

Niche Checklist

By Patric Chan

Creator Of 5-Step System To Make Money Online

<http://www.SellingOnlineSecrets.com>

How To Research For A Niche Market On The Internet Before You Start Building Your Own Online Business.

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About The Author:



Patric Chan, from Malaysia, is a direct response expert, internet infopreneur, internet marketing strategist, speaker and author. Already, at the age of 24, he has achieved extraordinary results in the internet marketing world.

He has joint-ventured with many well-known internet marketing experts in product creation, selling online, and managing online businesses. Some of the positions he has held include:

- Group Director of Business Development for The Daily Marketing Ace
- Vice President of Customer Support and Affiliate Relations - Nicheology
- Vice President of Jason Mangrum's Instant Marketing Miracle

His [Internet Marketing Inner Circle](#) is subscribed by thousands of people around the world. It is where Patric shares valuable internet marketing tips and information that will provide profitable techniques and strategies on how to make money on the internet.

When not at work, Patric spends time with his girlfriend, Emily, and he plays basketball each Sunday evening.

Visit Patric Chan's Websites:

[Internet Marketing Tactics Inner Circle](#)

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Introduction:

You woke up in the morning one day and thought of a brilliant idea of how to make \$10,000.00 on the internet. Or you might even thought of an idea that you think will help you to become the next internet millionaire.

Full of excitement and enthusiasm, you started to build your online business.

1 week passed. No results.

1 month passed. No results.

3 months passed. No results.

6 months passed. No results. Maybe you were lucky, and got a sale.

Does this sound familiar to you? It sure does to me!

One of the single big mistakes I've seen is a hardworking person who starts an online business and hopes to make money from the internet WITHOUT doing the market research first.

No wonder there is no results and no sales.

Imagine, if you are selling a guidebook on how to teach a penguin to jump and there is no one who owns a pet penguin who also surf the internet. Are you going to make a sale?

Or, if you are going to sell a guidebook on how to train a dog and there are 10 other ebooks currently selling online, on the same topic. Are you going to make a sale?

If you want to build a lasting and profitable online business, you must research the online market to justify the chances of success before building it.

'If you want to sell popcorn, you open your stall beside the cinema!'

That's why I've prepared Niche Marketing Checklist so that you can avoid the mistake of creating a non-profitable online business.

By using this guide, you'll easily be able to determine the success of your business idea before starting to build it online. This guide is not meant to be the ultimate guide to a profitable online niche market, but it's a very useful benchmark before selecting one.

This is a workbook. It's not a book for you to read only. I strongly suggest that you print it out and complete the exercise inside each time you want to start a new online business.

All the best!

Patric Chan

CEO, IM Tactics Inner Circle

<mailto:Patric@mymarketingtactics.com>

Three Things To Consider Before Starting A Niche Online Business:

- 1. Do You Like It?**
- 2. Is There A Demand For It
Offline?**
- 3. Is There A Demand For It Online?**

This is a workbook. You are suppose to fill-in-the-blanks. **It's not a book for you to read only.** I strongly suggest that you print it out and complete the exercise each time you want to start a new online business.

(Please note that this checklist is only a guideline to determine how profitable or successful the niche market you want to start your business in. The more 'Yes' you get from the checklist below, the more positive results it'll be but it still will not guarantee the success of the online business you want to build.)

Let's start ...

Do You Like It?

When choosing an online niche, it's preferable to choose a topic or subject that you like.

Let's say, if you like fishing, it would be easier for you to create the content about fishing, right?

Secondly, you'll not be bored and frustrated when you need to research, reply to emails or read about it for education. If you do not like fishing and each time you are forced to read more about fishing because it's part of your JOB, and it's just a matter of time before the business drains away your energy and life force.

Complete The Exercises Below:

What are your hobbies?

If it's your hobby, you'll feel excited and happy to build your business around it. This way, it'll support, encourage and lead you to learn more about your niche.

(Example: fishing, collecting stamps, playing basketball, reading love novels, playing with your pet and etc. Hobbies are normally described as what you do to past time and you enjoy doing it.)

1.

2.

3.

4.

5.

What are you passionate about?

If it's your passion, you'll feel excited and happy to build your business around it. This way, it'll support, encourage and lead you to learn more about your niche.

(Example: Teaching children to improve their math, being able to skydive, helping yourself and others to be healthier and etc. Passion is normally determined by what you want to achieve or do in your life.)

- 1.
- 2.
- 3.
- 4.
- 5.

What subject do you consider yourself as an expert in?

When you are an expert, you'll have more knowledge on the niche market and able to create/find content.

