

Niche Attack

What is a 'good niche' and how to find one: A review of niche hunting tools and niche finding options!

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First of all, a confession.

My name is Gary Harvey and I'm the webmaster (call me the CEO if you like grand titles) at [FindHotMarkets.com](#) which launched in late 2006 to share the fact that I'd collected together about **21** different ways to find hot markets.

As time went on, I kept adding more and more niche research tools and niche finding methods until it reached the amazing number of... **37**.

After that, I stopped counting. But I didn't stop adding new resources.

In October 2008, I counted them up again as part of doing a MAJOR site revision, and the number came to a staggering... **58**.

And most of those **58 ways to find hot markets** are FREE to implement. You just have to know about them.

...which brings me back to my confession.

I have a vested interest in telling you about the niche finding tools in this report because you might survey them all and decide that FindHotMarkets is the best choice for you.

So let's get into it.

What Is 'A Good Niche'? ...and related marketing wisdom from various internet marketers

"Here's how you can find your **PROFITABLE** passion. Sit down with a notebook. Make a list of the following:

- 1) All of those areas in which you are COMPETENT. <snip>
- 2) All of those areas in which you have SKILLS. <snip>
- 3) All of your RESOURCES. <snip>
- 4) All of your NETWORKING RESOURCES. <snip>

Once you have your four lists made, I want you to go back and look through the lists. Find that one or two things that:

- a) You really get excited about,
- b) That appear on EACH LIST

In other words, your PROFITABLE passion is that one thing which appears on all 4 of your lists ... that you are COMPETENT in, have SKILLS in, have RESOURCES in, and have NETWORKING CONTACTS for, and that really gets you excited!" [\[source\]](#)

"Marketing is about bringing products to market.

The market...to market...marketing.

Market, market, market, market.

Not product, product, product. <snip>

If I can't clearly identify...

* who the product is for...

* why they can't live without it...

* how exactly I can reach these folks with a compelling marketing message...

and

* how the math works out so that delivering the product will make money...

Then, for all practical purposes, the idea of a "great product" has as much appeal to me as a poke in the eye with a sharp stick. <snip>

My four marketing criteria:

1. There is [an identifiable market](#) that needs (wants) it
2. The market [can't live without it](#) (it's unique or uniquely

presented)

3. **You can reach the people in the market economically** (not cheaply, but economically) with a compelling marketing message

4. When all the smoke clears and the box has moved from your shelf to your customers' hands, you've **made enough money** to make the effort worth your while.

We call it "marketing" and not "producing" for a reason.

Your focus has to be first, second and last on the market."

-- Ken McCarthy, in an email about TheSystemSeminar.com

"A good niche is one that has three major qualities:

- * It exists already;
- * It's easily identifiable;
- * And it's easily targetable.

Let me explain why this is important.

The most commonly asked question I receive from aspiring entrepreneurs is this: "What product should I sell?" (Or "what sells well on the Internet?") Quite frankly, everything sells (and can sell well) — from pet food to travel packages — in some way, especially online.

In fact, everything is being or can be sold, somehow, in some form or another. But that's not the problem. It's not what you sell. It's to whom. In other words, don't look first for a product to sell. Look for an easily targetable market with an easily identifiable need or problem, and fill their need or provide them with the solution." [\[Michael Fortin\]](#)

"The smart and savvy marketer will always seek the wants and needs of others first, and then supply exactly what they are looking for. They will:

1. Find a market they can sell to at a profit - even a small market is good if its profitable.
2. Find a product to sell to that exact market.
3. Build a marketing concept around their product.
4. Create a website to again sell that concept.
5. They get the word out, so others know where to find them - and buy! [\[Cam & Diana Reid\]](#)

"Here are a few questions you should ask yourself about your potential market: * Is this market wildly passionate about their interests?

- * Do they have their own events?
- * Do they have their own celebrities among this market?
- * Are there magazines that target this particular topic?
- * Does a typical member of your target market have a credit card?
- * Are there related products being sold to them online?

- * Does a typical member of your target market have disposable income?
- * Are members of your target market buying products online?
- * Are advertisers paying good money to advertise to your target market online?

