3 of your top 5 choices. Just a basic site at first. A page or two is all you need, and offer a free giveaway (lead magnet) that would be perfect for anyone in your niche.

Buy a few Google ads and send traffic to your landing page. See how much traffic you get over a couple of days. Are you getting lots of clicks? That means people are interested in your niche. Don't worry about how many sign up. You just want to know if people are interested enough to click. You can improve your conversions later.

You can also do this with a website like leadpages.com and you don't even need a website.

This is cheap compared to building a huge site and finding out later it doesn't work!

For each niche you want to know who is the main buyer, how you can reach them and what is the Core problem they want to solve? Who is the target market (male, female, age, income, hobbies, wants, needs)?

Ok we have gone over why you need to spend time choosing a niche before building your website. How picking the right niche helps increase success. 3 Secrets to finding your niche

that included: 1. Research and Evaluate your competition 2. The key things to look out for when choosing a niche 3. How to quickly test your niche idea.

And we went over how valuable a great niche can be. There are a few **sticking points** that people usually have trouble with.

1. **Not being able to quickly decide on The NICHE.** If that is you, after a week of thinking and researching, list your top 5 out on paper and list the plus and - columns for each niche. Write down all your thoughts on paper. Try to give them a score of your own on difficulty, potential, and how much you would enjoy spending 2 years mastering the niche. Then you have to just pick your best choice. Don't let it stop you. This is only one of many business decisions you will have to make. What's your best choice at this time?
2. **Spending months deciding on a niche.** It should only take a week or two. Go back to the search engines, look at those competitors again and open up your mind to the possibilities. They are right in front of you. Do you want to do that? Which niche do you want to work in? Buy a product from one of those competitors and go through their customer journey. It will give you all kinds of ideas on how to build a better one.
3. **Letting tech stop you from moving forward.** You can hire anything done on fiverr. If you need a landing page done, hire it on fiverr.com. Need an autoresponder set up? Go to fiverr. Need a website built? Go to fiverr. For a few hundred dollars you could have it all done for you. Is your business not worth \$300 in investment? I think so if you could make Thousands with a successful business.

Wrapping up;

Choosing your niche is the first step when building your online business. Getting a good niche that is workable is the key. It has to have a high chance of success before you put all your efforts into it. It is all to get you a successful business of your own. If you choose an evergreen niche with enough traffic and enough eager buyers, your odds of success go up. But you have to create the content to build your presence online.

Your content is how you get found and how you become someone in the niche. The new expert people come to for advice and solutions. You can do it!

I have a lot more content on business building on the blog,
So check it out

[==>Get your free mini course on advertising and start testing your niches today<=](#)

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