This does not mean that you need to be a real 'expert' or guru. Examples of when you can consider yourself an expert: Being able to explain about sharks, being able to repair kitchen sink, knowledgeable about certain sports like football, able to make a baby stop crying, know how to plan a party and etc.

- 1.
- 2.

3.

4.

5.

The reason why you are requested to enter 5 items in each category is because you'll normally end up with many topics that would not be profitable. Therefore, you need to have as many options as possible.

The reasons for the exercises above are:

1. You will be able to create content with your current knowledge or skill
2. You will be able to become an expert by answering questions related to the niche market
3. You will have a better chance competing with the competitors because you are prepared with knowledge of the niche market
4. You won't get frustrated when you are not making money instantly or achieving your goal that you have set because the online business will be part of your hobby
5. You are more confident to build a business that you like or have certain knowledge in it.

Who would benefit from your information?

(Try to be as specific as possible. Example, if you plan to start an online business relating to quit smoking, those who can benefit from your information can be teenagers, executives, pregnant women, man above 40 years old and etc)

Market Research

Offline:

If you are thinking of why you need to do an offline research, here's why:

If the niche market you choose online proven to be selling offline, it's probably a profitable niche online too.

Here's an example: If someone or a company is willing to invest money to start an offline publication about 'Persian Cats', it probably means that it can be profitable because starting an offline publication requires a lot of capital.

1. Are there books published related to your topic?

If yes, put the titles of the books here:

i.

ii.

iii.

iv.

v.

2. Are there monthly magazines about your topic?

If yes, put the titles of the magazines here:

i.

ii.

iii.

iv.

v.

3. Do you hear people or your friends or the news talking about your topic?

Online

This is the MOST important part to determine the success rate of a niche market before starting to market in it.

If you DON'T like the niche and there is no sign of the niche market being successful offline, you can still go ahead with your niche market IF your online research shows positive results.

Research for the demand or searches for the topic received each month.

<http://inventory.overture.com/d/searchinventory/suggestion/>

A guideline is between 30,000 to 100,000 searches a month from Overture. Searches below 30,000 are considered too small a market to be highly profitable in and size above 100,000 searches may be too competitive (This is subjective and it's only a benchmark for you to consider).

By using this research method, you can estimate the amount of searches for the keywords related to the niche market you are interested in.

Research whether there is a lot of people talking about it at Google newsgroup.

Go <http://www.google.com> and click 'Groups'. Example, if you plan to start an online business relating to 'persian cat', just click 'persian cat' and see how many groups existed.

The purposes of this research are:

1. You want to know how 'famous' is the topic online.
2. You can use these groups for your research when you want to create a product or content.
3. You can get support and answers relating to the topic from the newsgroup.

Check for the possibility of joint venture partners

Go to <http://www.google.com> to find other current websites that are related to your topic.

There should be thousands of other websites related to it but you do not need to review all of them. 😊

All you need to review are the 3 – 5 websites from page 1.

If there is hardly any website relating to your topic, that's bad news because you need partners if you want to be successful on the internet.

Here's why:

Let's say you sell an ebook titled '100 Ways To Take Care of Persian Cats' and you managed to sell 100 copies of it. If there is no other product related to 'Persian Cats', you no longer have new books or information to sell to your existing customers. That means you are only able to do business with your current customers for ONE TIME ONLY.

More reasons why you need other websites:

1. Recruiting affiliates to sell your products
2. Link swap to increase website traffic
3. Finding other products/services to sell on your website or to your list
4. Positive signs that the niche is profitable

View how much people are paying per click to advertise.

<http://uv.bidtool.overture.com/d/USm/search/tools/bidtool/>

By knowing how much advertisers are paying at Overture.com, you'll be able to know whether you can afford to advertise in this niche.

One of the fastest way to drive traffic to your website, if you are Mr. Nobody in that niche and your site is not in the search engine yet, is to advertise through Pay-Per-Click.

Recommended resources for advertising through Pay-Per-Click:

<http://www.overture.com>

<http://www.google.com/adwords>

View For Competitors And Products To Promote

In order for you to have multiple income streams, you must promote other products to earn affiliate commission. The websites below will provide you with a guideline as to what products you can sell within your niche:

Digital Products:

<http://www.clickbank.com>

If the number of digital products that are exactly the same as the product you want to create is **less than 5, it's a good sign**.

But if it's the same niche but not the same information, the more the better it is.

Example, if your ebook teaches about Persian Cat's Health, another product that is in the same the niche but not exactly the same product would be '100 Cat Recipes'.

At the same time, these competitors can be your partners as well, to promote your products.

