

**NICHES EXPOSED PRESENTS**

# **Niche Predictions**

# **2006**

**Niche Topics You Should Be  
Preparing For Now  
To Tap Into And Profit From  
This Coming Year**

## **VOL. 1**

**James B. Allen**



**Niches Exposed Presents  
Niche Predictions 2006 – Vol. 1  
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## **Introduction:**

Thank you for your purchase of **Niche Predictions 2006 – Volume 1**. After the success of my niche market research e-book last year - *Niches Exposed* - I realized it was time for an update filled with fresh niche market topics, research, predictions and profit ideas for the upcoming year.

So many new developments have occurred in many broad markets – from hobbies, technology and finance, to health and fitness, political movements and more. Within each of these many broad areas of interests are many emerging niche markets, and some old ones that are gaining again in popularity. And of course the best part is, people are searching for information related to these markets online. This means more profit opportunities for you!

In this first volume for 2006, I have written reports on 17 niche topics that you should be paying attention to – topics that you should be building informative websites about to profit from during the upcoming year.

I have also included ideas for monetizing the traffic to sites you build for these markets – which types of affiliate programs, products or services you might consider offering to create more streams of income this coming year. I have also put many keyword phrases in **bold type** to help get you going on your keyword research.

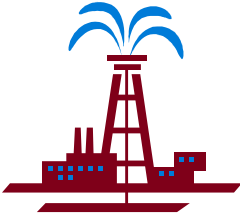
While many of these topics could easily be monetized with Google adsense, I have made sure to also show you where I think there are better, more profitable alternatives too.

At the very least, Niche Predictions 2006 is meant to serve you as an idea “cookbook” as you begin to plan your profit pulling website development for 2006. As always though, ideas are great, but it is only when you put those ideas into action that you will see any results. To that end, I hope you take this information, put it into action and have a very profitable 2006 online!

Sincerely,

**James B. Allen**  
**Boso Hanto, Japan**

## #1 - Peak Oil



“Peak Oil” is a concept that has been around for quite some time, but only recently has begun showing up in the news on a regular basis. The term is also being searched for online more and more frequently, and will no doubt continue to increase in the coming months.

Here’s why: You see, “Peak Oil” is the theory that oil production follows a bell curve – that is – production goes up and up and up, reaches a peak, and then starts to fall off as we begin to run out of oil, a non-renewable resource. After the peak is reached, it becomes more difficult and expensive to extract the shrinking amount of this precious substance, the fluid that our whole society and planet depends on to keep running every day, from the earth. With that, the price of fuel increases exponentially, and the cost of everything, from running your car, to producing electricity and goods becomes so expensive it can no longer be accomplished.

Although this theory was proposed several decades ago, it has just been during this past year that researchers have begun to see in the **oil production** data that we may have reached the top of the production curve – the “peak” during the past few years. This research and what it means for the future of oil, and the future of our society has we know it – if in fact we have reached the peak – is starting to be discussed more openly and often.

I mention this area of interest first because as news of “**peak oil**” spreads, it will affect peoples’ interest in many other markets that we will be discussing – from finance and security, to home and health. Whether or not the theory is justified, just imagine if in 2006, growing numbers of people start believing we are running out of fuel – the demand for information on how to adjust to and survive the change will explode in all areas of life.

### **Profit Ideas:**

As news of the **peak oil** theory spreads, more and more people will be looking for information on the topic. To start with, a regularly updating news portal linking to articles and reports mentioning the topic might be a good start. As interest and traffic increases, people will have started to realize what this situation really means. At that point, selling e-books, reports and other info products i.e. “Your Guide To Surviving Peak Oil”, or “How To Profit From Peak Oil” might become a good way to monetize the traffic. I predict that Peak Oil will be one of main motivations behind people’s interest in other financial topics in 2006.



## #2 – Housing Bubble Burst



Real estate information is always a favorite topic online. People are continually searching for information on investing in real estate, buying and selling homes, flipping properties, profiting from rental properties and related topics. I predict 2006 will present some new opportunities to tap into this high-demand market.

You see, for the past decade or so, the real estate market has been growing by leaps and bounds, with new houses being built on speculation and low interest rates and easy to qualify for loan terms allowing even people with risky credit to buy homes. Up until now, this growing housing bubble has been a boon to investors and real estate agents alike. But, like all good things, what goes up, must come down.

According to data that has started coming out of the bond market in early December of 2005, it is already too late. Mortgage companies are beginning to report an increasing number of defaults on housing loans and the number of unsold new houses that were built on speculation is also rising month by month.

As news of the end of the housing bubble starts to spread, expect an ever growing increase in searches on “**housing bubble**” and “**housing bubble burst**” and related terms. Predictions are that the full brunt of this housing bubble burst will start to be felt as we enter 2006.

Fortunately, for those of you who make you living providing information online via websites, this could provide opportunities for you if you are quick to jump on this upcoming change in focus in the real estate market.