If you answered yes to most of these questions, then you have probably found a profitable niche." [[Hidden Market Research on Ebay, Amazon, and Others](#) - Kim Roach]

Jeff Paul compiled this list of the top 10 things you want your potential market to be...

1. Passionate
2. Irrational About Their Passion
3. Have Money to Spend
4. Proven REPEAT buyers (only)
5. Insatiable (can't ever be satisfied)
6. An addict for it
7. Reachable
8. Already Interested
9. Already Motivated
10. Already Pre-Disposed to Buy

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Now we know more of what a good niche will look like, let's get into how to FIND A HOT NICHE.

BUT FIRST, A NOTE ABOUT PRODUCT PRICES. They were accurate at time of publication but as you know prices on the internet are not fixed so my suggestion is to click through to the sites to see what the current prices are.

Keyword Magic Professional \$57

At time of editing, this product had been withdrawn. It may have been reissued by now?

Keyword research is something you're going to have to pay attention to, if you want to have more than a few occasional wins with your internet marketing.

Ideally you want to be able to find keywords and key phrases that meet 3 criteria. These are--

SUBSTANTIAL TRAFFIC. If you find some obscure expression that only 22 people search for, you might not make a brilliant income from that market niche.

MINIMAL COMPETITION. You dont want to be competing against hordes of other advertisers and marketers.

- Few competitors = a brilliant keyword.
- Tons of competitors = a lousy keyword.

BUYERS SPEND MONEY. Tons of people search for 'free' stuff everyday. But they are not your ideal customers.

Okay, so now we have a broad description of what a "good looking" keyphrase looks like, the next obvious question is...

How do you find these marvelous keywords?

... because once you know that, you can find your ideal prospects.

Here's how you research to find profitable keywords:

Step 1 -- investigate TRAFFIC volumes.

Go to <http://freekeywords.wordtracker.com> or any other similar site and type in a broad term such as golf. The site will give you a list of the top 100 search results for that word. Under golf, for example, you will find golf clubs, golf carts, golf buggies, golf gloves, etc. I'm sure you get the idea.

Next to each phrase you will see the number of daily searches.

From that list, select the results that have enough searches to be worth your while to target. Copy the results from Wordtracker to a spreadsheet. You want both keyphrases and search volume. You can get a good spreadsheet program at <http://OpenOffice.org> at no cost.

Step 2 -- investigate the amount of COMPETITION.

Go to Google.com and type in each of these potential keyphrases and make a note of how many competing sites there are in that market.

See the number of results near the top right of your Google results page? - yes, that's the number. For each keyphrase, copy the number of results into a new column on your spreadsheet.

Step 3 -- check if there's MONEY in this niche.

Also make a new column for how many paid Google ads appear for each keyphrase you are investigating. If there aren't any ads, this is not a niche worth targeting.

Beating the boredom factor in keyword research

Right about now, you're might be thinking... "This is going to be so boring. I could never do this!"

That is when it's time to turn to **fast, efficient software** such as Keyword Magic Professional because it automates the boring parts of this very necessary process.

And actually it will **dig deeper** and produce **more results** than most of us would ever find on our own.

Be sure to grab the [keyword training course](#) while you're there. It's called "[The Ultimate Keyword Research Course 2008: Your Step by Step Manual for Total Keyword Research Domination!](#)" -- it's good stuff and it's FREE.

For more information: <http://www.Squidoo.com/KeywordMagicProfessional>

What I particularly like about [Keyword Magic Professional](#)

It's a desktop application.

It's fast.

It collects data from Google + KeywordDiscovery + Wordtracker.

The number of Google Adwords ads is shown. No ads = a dud. 8+ ads = this is a money keyword.

PPC costs are shown -- which is great if you create Adsense sites

Keyword sorting (add, remove, sort, export into folders, keyword wrapping with [] and " ")

Sortable columns

R/S (Google Results / Number of Searches) column to help choose the best keywords for getting your website listed in the top 10 search results for Google!

Shows which keywords will get you into positions 1-3 on Google's paid ads. It even displays all the Google ads.

Proxy searching so your IP doesnt get banned from accessing Google for a few hours. Or you can delay each query by any number of seconds.

Money back guarantee + free updates.