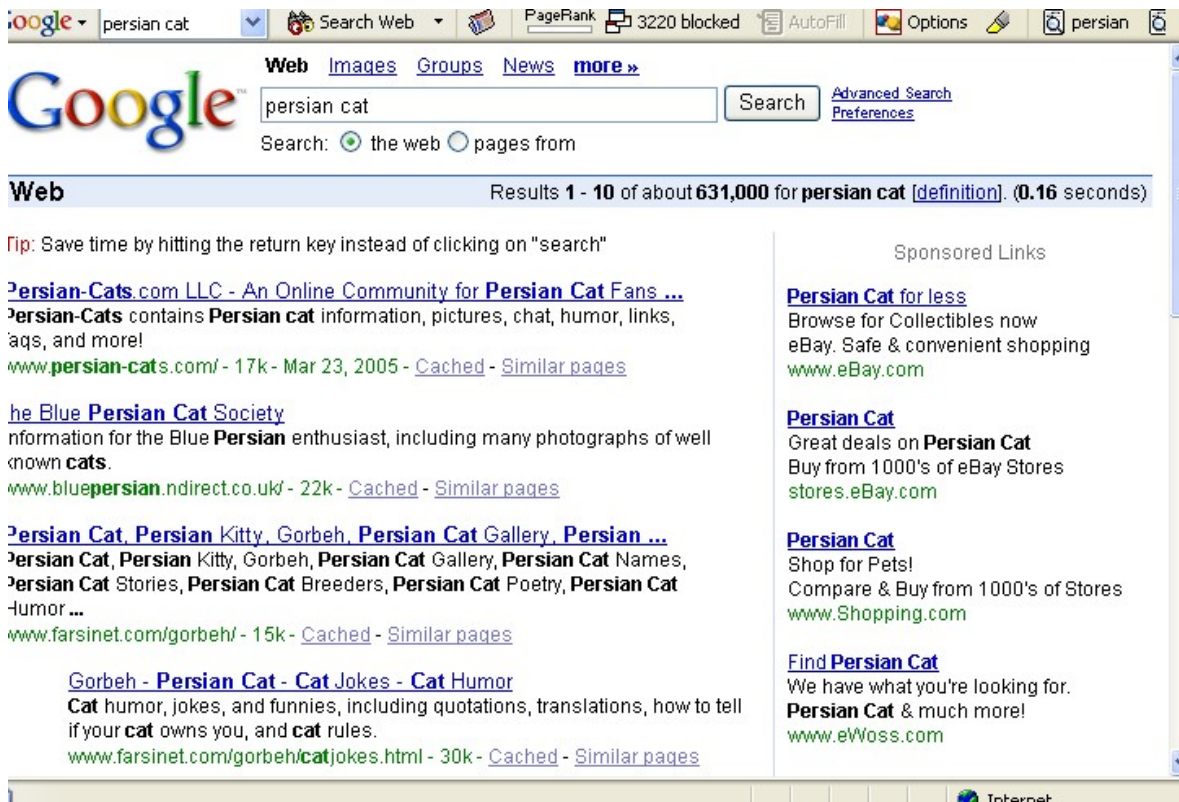
Digital and Tangible Products:

<http://www.linkshare.com>

<http://www.cj.com>

How Many Existing Ads In Google AdWords

Here's a captured page from Google Search Engine:



At the point of my search using the keywords 'persian cat', you see on the right hand side, there's a column of ads under 'Sponsored Links'. Those are Google Adwords. I'm not going to explain in depth what is Google AdWords.

But in a nutshell, it's Pay-Per-Click Advertising.

If pages 1 and 2 are full of ads (Each page can have a maximum of 8 ads), it's not a good sign.

This means there is already a minimum of 16 ads bidding on the keywords 'Persian cat'.

Any advertisement appearing on pages 3 onwards would have very minimal exposure and result in very little traffic to your site.

In order for your ad to appear on a higher ranking on Page 1 or Page 2 of Google, you'll need to pay more per click, if there are already 16 ads on those two pages.

If there are only 5 or less ads on Google AdWords, it's a **good sign**.

Conclusion ...

You might now know on how to research and pick a profitable online niche market. But ...

"It's NOT what you KNOW, but what you DO to make more money on the internet."

START NOW!

You are not going to make money if you don't start to build your website, attract traffic and sell products on the internet once you found the profitable niche market you want.

Once you have started making money online, it will be my honor to receive your testimonial if you are willing to offer it. Please send your email to mailto:patric@mymarketingtactics.com

Let's go and make money online now!

To Our Success,

PATRIC CHAN

CEO, IM Tactics Inner Circle

Recommended Niche Marketing Resources:

[Niche Factor](#)

[Niche Jv](#)

[How To Profit From Other People's Info](#)

[Niche Pay Raise](#)

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PATRIC CHAN

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