



15 Ways To Find Hot Niches

Niche Research Strategies

Here are 15 ways to brainstorm new niche ideas. Make a note of an idea each time you think of one. Make sure you have a notebook for all your niche ideas. Always take it out with you because you never know when a new niche idea will pop into your head.

Method #1 – Ezinearticles.com

A great method to identify potential niches is by using the categories at www.ezinearticles.com

If you go to the home page you will see a list of the broad categories, but if you click on one of these categories then it will provide you with a list of subcategories (or sub-niches).

One of the most important parts of this system is that the niche **must not be too broad**. Don't choose a niche like fitness. This is an extremely broad niche and it will not only be hard to create a short product for, but even harder to market it.

You could use one of these sub-categories to create your product around. There are hundreds of sub-categories at www.ezinearticles.com. Make a note of the one's that you believe could be a potentially lucrative niche. You could even move onto other websites, such as eBay, as well and locate more potential ideas.

Make a note of all your niche ideas and move on.

Method #2 – Magazines

Analysing magazine categories is another method of brainstorming niche ideas. If people are prepared to pay for subscriptions to these magazines, then they are interested in the information inside and may be prepared to buy an info product related to the same topics.

Go to your local stores selling magazines or go to www.magazines.com and browse the topics. Make a note of all potential niche ideas.

Using **magazine content** is also a good way of choosing niche ideas. You always see women's magazines with fashion advice and weight loss tips. You could use these articles as research and because they are being included in these magazines, the information is obviously in demand.

Don't restrict yourself to women's magazines however, look at:

Car magazines – You could write an eBook about choosing the perfect car to suit the customers purposes.

Garden magazines – Create an eBook about growing a certain type of plant, or an eBook about creating a beautiful garden.

Travel magazines – Create an info product about travelling for cheap, luxury destinations or things to do on vacation.

Method #3 – TV and Newspapers

Recently, the media have had an ever increasing affect on our lives and it can be used as an excellent tool for generating new niche ideas. To find what's in demand, watch the TV. Analyse the TV adverts and programmes, magazine adverts and content and newspapers. By analysing current affairs, you can quickly spot potentially lucrative niche markets.

Over the last few years, global warming and its effects have been widely broadcast and more and more people are trying to do their bit to help reduce the effects. You could quite easily research how to reduce global warming and save money in the process, compile it into an eBook and sell it for a lot of money.

Monitoring the TV listings and analysing what's on TV is also an excellent way of selecting a lucrative niche market. An excellent example of this type of niche selection is if you had spotted that hit TV series "LOST" would have been so successful with so many fanatical fans that are very passionate about the programme. You could quite easily have created a "Lost theories" eBook which you give away for free and profit from on the back-end.

The best part about choosing a niche like this is that if you were one of the first to set up a website about LOST and marketed it effectively in the initial stages, then you could have dominated that niche market from the very beginning.

Method #4 – Amazon.com

Amazon.com is a great site for generating new niche ideas. Take a look at the best sellers list. These are obviously products in demand. Make a note of potential ideas from these best selling books.

Method #5 – Clickbank.com

The Clickbank marketplace is a huge directory of ebooks currently being sold by marketers on thousands of different topics. Browse through the categories and the different eBooks and consider creating an eBook on a similar topic. Go to www.clickbank.com to browse through the marketplace. Make a note of potentially lucrative niches.

Method #6 – Ecover Design websites

Going to eCover design websites and taking a look at the eCovers being designed is a great way to see what other info products marketers are creating. Simply type, "eCover design", "mini site design" and other related key phrases into your favourite search engine. View their portfolio and make a note of potential niche ideas.

Method #7 – Your Passion and Interest

Identifying your passions and interests can be a potentially lucrative method of generating new niche ideas. Make a note of all the things you are interested in or want to

learn about. Because you have the passion, you will definitely know a lot more about the subject than newbies. Cash your passion.

Method #8 – Your Expertise

Similar to above, identifying topics you are an expert in can also be used for niche idea generation. Make a note of all your expertise. These expertise come your education and your job experience. What comes to you naturally may not be so to other people.