### **Profit Ideas:**

As news of the **housing bubble burst** spreads, many people will try to sell their homes before prices plummet. Of course, the more the home values drop, the more people will try to unload – causing the usual negative snowball affect. On the other hand, savvy investors will be looking forward to this, since dropping prices will mean a great time to grab properties cheap – properties that in the end will eventually increase in value again, as they usually do.

Certainly, if you have websites that are attracting traffic because they are providing valuable information on the burst of the housing bubble – there will be

an interest in useful and helpful information on how to make the best of this downturn. For example, "How Hold Onto Your Home In A Falling Market", "Investors Guide To The Housing Bubble Burst", etc..

One would imagine at the very least, adsense advertisers will be strong as mortgage and other lending companies seek to trap those who need to extend their credit in order to continue making payments on their homes.

**Extra Tips:** Keep in mind, real estate related searches tend to be very localized. People are often looking for information on properties in their own and nearby cities and towns. Because of this and the fact that real estate markets vary region to region, information that is localized – targeted towards city, state and region names will be even more valuable.

Start paying attention and apply localized versions of information in this market – for example, if you do your keyword research on "**foreclosures**" – a term that will become very important as the housing bubble bursts – you will notice that people are searching for foreclosures in their own cities and states. "**New York Foreclosure**" and "**San Diego Forclosure**" are just a couple of examples. Target your content and sites to these specific localized markets. This should help improve your search engine results as the major engines start increasing their focus on localized search results.

### #3 – Gold and Silver Bullion



During the last quarter of 2005, there was a very interesting change in the precious metals market. Despite the fact that the US dollar was holding strong against other fiat (paper-based) currencies, the price of gold began to rise – dramatically. But this rise has so far only been noticed and taken advantage of by institutional investors, and not the general public. Expect that to change soon.

As fears about US inflation, peak oil, the burst of the housing bubble and more begin to spread in 2006, it is predicted that this gold and silver rally that has begun will continue. Furthermore, when the general public begins to catch wind of all the downturns in the economy, chances are they will do as they have always done throughout history to help weather bad financial times – turn to real stores of wealth – gold and silver. It hasn't been since the early 1980's that there was a sudden burst in public interest in **gold bullion** and **silver bullion** – but I would predict that 2006 will see demand for this information explode. Gold and silver fever will return, and you should be positioned to sell the “gold pans and picks” when the rush begins.

**Profit Ideas :** As the rush begins, people already in the business of providing gold and silver to the public – in the form of bullion, rare coins, jewelry, ETF's (exchange traded funds), mining stocks etc... will be looking to capture that traffic. With more profits to be made, they will be able to increase advertising – which means more opportunity for you.

Since searches on information related to gold and silver will be increasing, you have more opportunities to create content sites that – based on your keyword research – will provide the exact information this traffic is looking for. Adsense monetization of such sites could no doubt be very profitable in 2006. Also, info products on investing in precious metals and rare coins could do well. If you want to market hard products online – coin collector's supplies might also be a market to look into.

**Very under-exploited topic tip** – Do some research into the “**Silver ETF**”. The SEC regulatory commission is now discussing whether or not to allow silver to be traded like stocks via an “exchange traded fund” – ETF. When gold prices were recently allowed to be traded this way, both interest and price increased. There is the potential for the same to happen with silver.



## #4 – The New US Bankruptcy Laws



On October 17, 2005 major portions of the **new bankruptcy laws**, passed the previous spring, went into effect.

Important among these were provisions that prevent people from above a certain income level from being able to cancel certain debts – especially credit card debts, through bankruptcy. In many situations, even after bankruptcy, they will have to continue making payments on certain debts.

Prior to October, there was a sharp increase in the number of bankruptcies filed by folks trying to beat the cut-off date. Filings have dropped since the new laws took effect.

In 2006, people will really have to start adapting to these new bankruptcy laws or find ways around them. They will begin searching for this new information, and some ingenious internet markets will be there to offer it to them. Will you?

**Profit Ideas:** One of the key provisions of the new bankruptcy laws is that people filing must take an approved financial management course. If you can provide the information about these new courses, where to find them, what to expect during them, etc... you will be providing very valuable information. For example, a regional directory of approved courses, locations and reviews might be a good idea. Your online content will in turn be very valuable web space for credit and debt management advertisers as well as bankruptcy lawyers. These are all known for high click payouts.

**Keywords to pay attention to:** Since these new laws make bankruptcy proceedings even more expensive and makes it even more difficult for those most in need of a fresh start to get it, the media has been reporting that we will see an increase in people trying to avoid their debt collectors and their collection efforts all together. Because of this, I predict an increase in searches on “**debt elimination**”, “**debt cancellation**” and related phrases.

