

HOW TO CHOOSE YOUR ONLINE NICHE

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How to Choose the Right Niche
That Helps You Stand out and
Reach the Right People for
You and Your Business!

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Introduction: Why You Need to Choose a Specific Niche

Are you thinking about starting a blog? Maybe you are a budding infopreneur. Perhaps you would like to start your own online business. No matter what type of Internet presence you are trying to develop, it is a good idea to focus on one particular niche.

At first thought, you may think that blogging about some large topic like beauty products is a good idea. After all, men and women spend hundreds of billions of dollars each and every year trying to look beautiful and attractive. With all that money out there, doesn't it just makes sense to shoot for some large business category?

The answer is... **No!**

Sure, there is a lot of money to be made in the beauty product category. However, there is so much money in that field that large companies sink tons of cash into dominating that niche. There are literally thousands of blogs, websites and online businesses which have developed a respected position online selling beauty products.

So the competition is extremely large, very talented and knowledgeable about their field, and they have much more money than you do to spend on marketing and attracting customers.

The smartest way to choose a niche for your business is to do what the oil companies do... dig down deep.

Before we explain the proven and profitable system for selecting a market for your business, let's define exactly what a niche is.



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Niche Marketing Defined

BusinessDictionary.com (a great place to go online for defining business and marketing terms, by the way) has this to say about niche marketing:

"Concentrating all marketing efforts on a small but specific and well-defined segment of the population. As a strategy, niche marketing is aimed at being a big fish in a small pond instead of being a small fish in a big pond."

That illustrates our example about beauty products perfectly. Your niche should not be some large market. The more targeted you are when you're selecting a focus for your business, the less competition that is out there. Also, smaller niche markets tend to be closer to making a purchase decision. The people that make up these focused niches are very passionate about the goods and services that are marketed to them.



This makes selling much easier. It makes researching much easier to, since you have a narrow and pinpointed field, instead of a vast market to understand. And contrary to popular belief, you don't need a large market to make a very good income online.

Being Seen as an Expert Is Easy

Another benefit of choosing a very specific niche, rather than a general one, is sometimes overlooked by beginning online marketers. As we just mentioned, researching a small market is easier than researching a big one. That means there is a much quicker path to becoming an expert or guru.

This means that you can quickly develop a reputation as the "go to" guy or gal in your niche market. Also, when you focus on one area of expertise, building products, whether real or virtual, and offering services is much more efficient. You don't have to offer a ton of different services to your audience.

Many niche marketers and bloggers have just 1 information product that is the base of their revenue. They may develop other products and offer other services

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from time to time, but that main info product is what they are known for. Seen as an expert with your name attached to a single problem-solving product virtually guarantees sales for years, as your name and the name of the product you are selling become synonymous.

Take this example...

When you think of General Mills, you think of food. General Mills in 2013 rated as one of the top 5 food producers in the world. They have literally thousands of products which they offer. So when you think of General Mills, you think of food in general, but not any specific type of food.

On the other hand, what comes to mind immediately when you hear the name Orville Redenbacher? Popcorn!?! By focusing on a single food product instead of several, the bow-tied gentlemen in the Clark Kent glasses created and manages a billion-dollar company.

More to the point, he did so by focusing on a very specific snack food. He knew that people who love popcorn would voraciously eat up (pun intended) his product if he made a better popcorn than everyone else, and marketed it properly. He did, they did, and another niche market success story was created.

To recap ...

- Researching and managing a smaller company is easier than a large one.
- Your target market is passionate about what you have to offer.
- You face less competition.
- It is easier to be seen as a guru or expert.
- Selling is easier versus a large niche, because your market is closer to making a buying decision.

Okay, now that you know the reasons for "niching down" when choosing a market for your business, let's look at a couple of ways to uncover the perfect niche for you - 1) Brainstorming and 2) Keyword Research.

Brainstorming Ideas for Your Niche

Have you ever been part of a brainstorming session? Big companies form brainstorming panels all the time. This is a process that can generate creative solutions and ideas. In a company setting, many smart and innovative business people are brought together.