Method #9 – Your Friends' expertise

You can tap on your friends' expertise and joint venture with them to sell / promote their expertise. Identifying your social networks hobbies, passions and expertise can be an excellent method for conjuring up a stream of new niche ideas. Consider what your friends and family enjoy doing in their spare time or like to learn about. Make a note of all these ideas. For example, you can promote a package of service and outsource the various components to different people in your mastermind group.

Method #10 – Your Environment

This method simply involves looking around your immediate environment. It could be looking around your house, your garden, your local park, local shops or whenever you are. For example, if I were to look around the room I'm currently in, I estimate that I could generate at least 5 new niche ideas.

I see my glass which I just used for my milkshake; why not write a product with a number of milkshake recipes?

I see my internet modem; why not write a product about safety on the internet?

I see a few clothes which have been thrown on the floor; why not write a product with fashion tips?

I see my credit card; why not write an info product about clearing your debts?

I see a few antiques in the corner; why not write a product about buying and selling antiques for profit.

There we go, 2 minutes of looking around one room and I've generated 5 new niche ideas, I'm sure I could generate a lot more with a bit more time. Once you find a new niche idea, write it down in your notebook and then continue looking.

Method #11 – Keyword Research Tools

Keyword research tools are an important aspect of niche research – and especially niche idea generation. Go to your favourite free (or paid if you already have a subscription) keyword research tool and type some of the following keywords and phrases.

- Tips
- Techniques
- Secrets
- How to

- How do I

Once you've typed these different keywords in, relevant phrases which contain this keyword will appear. So, if you type "tips", then the following phrases will appear:

- Weight loss tips
- Dating tips
- Sex tips
- Golf tips
- Make up tips
- Runescape tips

There are hundreds of phrases like this. Make a note of the one's that could potentially be turned into a short report.

Method #12 – Ebay Pulse

There are some sites on the internet that are so powerful, that they portray similar patterns of behaviour on their site to that of the entire internet community. eBay is one of them.

Using the eBay Pulse is a great way to find lucrative niches because people searching for these things on eBay are looking to buy and your aim is to sell. This makes eBay a perfect site for generating new niche ideas.

Go to www.pulse.ebay.com and look at the ten most searched phrases in the various categories. Make a note of as many keywords or phrases that could potentially be turned into an info product.

Method #13 – Google Suggest

Another keyword research tool is Google Suggest. Using this tool you can start typing and it will suggest (hence the name) alternative key phrases. Go to <http://labs.google.com/suggest/> and start playing with it. Make a note of all your niche ideas.

Method #14 – nicheaday.com

This is definitely the laziest method and probably least likely to generate any new niche ideas but it only takes a second to sign up for and only a few more seconds every day to think of one more potential niche idea. Simply sign up at www.nicheaday.com and be emailed a new niche idea everyday directly to your inbox. You never know, you might get lucky and one of those ideas could potentially be your goldmine.

Method #15 – Sales pages' Bullet Points

Utilise the power of 'Bullet Points'. The bullet points you see in just about every sales letter ever created. The bullet points that list just about every benefit of the report. It's likely that you have bought a product just because of one or two of those bullet

points. Perhaps you paid \$47 or more just for that one bit of information that covered just a few pages. You didn't care about the rest of the product, you just wanted it for that tiny bit of information.

There are probably hundreds of people out there that are doing EXACTLY the same. All they want is that tiny bit of information, yet they're having to pay \$47 for it. I think you see where I'm going...

Look for the latest expensive product launches. Take one of the bullets and create a product out of it and offer it cheaper than the expensive product. For example, if the product is the Law of Attraction, then create one for a sub-niche, example, how to apply the law of attraction for _____<certain group of people/profession>.

In summary the methods are:

1. Ezinemarticles.com
2. Magazines
3. TV and newspapers
4. Amazon.com
5. Clickbank.com
6. ebook cover design websites
7. Your passion and interest
8. Your expertise
9. Your friends expertise
10. Your environment
11. Keyword research tool
12. Ebay Pulse
13. Google Suggest
14. Nicheaday.com
15. sales pages' bullet points

I hope you have enough ideas to find the next hot nich. Good luck.