Furthermore, with these new laws making credit cards an even less desirable means of purchasing, along with all the previously mentioned changes happening in the US economy, it may be wise to consider that people will be looking into alternative methods of payments and purchasing in 2006. Let's take a look at a couple of those next....

## #5 – Alternative Currencies



Pictured on the left is a “Liberty Dollar”. It is not a coin minted by the Federal Reserve and it is not “legal tender”. However, it is made from one ounce of pure silver, and it is legally used to buy and sell products and services with throughout the United States. In fact, while not well-known yet, the **Liberty Dollar**, an **alternative currency** backed by silver, has been in use by many individuals and businesses in the United States for the past seven years.

Furthermore, it is only one of many alternative currencies currently and legally in use in the United States and around the world in place of government issued fiat money, which has done nothing but lose value due to the invisible tax of inflation.

Because of the volatility of the economy we are seeing now and probably will continue to see into 2006, expect many more people to start paying attention to and looking for more information on alternative currencies in the hopes that their use will help provide a hedge against inflation and other negative aspects of government issued notes.

**Profit Ideas:** Information about **alternative currencies**, and related topics such as **local currencies**, and **community currencies**, should increase throughout 2006. Websites providing useful information about them will be in demand.

Since some of these alternative currencies are only used in a specific geographic region, for example “**Ithaca Hours**” informative websites about them that attract targeted traffic would be great for selling advertising space to the businesses in those regions that accept those currencies. Here’s a link with information on over 70 local and community currencies in the US:

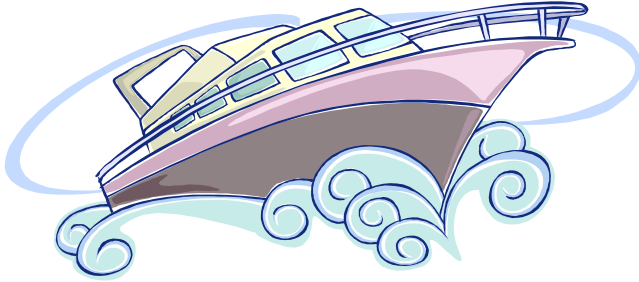
[http://en.wikipedia.org/wiki/Usa\\_Community\\_Currencies](http://en.wikipedia.org/wiki/Usa_Community_Currencies)

That’s enough knowledge to put you on track for dozens of localized portal sites focused on the topic!

Furthermore, the **Liberty Dollar** silver backed currency produced by **NORFED** is not only gaining nationwide acceptance, but the company also offers an affiliate program and other profitable opportunities for those who want to promote this alternative currency. You can get all the details here:

<http://www.libertydollar.org>

## #6 – Fractional Ownership



For those of you who are interested in catering to high end markets, you should be paying attention to the “**fractional ownership**” movement in 2006.

Fractional ownership is a legal method of buying a “slice” of a luxury item such a jet airplane for business trips, a second vacation home, or a yacht, without the hassle and expense of purchasing it outright. It is similar to the concept of time shares, the differences being that fractional ownership usually involves fewer ‘owners’ and higher-end items, among other points. As even the wealthiest will be looking to cut expenses on luxury items, expect searches on this topic to increase.

If you want to see what class of items and services are currently being offered via fractional ownership, and learn about the types of customers that handle these transactions, pick up a copy of the “Robb Report” magazine. Come to think of it, the magazine’s website:

<http://www.robbreport.com/>

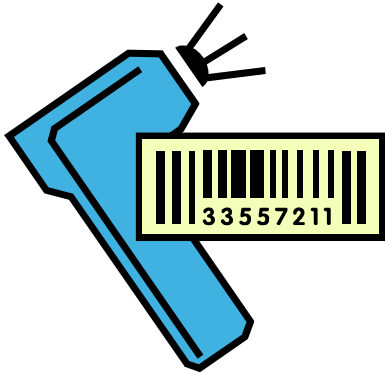
is a great place for niche market ideas for catering to those with the most expensive of tastes.

**Profit Ideas:** First, start your keyword research around “**fractional ownership**”. You will soon discover that there are quite a number of products – yachts, airplanes, real estate, and more people want to learn how to purchase with this method. You will also notice that people are looking for these items in specific cities and countries. Each one of these tighter searches could be a potential website theme.

Content could be created from informative articles on the related searches, such as “An Intro To **Fractional Real Estate Ownership**”. You could also have a review site of the different items that can be purchased this way – for example, reviews and descriptions of all the different types of private business class jets that can be purchased via fractional ownership would make a very targeted website all on its own.

Besides AdSense, you should contact potential advertisers directly. Real Estate agencies are especially known to be willing to pay per lead or finders' fees for a percentage of sales generated from leads...

## #7 – RFID Technology



**Radio Frequency Identification, RFID** for short, is a technology that has been around for several decades, but has starting gaining a lot of attention recently. **RFID tags** are usually very small devices that can store and transmit programmable and unique data via radio frequencies.

