



Checklist 3 - Finding A Profile Niche

Project Name: _____

Date: _____

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 Are there problems or passions present in the niche? | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>An excellent way to find out what problems or questions people have within your niche is by looking through niche related forums.</i> | | |
| 2 Do people spend money on these problems / passions? | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Try to pick products to promote that are in a niche where people actively spend money in such as health and fitness, make money online, dating and relationships etc.</i> | | |
| 3 Do you know anything about this niche or can you afford to outsource if not? | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Choose a niche that you enjoy and that you can provide or share valuable content in to drive traffic to your offers. If you don't have time then you can outsource this content creation but bare in mind that the cost of outsourcing will reduce your overall profits.</i> | | |
| 4 Are there over 10,000 searches per month on Google for the topic? | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Go to Google keyword tool and enter your chosen keywords to check the monthly search results.</i> | | |
| 5 Does Google Trends show it as a growing or stable trend? | <input type="checkbox"/> | <input type="checkbox"/> |

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If the topic is trending on Google trends then this is a great sign that your topic is hot and you could drive a lot of traffic to your offer.

- 6 Are there thousands of products on sale and more released daily?

Competition is a good thing! If there are a lot of other products selling in your niche then this proves that there are a lot people buying products in your niche.

- 7 Are there already lots of blogs and websites on the subject?

If there are a lot of blogs and websites in your niche the chances are they are monetised which is a good indication that you can make money from this niche.

- 8 Are there forums and social media groups?

The more people that you can find discussing topics related to your niche the better and you can also tap into these traffic sources to drive more traffic to your offers.

- 9 Are people advertising on Google?

If people are paying for advertising, especially if you see the same ads appearing over a prolonged period, this show that they are making sales and a good return on investment.

- 10 Are there affiliates already promoting in the niche?

If there are already affiliates promoting a product you are thinking of promoting, especially if you see experienced affiliates promoting an

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offer then this is an excellent sign as they will have already done all the research to find out if it's a good offer to promote.

11 Can you get traffic to a site on the topic?

You can obviously get traffic to any site but some traffic sources such as Google Adwords will have restrictions and may not approve some ads or you may not want to be seen to be personally sending traffic to some sites, so think about which sites you want to send traffic to and what content you will create to do this.

12 Do you have a USP for this niche or a sub-niche you can compete in?

What is your Unique Selling Point? You need to stand out and be different and give people a reason to click on your links.

13 Have you tested and evaluated this niche on a small scale first?

If you are promoting an affiliate offer to your email list for example, then before sending the email to all of your list, it's sometimes a good idea to test it by sending it to a smaller segment of your list and see if the email and offer converts into sales.

14 Have you split tested your subject lines?

You can split test your email subject lines, content and call to action as well as your landing pages, headlines etc. to find out which works best and then send more traffic to it.

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