Everyone is encouraged to think out loud and suggest as many ideas as possible. The idea is not to hide anything, and to share every possible thought you have on a particular subject, no matter how bizarre or crazy those thoughts may be.

You may be thinking, *"I am my only business asset! There are no other people in my business but me. How can I brainstorm myself?"* It's easy, you do exactly what big businesses do – you harness the ideas of a lot of people, even if you are the only person in your business. You can do this by digesting information in print and online media. All of the work has been done for you. It just requires some time sorting through the information.

There are also some ways you can select a niche in the next few minutes. You don't need any input from anyone else. You already have all of the required information, and you may not even know it.

So, how do you get started brainstorming for niche selection? There are many ways to do this. A few are listed below. Use the following proven brainstorming tactics, and selecting a profitable niche for your blog or business is a cinch.



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Head to the Nearest Bookstore or Magazine Rack

One really great way to use the opinions of a vast number of people is to go shopping for a magazine. Take some time to visit your nearest bookstore, or the magazine section at Target or Walmart. Before a magazine is published, its owner does a lot of research. It costs a lot of money to produce, publish, ship and market magazines. So when you see a magazine consistently offered for sale, you know that the topic it covers is one that is profitable.

The same is true with books, in this case nonfiction books. You don't even have to purchase any books using this niche marketing brainstorming method. Look through the magazines you see, and jot down any niche markets that strike your fancy.



Let Amazon Do the Work for You

Head over to Amazon.com, the largest online retailer. If you think you would like to get into large dog training industry, type "dog training" into the Amazon search engine. You will see a huge list with tens of thousands of results.

Now look on the left-hand side of those results, and you will see a bar where you can filter what you are looking at. A recent search yielded these dog training subtopics in the Amazon pet supplies subcategory:

- Dog Training & Behavior Aids
- Dog Training Collars
- Dog Training Clickers
- Dog Agility Equipment
- Dog Carrier Backpacks
- Dog Whistles
- Slip & Martingale Collars
- Dog Training Leashes

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When you click on any one of those results, you get even more laser-targeted niche markets to choose from. This is a way to use Amazon's massive information database to choose a targeted niche.

Go with What You Know

Do you love gardening? Are you passionate about creating beautiful and fragrant butterfly gardens? Maybe your gardening area of expertise is organic food that people living in small apartments can plant on their patios. One thing a lot of successful bloggers and infopreneurs do when selecting a niche is simply move in the direction of a current hobby or pastime they truly love.

This means working on your business is not like work at all, and you already have all of the knowledge you need, so research is minimal. You can also go in the area of some special certification or education you have earned. This may or may not be something that you are passionate about. However, any time you know more than someone else about a particular topic, there is a potential business there.

Keep Your Ears Open

As a budding entrepreneur or blogger, you should always be on the lookout for untapped niche markets. This means keeping your ears open to all opportunities. At a crowded line in the grocery store, at your favorite tavern or pub, at a public gathering – these are all places where people speak freely. Always have a pen and notepad handy to jot down any possible niche marketing opportunities you hear.



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Ask

This is a simple, often underused, method for discovering powerful niche markets. Ask your coworkers, friends, family members and even strangers what area in their lives is being under-serviced. What nagging problem in their personal and professional lives continues to plague them?

Do you remember the old dovetail clasping, round, wooden clothespins? No one ever thought to make them square, until a budding entrepreneur took action. One gentleman whose name has been lost to history frequently heard women complain that they were tired of having to pick up clothespins off of the floor or ground.

This is because the round, wooden clothes pins rolled. They were constantly rolling out of reach, but they were what had always been used, so no one thought of trying to improve them. The gentleman invented the first spring-loaded, rectangular shaped clothespins we use today, and the rest is history. He listened to a frequent complaint, and created a solution.

Using Keyword Research to Come Up with Niche Ideas

Google and all the other search engines online handle billions of search requests each day. They respond to the words and phrases people type in when looking for a product, topic, service, movie, book, etc. Those search requests are known as "keywords" or "keyword phrases".