They are commonly used to track inventory, like a bar code, but with the added advantage of being able to identify and track each individual item that is tagged, whereas barcodes only identify general types of items. Current uses include everything from inventory and tracking of cattle to RFID tags in automobiles and on your keychain that let you pay for your highway tolls and gas without stopping and pulling your wallet out. Some large companies, for example Wal-Mart, track a majority of their inventory with RFID technology.

Although these business uses sound all well and good, this past year has seen an increased interest in using RFID technology for identifying and tracking humans. Already school systems in Japan have begun forcing students to wear IDs that contain RFID technology so they can be tracked, under the auspices of protecting their safety. School systems in the US have also begun introducing the technology. And of course, the companies that manufacture and sell RFID tags are trying their best to convince the government that everyone should be tagged to prevent identification theft, increase personal security and so on. New passports in the USA are already being issued with RFID chips embedded.

On the other side of the coin are those who feel their civil liberties and privacy are being severely eroded if they are forced to carry, wear or have such tags implanted in their bodies. Already millions of pets are already tagged with RFID chips so their owners can track them, some European nightclubs offer RFID tags embedded in the skin of their VIP customers to identify them and automatically charge them for their drinks, and police offers in some departments in Mexico have been tagged like this to track them if they are kidnapped. This is no doubt only the beginning.

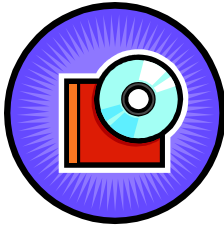
**Profit Ideas:** Needless to say, RFID technology, the businesses involved and the controversies surrounding this topic will continue to gain momentum during 2006. People will be searching to learn more about it, and you should be there to provide them with that info.

At least on the business side, you can be sure more retail companies and businesses that handle a lot of hard inventory will be considering the move to RFID. They will be looking for information on **RFID solutions, RFID systems** and **RFID software**. The manufactures and suppliers of RFID products are already starting to advertise heavily via Google adsense.

From the political side, you can be sure there will be a growing anti RFID movement among those who do not wish that humans be tagged in this manner. If this is of interest to you, you could easily start and develop an online community in 2006 by providing a portal with news and information relating to RFID and **personal privacy** issues. Turned into a paid-membership site or offering a paid newsletter could provide an income stream to make your efforts worthwhile.



## #8 – New DVD Formats



I'd like to continue with the theme of new technology, but get away from the doom and gloom of the past few reports. To start with, let's take a look at the new alternative to DVD technologies for 2006.

Currently, the two formats currently getting a lot of press are **HD-DVD**, a new high-definition format being developed and marketed by Toshiba and NEC, and the **Blu-Ray** format from Sony. These companies are looking to release their competing formats in 2006. Both formats have their supporters and detractors, with some movie studios and video companies saying they will support one format and not the other. It should be an interesting battle!

**Profit Ideas:** Either way, when these two competing formats are released publicly during 2006, there will be plenty of opportunity for you, especially if you familiar with, or willing to learn how to promote products online as an affiliate. To start with, there are going to be a ton of new products on the market and plenty of media covering their releases.

You see, both of these new formats will require new hardware to play the movies and access the other data stored on them, so there will be many new types of DVD-type players on the market to handle these formats. I would suggest starting to build review type affiliate sites for all the new machines that will be coming out for these two formats.

All of the current companies that offer affiliate programs for audio and video equipment, like you'll find through:

<http://www.cj.com>

should be among the first to start offering affiliate links to these products when they are released. You will then incorporate these links into your reviews of each of the products to earn commissions when sales are made.

If that sounds like too much effort, the new adsense competitor Chitika:

<http://www.chitika.com>

offers a great pay-per-click format that should automatically insert relevant product ads with pictures and descriptions into any content sites you create about these new technologies and the new products that will accompany them. You will then earn whenever someone clicks on these ads. Easy, yes, but of course the higher profit potential is in review sites with affiliate links.

**Under-the-radar tip:** If you really want to have a chance of being ahead of the game, there is also a 3<sup>rd</sup> alternative to DVD format that is currently being developed. It hasn't gotten much press yet, but the buzz is beginning. Some are even hinting that if it is released it will instantly undermine the two formats discussed above.

The format is called **HVD**, short for **Holographic Versatile Disc**. It is still in the research stage, but may show up on the market before the end of 2006. With the ability to store more than 160 times the amount of data the Blu-Ray format can, it may be something to pay close attention to.

## #9 – Electronic Paper



Imagine going to pick up your morning newspaper and instead of just seeing the headline photo of the president giving a speech, you can actually watch the first few seconds of the speech. Or, opening your favorite magazine and turning to an ad for the latest sports car and watching a moving picture of it racing down the road.

Sound like fantasy? Well, although the technology is not cheap enough to be mass produced quite yet, it does exist, and costs are going down fast. In fact, **electronic paper**, also known as **epaper**, **E-Ink** or **flexible displays**, has been showing up a tech shows all during the past year.