No monthly fees.

Watch the video demo at..... [Keyword Magic Professional](#)

When you are picking a topic for your next website, blog or Squidoo lens, do you hope that it will be profitable? or do you KNOW it will?

How can you know?

By doing proper keyword research.

"But that is so time consuming", you tell me.

And I agree with you.

That's why a keyword research tool like **Micro Niche Finder** is such a blessing. And the thing is... AUTOMATION IS NOT ONLY FASTER, IT DELIVERS BETTER RESULTS.

Look, if you had to do all this keyword research for all the related key words and key phrases manually, it would be so utterly boring that you probably would NOT DO IT. Unless you are one mighty unusual dude. Even if you did, there are things this keyword research tool does that you just COULD NOT do on your own, manually.

So actually this keyword research tool not only SAVES YOU TIME, it does produces results you would NEVER KNOW ON YOUR OWN.

And you've gotta love that.

Read on for details about Strength of Competition, for example.

[Micro Niche Finder \\$67](#)

Is the MicroNicheFinder keyword research tool worth getting?

If you're looking for a time-saving keyword research tool, you'll want to consider Micro Niche Finder. Let me tell you how we use it.

MY USER REVIEW OF MICRO NICHE FINDER

Last night my wife and I had an idea for a hopefully-profitable niche. Just one word. So we fed that word into MicroNicheFinder and within about a minute it had found 218 results which is fairly typical. The "long tail" results were 2 words to 6 words in length.

Next I used its **Strength of Competition tool (SOC for short)** to check out the viability of each

of these key phrases. That can be done one keyword at a time or in bulk so I chose **the bulk option**. I'd use the single search if only a few of the results looked to be worth pursuing.

Well, a few minutes later, I had the SOC info for them all the keyphrases. As it turned out, there were 197 terms that scored 1-10 on the SOC. Low numbers are good numbers. It means there is a low volume of competition. MicroNicheFinder gives them a green light for easy viewing.

AUTOMATION SAVES TIME

If had to do this keyword research manually, it would have been so boring that I just would not have done it. Besides, I am not sure how I'd go about calculating the Strength of Competition. ***So actually this keyword research tool not only saves me time, it does things I would not otherwise be able to do. Nice.***

Okay, back to the story of how I use MNF.

The next thing I do with MicroNicheFinder is to select all the results (that's one click) and then manually de-select the handful of keyphrases that are overly competitive because I wont be pursuing them any further. These highly competitive keywords (with high SOC scores) are indicated by red or yellow buttons. That makes them easy to find.

Having now selected the keyphrases I want to further investigate, I press the button and MicroNicheFinder goes to work to get the search numbers on all these 197 keyphrases.

Once that's done, I de-select the keyphrases that have too few searches because it's not worth making webpages for them.

Then I can run MNF again to get the search count for Broad Match Count. Or Exact Phrase Count, or both.

Armed with all that information on one screen, I am then in a position to decide which keyphrases I will create sites for.

A PLAN TO USE THESE KEYPHRASES

1. Create a [Squidoo](#) lens for the top keyphrases
2. Make a page at [Hubpages.com](#) for them
3. You could also set up a page at [FreelQ.com](#)
4. These new sites (all of them are **free**, by the way) can be monetized by promoting related products from Clickbank on them.
5. And/or you can add a page to an existing website or blog you own. This can generate Adsense income too, as well as ClickBank commissions.
6. Alternatively you might choose promote CPA offers (that's Cost Per Action - you direct traffic to free offers and the advertisers pay you for leads or other actions when your visitors fill in a form with their email address, for example) from one of the CPA networks, or set up an eBay store.
7. Or you could build a site around these profitable keywords then flip it (resell it) for a fast profit.

IS MICRO NICHE FINDER WORTH THE MONEY?

If what I've explained above makes sense to you and fits in with your business model, then yes. MicroNicheFinder is one of my favorite tools and it's highly likely to become one of yours too.

In the unexpected event that it doesn't work out for you, you can always get a refund. However **I can't recall anybody who has bought MNF on my recommendation who has asked for a refund.** It's very well priced too, at about half the price of what I would regard as comparative tools.

Software updates are sent along free of charge.