Using keywords for niche ideas is useful because it can help bring you new sub-niche ideas that you may not have otherwise thought of. More than that, though, it shows that people are actually *searching* for information on these topics. They just need someone – like you! – to give them the information they're looking for.

There are several ways to use those keywords and phrases to your advantage. Here are a few of the top ways smart bloggers and web businessmen and women use keyword research to reveal marketable niche ideas.

Use the Google Auto-Complete Feature

Head to Google. Type a word, any word, into the Google search engine. Don't hit enter! What do you see? Google displays a list of possible phrases that you may be looking for. This auto-complete feature is based on popular search requests from previous users. That means that when you type in any word, the possible questions or phrases Google creates based on that word have been typed in millions of times by web surfers.



This guarantees a viable marketplace. For instance, typing the word "ballet" reveals the Google auto-complete suggestions "ballet shoes", "ballet flats", "ballet positions" and many more ballet-specific terms.

Use Udemy

Udemy is a website that sells information courses. You can use their information database to choose a profitable niche. The first step is to head to Udemy.com.

Click on "Browse Courses". You will see a menu on the left side of your screen with different course categories. Choose a main category by clicking on it. You will now see a list of courses offered in that larger niche.

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Then choose "All Courses" from the top menu. Change the "Sort by" option to "Popularity" on the next page that pops up. Next what you see is a list of the most popular courses, in other words, the best-selling. There are extra filtering features on the left side of the page if you want to filter further.

This is a great way to find out what people are actually paying their hard-earned money for. In many cases, you can also see great marketing headlines and potential names for a course or info product you may create.

Ask the FaqFox

This is a handy tool that virtually no one knows about. It trolls forums and aggregators and scrapes keywords and phrases based on a word that you enter. Simply enter any keyword into the first text box at FaqFox.com. You then enter a forum, or choose from one of the categories of starter sites listed.

What you receive is a list of thread titles, and links, relevant to your keyword. In many cases these are the very questions people are asking in a particular niche market. When you see hundreds, or even thousands, of people talking about the same problem, product or service, there is a profitable market there.

Market Samurai

Market Samurai is software that shows you how to break a market down into areas of different niches and how to focus on interests involved with those niches.

The applications in the software include the right way to do keyword research and how to break those keywords down into what's relevant and what's not. It shows you how to tap into the vein to get - not just any keywords - but the ones that bring you high traffic - the ones that don't just give you first place in ranking, but give you that all important click through rate with high traffic volumes.

This software can give you a leg up on the competition and teach you how to access the commercial abilities of your business.

[Click here to download your free copy of Market Samurai](#)

(<http://jonallo.com/marketsamurai>)

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These are other free keyword research tools (viable as of May 2016) for discovering niche markets:

- HyperSuggest
- Google Keyword Planner
- AnswerThePublic
- SEOStack Chrome Extension
- UberSuggest
- Google Trends
- Soovle
- Bing Webmasters Tool

Make A Note of Those Keywords!

While you're searching for a niche idea, don't forget to make a note of any keyword phrases that stand out to you. These will make valuable future content ideas for blog posts, emails and paid products!

And remember, your niche and your content doesn't have to be a specific keyword phrase. Even though seeing your niche searched for shows there is interest in a niche, there are also untapped niches that may not be evident from your keyword research.

Validating Your Niche Ideas

Using the methods listed above, you have probably found a potentially profitable niche market. But how do you validate that decision? How do you know you aren't wasting time and money on an idea that doesn't offer enough financial viability?

One way is to head back to Amazon. You may have a passion for Alaskan Husky breeding. However, a recent search in all of Amazon showed only 5 results for "Alaskan Husky breeding". This can quickly tell you if you have a viable marketplace or not. On the other hand, a search for German Shepherd breeding turned up 50 results, meaning it is probably a better market than Alaskan Husky breeding. In most cases you would prefer to see at least 1,000 results for a particular term or phrase.

Additionally, you can once again harness the incredible data mining powers of Google. Type your prospective niche phrase into Google, surrounded with quotation marks. What you will see is a list of all the web pages which contain that exact phrase, in that exact order. A recent search for "keyword search tool" return 401,000 results! You want enough results so that your market is viable, but not so many so that you are fighting a lot of competition. A good target zone is roughly 25,000 to 100,000 results.