These are the newest in video displays, like computer monitors but almost as thin as paper, and can be rolled up, carried around and incorporated into products where paper once was used – such as books, newspapers and magazines. They can be automatically updated and can store and display images similar to computer monitors, but the images and text looks and reads like ink printed on paper.

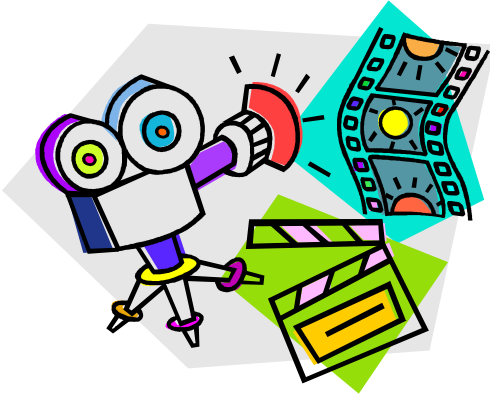
Unlike computer monitors, they produce visible images without strong backlighting and can be read from an angle, just like printed paper. Currently, the most commercially viable formats are black and white, but full color e-paper already exists and should make it into the marketplace soon.

**Profit Ideas:** Be prepared for a slew of new gadgets taking advantage of this technology in 2006. The first of these gadgets incorporating this technology have already started coming onto the market. One is an ebook reader from Sony called the **Librie**. Although the first release of this was limited to Japan in 2004, more recently software has already been developed so that it can be used in English and some clever individuals are already selling them online to the US and other English speaking markets. More recently a limited edition epaper “wristwatch” was released by Seiko at the end of 2005 – model **Spectrum SVRD001** .

Start paying attention to other new products being released with this technology and prepare to promote them through review sites and affiliate programs. Gadget fans are always surfing for information on the latest implementations of this technology and you should be there to provide it for them in 2006. News portals or tech blogs targeting this market might be one way to go.

**Further Considerations:** Another aspect of this technology will be the conversion of books and magazine and newspaper subscriptions into the new formats these epaper devices use. That should mean many new book and subscription affiliate programs to promote to your web-traffic visiting your sites containing information on this topic.

## #10 – Upcoming Movie Releases



For those of you who like prepare websites ahead of time for upcoming fads and pop culture trends, knowing what movies will be released in the future is a great way to predict what some of these might be.

To get you started, here are a couple of the movies that are going to be released in 2006 that have the potential for becoming blockbusters and increasing search

demands on related topics online.

**2006 Movie: The Da Vinci Code** – Planned release date for this adaptation of the Dan Brown mystery/thriller is May of 2006. Already in production, the main character will be played by Tom Hanks.

**Profit Ideas:** The best-selling novel the movie is based on revived interest in centuries old conspiracy theories. Following in the wake of this book's success, many other books on similar topics have been published in the past year. When the movie is released, expect a massive surge in interest in these theories. You should start doing your research now and prepare websites with related information. Then when the movie is released and traffic surges, you can market – possibly as an Amazon.com affiliate - the many related books that have since been published.

**2006 Movie: Miami Vice** – Planned release date for this movie adaptation of the popular 80's television detective series is July of 2006. Superstar Colin Farrell will be reprising the role of Det. James 'Sonny' Crockett, originally played by Don Johnson.

**Profit Ideas:** Although there is a constant market in collectible memorabilia from the 1980's, especially among items related to popular television shows of the time, prices can be very reasonable prior to a resurgence in interest. This movie should bring renewed interest in original items related to this TV show, such as autographed photos, episode scripts, original t-shirts etc...

If you plan ahead of time, you could probably pick up a stash of related, original "Miami Vice" memorabilia cheap and hold onto it until the movie is released. There is a good chance demand and prices for these items will increase when the

movie comes out and the media starts covering it again. You could then sell your investment via your website or online auctions services for a quick profit.

**Best for Last:** These two movies are just the tip of the iceberg. I hope it gets you thinking about the many, many ways you could use the knowledge of upcoming films to plan ahead and profit online. Naturally, you might want to know where you can find a listing of all the movies to be released in the future and their release dates. I'm not going to let you down:

<http://www.casenet.com/movie/moviescan.htm>



## #11 – U.S. Independence Day, 2006



Although we live in a time when fewer US Americans know the history of their own country and the original intentions of freedom and liberty is was founded on, this year might offer a chance to get these folks back on track.

This is because July 4<sup>th</sup>, 2006 will be the 230<sup>th</sup> anniversary of the Declaration of

Independence. My research has uncovered many small towns throughout the United States who are already making plans to celebrate this anniversary with a little more pomp and circumstance than the usual 4<sup>th</sup> of July.

Combine that with the patriotism that the potential of troops returning from overseas will inspire if they begin returning home en masse and that's why I'm predicting there will be a much stronger than usual interest and media coverage leading up to Independence Day in 2006.

**Profit Ideas:** Spread patriotism and earn your keep at the same time – what could be better than that? Flags sell well especially during the buildup to Independence Day – and that's always good during the time of year when most sales start to slump. Besides the usual “Stars and Stripes”, historical flags such as the “Betsy Ross” and the Gadsden “Don't Tread On Me” flag could be very good sellers. These are easy to source items with low wholesale costs and high profit margins that are easy to market online and either stock and ship yourself or through a dropshipper.

Websites providing information on the history of the Revolutionary War, the Declaration of Independence and the US Constitution in the context of today's current events and politics could become very popular in 2006 and provide the traffic to convert into sales.

Portal sites with information about upcoming July 4<sup>th</sup> celebrations in your city or region could draw plenty of targeted traffic too. Independence Day party planning guides could also provide a good draw and allow you to market BBQ grills, picnic tables and other summertime gear via affiliate programs.

**Check Your Calendar:** There are plenty of holidays throughout the year. This report should start your creative juices flowing on ways you can prepare ahead of time to tap into upcoming holidays no matter where you live and what holidays you celebrate!

## #12 – Geocaching



Next, I'd like to take a look at some hobby niches that I believe would be well worth tapping into in 2006. The first of these is **geocaching**, also known as **gps geocaching**. It is a form of global treasure hiding and treasure hunting incorporating satellite navigation technology and the internet.

People who participate in geocaching use small, often handheld Global Positioning System (GPS) receivers to find a "cache" or hidden container of treasure placed somewhere on the planet. Geocachers post information about their caches and cache finds online. There is a large and growing community of people around the world playing this high tech game of hide and seek.

This hobby has only been around for about 5 years, and its popularity is just starting to catch on. This is due to the fact that the GPS technology to participate in the sport has only recently been available to the public. One of the best places to start learning about this activity is at:

<http://www.geocaching.com/>

**Profit Ideas:** As the price of handheld GPS receivers continues to drop and more media attention is given to this fascinating activity, I predict a large increase in interest in geocaching in 2006. Although there are already several large community sites dedicated to this sport, my keyword research shows that people are starting to search for geocaching information targeted to their own cities and states, for example "**Texas geocaching**" and "**geocaching Houston**". This provides you with the opportunity to provide targeted localized content for these searchers that could place well in the search engines and be useful to your visitors. Content sites built like this would be good places to advertise and sell **geocaching gear** such as **handheld gps receivers**, **geocaching coins**, and **geocaching software**.

**Outside the Box** – You could create and promote your own geocaching contest as a marketing device for whatever product or service you currently offer. This would allow you to take advantage of the current community of geocachers and their websites. For example, if you are an online baseball card dealer, you could bury several geocaches containing old baseball cards and issue a press release about your contest and post your geocache contest in the online forums. This could bring some instant buzz and media attention to your business.

## #13 – MMORPG



During November of 2005 the term “MMORPG” was searched for online over 35,000 times according to Overture inventory data. If you are in the over 30 crowd, like I am, there’s a good chance you may not know what an MMORPG is, but if you make your living online, you owe it to yourself to find out...

Here’s why. An MMORPG is a “Massively Multiplayer Online Role Playing Game.” A video game if you will, played in virtual environments by thousands of players around the world at the same time all connected to the same host server via their computers.

Popular titles include: **Eve Online**, **Guild Wars**, and **World of Warcraft (WoW)**. For an extensive list visit:

<http://www.mmorpg.com>

The large companies such as Sony that host these games services make their money by charging a subscription fee to the players. But that is far from the only money to be made in this market...

**Profit Ideas:** One of the unique features about these games that has started getting media attention is that the virtual economies that exist in these online role playing games have begun to cross over into the real world. Let me explain. In many of the games, your online character earns virtual money that is used to buy virtual weapons, tools, armor and so on that can be used by your character in the game. What has happened though is that real world services have sprung up that sell – for real money – these virtual items. Once players purchase them, these virtual items are transferred from the seller’s computer into the buyer’s game playing account. You can actually spend real money and take your virtual character shopping!

And we’re not talking chump change here either. This secondary market for the real world buying and selling of virtual gaming currencies and assets has been estimated to be around 880 *million* US dollars! This site will help you learn more:

<http://www.virtualeconomies.net>

With literally millions of subscription-paying players, the MMORPG community is one you should tap into with websites that provide information on MMORPG

game playing tips and tricks specific to each of the games, and online discussion forums for different communities that exist within each of these games.

Once built and trafficked, monetizing your sites should not be difficult. This is because many of the companies that buy, sell and trade virtual assets for real money also offer affiliate programs that pay a commission on each player you send their way who spends money with them. Here are a few to get you started:

<http://www.tekgaming.com>

<http://www.themmorpgexchange.com>

<http://www.ige.com/affiliate>

With the popularity of these MMORPG online games increasing along with the number of new ones being developed by the larger software companies, you could really enjoy tapping into this devoted niche market in 2006.