You can also use social media to validate your idea. Creating groups on Facebook is free. The same is true on LinkedIn and other social media sites. Build a group page on the topic you are thinking about marketing. Write a few blog posts, refer to important articles or websites in that field, and see what type of response you get.



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There is another way to use social media sites to find out whether your niche market is viable or not. Type your keyword phrase or niche market name into the search engines of the biggest social media websites. Is there a lot of interest? Are there conversations, groups and events taking place or being created? Social media is where people talk about things that are important to them, so this information can be invaluable in determining the possible success of your business endeavor.

If you have some money to spend, you could even set up a short free report, a landing page and some Facebook ads to get people to sign up to your mailing list in order to receive your free report. You'll soon see whether there's any interest in the niche and whether it's worth delving in any deeper!

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Is Your Niche Big Enough to Grow?

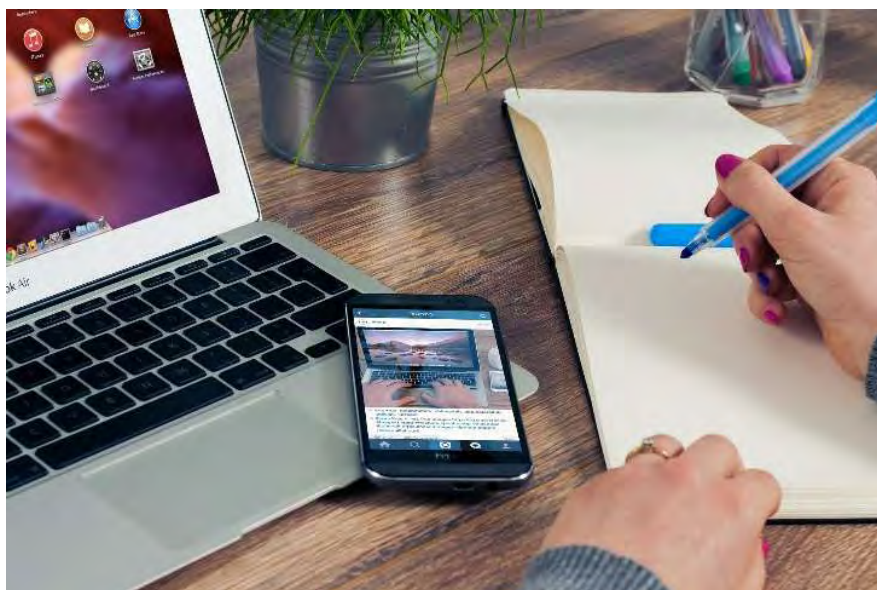
This is an important question – any niche you enter should have potential to grow in future. If you start out with one product, for example, you probably eventually want to add more. You'll also want to make sure there's enough scope to keep creating new blog posts and content!

Unfortunately, it is sometimes hard to determine exactly. Take the buggy whip business. Before the invention of the automobile, people got around in horse-drawn buggies and carriages. The person piloting the vehicle used a whip to lightly strike the rump of the horse when it needed a little motivation.

Buggy whip salesman were doing a booming business ... **before Henry Ford automated automobile production.** Virtually overnight, they went the way of the dodo bird.

Basically, you want a niche market that is small enough to dominate, while still allowing room for growth. For example, MySpace used to be the largest social media site. It became such an overnight success that hundreds of competitors popped up. The creators of Twitter, Facebook, LinkedIn and Pinterest all realized that social media was in its infancy at the time, but still had plenty of room for spectacular growth.

You can do this in your own market by watching relevant trends. If you plan on blogging about smoking as a healthy pastime, you are about 50 years too late. On the other hand, blogging about how to stop smoking once and for all is probably a topic that has plenty of room for growth, as human beings have become more health-minded in the late 20th and early 21st centuries.



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Again, the keyword research you did earlier can help out a lot here. If your main keyword phrase returns just 20,000 or 30,000 results, you could be looking at a burgeoning niche market that is about to explode. You may also be staring at a market which has been slipping the last few years.