## #14 – VLOGS



**Vlog**, short for “**video blog**” is a blogging style that is gaining in popularity and will likely continue to do so in 2006. Instead of the usual blog format of written text and pictures, **vloggers** use uploaded video as the primary content when **vlogging**.

With **video blogging**, the links to the video media can be added to RSS feeds via RSS enclosures, making it very easy to distribute this content to large audience. Especially with the recent release of Apple’s video Ipod, there should be an explosive increase in video blogging in 2006.

As of December, 2005 the term “**vlog**” has recently made the move up from online tech and geek publications and started to appear regularly in mainstream media reports. An increase in searches on this and related terms is already beginning to show in search engine data. With major media corporations planning on tapping into this market, expect this trend to continue.

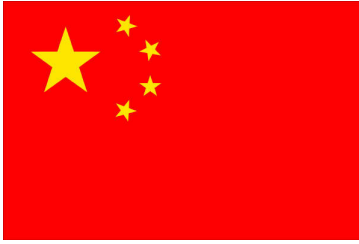
**Profit Ideas:** If you look back at the recent introduction of “podcasting” or audio blogging via rss, you can see trends and ideas that you could adapt to vlogging - if you act quickly. As of this writing the term **vodcast** - for “video podcast” has also started to appear regularly. Here are some ways you might jump aboard the trend:

Blogging services will soon be offering easier ways to add videos to blogs, and may increase their advertising - via adsense, etc... on content sites related to video blogging/vlogging - you should be building those content sites. Already searches are looking for information on how to **upload video to my blog**.

Web surfers will be looking for new content in video blog format. With increased searches on related terms such as “**blog news video**” and “**ads blog video**”, you could also develop portal/review sites of other people’s video blogs that are geared towards these and other niche topics.

Start video blogging yourself! No matter what type of business you run, or what product or service you offer, now is the time to start doing short informative video presentations about related topics and start **vlogging** and providing a **vodcast** of your videos. For example, if you run a garden supply store and you start doing a video blog with short clips containing gardening tips on a regular basis, this would be a great way to gain some media attention and positive publicity both on and offline.

## #15 – Learn Chinese



A few points I'd like you to consider:

First, as of December 2005, China had overtaken the United States of America as the world's #1 exporter of many types of electronic goods such as computers and digital cameras.

Also, the population of China is expected to increase by at least 10 million people a year throughout the rest of this decade.

Furthermore, the 2008 Olympics are being held in Beijing, China.

For these reasons, among many others, information about everything Chinese, including business, culture and travel will be increasing in demand throughout 2006. Especially with the recent business changes in the Chinese economy and the upcoming Olympics, media coverage of China should continue to fuel this interest well into the foreseeable future.

If you want to expand others' knowledge of people and places outside their own borders and make some money while you're at it, you might consider taking advantage of all of this...

**Profit Ideas:** "Learn Chinese" is currently one of the top China-related searches on the internet. Search engine data show this and hundreds of highly searched related variations on this query, equaling hundreds of thousands of searches per month.

Many people want to learn Chinese, and as mentioned above, this should only continue to increase. If you can find a way to tap into those searches with unique websites that provide this information, there are already plenty of google adsense advertisers and affiliate programs from companies selling **Chinese language software**, online Chinese language study course and offline **Chinese language schools** that are shelling out cash for those eyeballs.

Here are some ways you might get those eyeballs:

**Affiliate review site of Chinese language software:** A small website with pictures, descriptions, reviews and ratings of various Chinese language software titles you discover that have good affiliate programs, along with a few pages of articles about choosing the right software, best ways to study with Chinese



language software and so on would be a good start. Of course, all links to the actual software you are reviewing are through your affiliate links. Promote via google adwords and other PPC's.

**Directory of local Chinese language schools:** If you live in a large metropolitan area, chances are there are at least a few Chinese language schools around. Build a portal or review site with information on these schools. Monetize with adsense or go directly to the schools and make pay per lead or pay per student deals with the owners.

**Chinese language video blog (vlog):** As mentioned in the previous report, video blogs will be coming into their own in 2006. If you know or can find someone who speaks Chinese, you could easily create a video blog with short daily video lessons introducing new Chinese words and phrases. With a press release about your site, you could get the media attention that would make it a popular stop online.

**Further brainstorming:** Keep in mind, Chinese isn't the only language people want to learn. The ideas above could be applied to any of the dozens of major languages that people are interested in studying.

## #16 – Yerba Maté



**Yerba Mate'** is a plant from South America that is dried and made into an herbal tea. It has been very popular, especially in Brazil and Uruguay for ages – and is a regularly consumed social beverage there, much as coffee is in other parts of the world.