Keep an eye on technology. Learn everything there is to know about your niche market. Join forums and chat rooms applicable to that field. Use social media to monitor your marketplace. These are all simple ways to feel the pulse of any niche market, and gauge whether there is room for growth, or whether you are riding a sinking ship.

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What If My Idea is Already Being Done?

If your idea is already being marketed, that is great! It means that there is definitely a market for your product or service. Now all you need to do is "steal" the hard work that your competition has already done.

Join the email lists of websites and blogs that are marketing a product similar to the one you intend to offer. Check out their websites. Read their blog posts. Order their products and services. If they have a forum, join it, and see what their customers and potential prospects are talking about. This is incredible information, and is all free of charge.



Then take that information and use it to make a better product than your competition is offering. Price your product lower, add more features, deliver a lifetime warranty, make it bigger or smaller, faster or slower, and longer-lasting. Deliver a better value and let everyone know about it.

You can also differentiate yourself through marketing. Remember the clothespin example from earlier? The innovative clothes pin manufacturer had a hard time selling his product at first, even though it was superior. When he began to market it as a clothespin "that doesn't roll", sales exploded.

Come up with an eyebrow-raising, humorous, clever, shocking or bold way to market your product and your unique approach will overcome bland competitors selling virtually the same product or service.

Then take that information and use it to make a better product than your competition is offering. Price your product lower, add more features, deliver a lifetime warranty, make it bigger or smaller, faster or slower, and longer-lasting. Deliver a better value and let everyone know about it.

Is It a Bad Sign If My Niche ISN'T Being Done?

On the flip side, you might worry if your niche *isn't* being done by anyone else. Sometimes this *can* be a sign that your niche is too small and that there isn't that much of a market. However, it might also mean that you can be the one to start something new

Many niches have started that way – new diets, new health trends and so on. They are often based within a very broad niche – like healthy eating – but then take it into a completely new sub-niche.

Whatever happens, remember that it is always possible to tweak your niche if you don't get the results you expect!

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Understanding Your Ideal Audience (to Help You Stand out in Your Niche)

The best way to stand out in a niche is to have a very specific, ideal audience in mind. Why? Because there may be hundreds of blogs already about how to achieve a flat stomach. However, if your ideal target audience is new, vegetarian mothers then they will always come to you over other sources!

The key is to define your audience and then get really, really clear on what they want. This can help you come up with some amazing niche, content and product ideas!

Think about the answers to these questions:

- What problems are they having?
- What is the one area where they are not being serviced?
- If they could solve just one problem tomorrow, as it relates to your niche market, what would that solution be?

A lot of successful entrepreneurs, online and off, got that way by solving their own problems first. Chances are the issues in your life are being experienced by a lot of other people. If your niche market applies to your own life in some way, you may just need to answer your own problems in order to understand the needs of others.

Once again social media comes to the rescue. Remember those groups that you made on Facebook, LinkedIn and other social media platforms earlier? Talk to your audience. Simply ask them what they want. Ask them what features or characteristics a product or service would have to have for them to switch from their current provider.

Always remember to think from your prospect's point of view, not your own. Don't think about building products. Think about offering solutions. And never forget that every single purchasing decision any human being makes is based on one of 2 subconscious factors:

- 1) Avoiding Pain
- 2) Providing Pleasure

When you decide to eat something, it could be that you are avoiding the pain of hunger, and eventual starvation, and also that you are providing the pleasure of tasting one of your favorite foods. When talking to your audience, focus on the pleasures they are trying to attain, and how they are trying to alleviate pain.

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When you think about your niche market, imagine a single, specific person. Identify the age, demographic, gender, intelligence level and all other applicable metrics that make up your "perfect customer". Market to that single individual rather than an audience, and your niche marketing efforts will be successful.

Conclusion: Don't Forget About Passion

Lastly, remember that you should be passionate about any niche you choose. Unless you plan to outsource the whole thing, this is something that you could be involved in for many years to come.

Running an information-based online business means constantly coming up with new content ideas on the same topic. Things are a lot easier when you actually enjoy what you're writing about!



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