Also like coffee, yerba mate' is a potent stimulant that produces a “buzz” similar to caffeine, but without the side effect of nervousness and jitters that some claim from coffee. Even better, this drink is loaded with anti-oxidants and is considered a very powerful natural diet and weight loss aid.

Although the dried tea has been available in the US for some time (currently very inexpensive to purchase at Brazilian markets in major cities), just recently it has started receiving frequent mentions in the mainstream press. Reports during the last months of 2005 mention well known people such as Madonna and Hillary Clinton consuming the beverage. I predict that 2006 will see **yerba mate** becoming at the very least a new health fad and possibly finding its way into the mainstream beverage market. Will you be ahead of the curve?

**Profit Ideas:** As media coverage continues and expands and more people start searching for information about **yerba mate tea** online, content sites that provide this information will be a valuable resource that both visitors and search engines will devour.

Furthermore, when people start learning not only about the health benefits, but also the interesting drinking culture surrounding mate, a new customer base will begin to develop with a lot of profit potential.

You see, mate drinking not only involves the dried tea itself, but also specially designed drinking vessels crafted from dried gourds, and also uniquely crafted silver straws to sip and filter the tea with. These are all items that could be sourced inexpensively for your yerba mate online store.

**Tip:** Although there are already some folks selling mate and related drinking accessories to the US market, there are not many “expert” type sites about mate. There are not many sites at all comparing and contrasting the different brands and varieties of mate' or discussing in-depth the health benefits and various methods of brewing and drinking it. You could be among the first to research and help bring this developing “beverage culture” into the spotlight.

## # 17 – The 2006 USA Elections



Keep in mind, 2006 is a midterm election year in the USA. With 33 of the 100 Senate seats being contested, all 435 seats in the House up for grabs, along with at least 36 state races for governor and a myriad of local elections, this is going to be one exciting year politically.

The elections will be held on November 7, 2006 – which gives you plenty of time to prepare and tap into the market as interest grows throughout the year and builds to a fevered pitch in late autumn. No matter where on the political spectrum you stand, there will be plenty of profit opportunities in the political arena.

**Profit Ideas:** First off, if you'd really like to tap into small niche political markets with strong followings in 2006, start researching third parties. Many people tend to forget that there will be many candidates running throughout the country that won't be Republican or Democrat.

Despite being mostly ignored by the mainstream media, 3<sup>rd</sup> parties such as The **Libertarian Party** and the **Green Party** among many others will be offering up local, state and national candidates. Thanks to the mainstream media's blackout, the internet will be about the only place to find information on these candidates and this is where many people will be turning for information about them.

Use your research on the parties, platforms and candidates running in 2006. Pins, buttons, posters, bumper stickers, T-shirts, coffee mugs and more with candidates and party slogans and political images always sell well during election years. You could easily take your research and along with the help of a graphic artist create these type items to sell. One of the best services to do this through is:

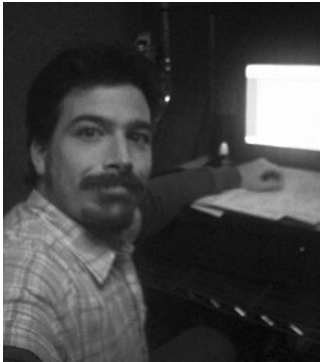
<http://www.cafepress.com>

I have used this service and it is excellent. They allow you to upload your graphics and sell them on all kinds of items like the ones mentioned above. Even better, you can create keyworded, search engine friendly online stores for these products.

You could create an online store for each candidate, campaign, or ballot issue you are interested in, each selling related ephemera with your political graphics. The company handles all the payments, printing, production and shipping of the items along with customer service. They set a base price for all items and you choose how much above the base price you want to charge. This is your profit and the company sends you a check for your commissions on sales each month.

**Content Sites:** If you start creating separate websites each with content tightly focused around localized campaigns and issues now, these could do well in the search engines. Lead the traffic to your related webstore, or let google adsense takeover. Supporters of the large political parties will probably be spending a lot of money again on online advertising and your related content sites could be just what they are looking for.

## Conclusion



This photo was taken as I was working on the research and writing of this e-book. As you can see, the effort has taken its toll on what was once a semi-handsome husband and father in his early 30's.

Over the past 2 years, I have become very familiar with how profitable catering to niche markets can be. I have also learned how time-consuming it can be to uncover and come up with ways to tap those markets.

Thankfully, I also find it to be very fascinating work and I have enjoyed every moment of my research and writing.

Again, I truly hope you found the research, reports and profit ideas in Niche Predictions 2006 - Vol. 1 to be very useful tools that save you time and effort and help you create many more profitable online income streams this coming year.

I have already started preparing Volume 2 and I would greatly appreciate any feedback you have on this volume, and any comments or suggestions as to what you would like to see in upcoming releases of Niche Predictions.

Please feel free to contact me anytime:  
<http://www.NichesExposed.com>

Here's to your success!

**James B. Allen**