Further information: http://Squidoo.com/Micro_Niche_Finder

If you would like to SEE how MicroNicheFinder exposes new profit streams for you, there are 5 FREE VIDEOS at the [Micro Niche Finder](#) site.

The videos are by James Jones and he shows how he uses MNF to find great little market

niches - and by that he means **profitable niches where there is little competition.**

What that means is... you could easily set up a web page that is optimized for the keywords it found for you. James shows he finds the right keywords - so easy. Within days, that nice Mr Google starts sending you a flow of laser-targeted traffic.

Still interested?

I thought you might be.

SO LET ME TELL YOU WHAT'S IN THESE FREE VIDEOS

They highlight **5 different ways** you can find profitable internet niches that most others have not seen.

But first, what is a niche?

A niche, by definition, is a small slice of a much larger market. Because niches are small (sometimes tiny) many marketers won't bother with them. That means there is money available to those who find these little, undiscovered niches and then create niche mini sites for them.

In fact, you could be the ONLY person who creates a page for that multi-word key phrase. If so, then you would get all the traffic from those Google searches.

By using your webpage to promote an affiliate product from ClickBank or Commission Junction or [MoreNiche](#) or wherever, you can turn that traffic into revenue.

The fact is... Micro Niche Finder can easily put you onto an ENDLESS supply of profitable niche markets.

Here are examples of the Good Market Niches in [the first video](#).

lookup area code
lookup address by phone number
lookup a phone number

You'll find these next two in [the second video](#), which shows how to create single page niche mini sites to promote affiliate products.

world of warcraft jewelcrafting
world of warcraft jewelcrafting guide

Then in [the 3rd video](#) (which is about creating residual revenue through AdSense sites), he finds these...

teak patio set
teak patio sets

teak bedroom furniture... and many more.

In [the 5th video](#) (it's about Squidoo), you will see how he found these niches:

download psp games for free
hoodia rapid gels
hoodia walmart
hoodia high blood pressure
hoodia results

NOTE: Even in markets like Hoodia (which many people think of as over-saturated), you can still find profitable niches.

You'll see more of what I mean when you watch the videos. Visit [Micro Niche Finder](#) and you will see why MicroNicheFinder is getting such RAVE REVIEWS.

[Video 1: Create Simple Little One Page Articles To Promote Affiliate Products](#)

[Video 2: Create AdSense Content Pages That Pay You Residual Ad Revenue](#)

[Video 3: Create Niche Market Private Label Rights Packages And Sell These For A Quick Profit](#)

[Video 4: Create Squidoo Lenses And Claim Your Share Of The Profits Generated By The Traffic](#)

[Video 5: Create eBay Feeder Pages And Make Money When New Users Register For eBay](#)

[Find Hot Markets \\$34.95](#)

If You Are Having Trouble Finding A Profitable Market...

You Might Be Shocked To Know There Are Over **58 Ways To Find Hot Niches On The Internet**

And we're ready to share EVERY SINGLE ONE OF THEM with you.

CONTENTS INCLUDE...

Part 1. What is a 'good niche'?

What is a good niche anyway?

Contrarian views -- Business models that some say are BETTER than niche marketing

Hot markets checklist

Part 2. Methods for selecting profitable niches

The 5 step process for selecting profitable niches

1) Ideas: Brainstorming & shortlisting

6 ways to get you started if you have NO IDEAS AT ALL

How to find in-demand topics you've never thought of

2) Keywords:

Find the keywords that people use to search for these

Comparing 3 keyword research sites

3) Search volume: Is this niche worth attacking?

Check how popular the subjects are

3 ways to assess the extent of consumer interest

4) Competition: How do-able is this?

Check how competitive these keywords are

Backlinks: How many do your leading competitors have?

Find out how many real competitors you have

5) Monetization:

How you will make money from this

Is this niche going to be profitable? - 4 ways to tell

How to find profitable affiliate programs for any niche

...and more

Part 3. Where to find profitable niches, best selling products and hot markets

==> Part 3 contains a whopping 58 chapters.

Most chapters contain **multiple** resources so you're actually getting WAY MORE THAN 58 different ways to find hot niches and profitable markets.

FIND HOT MARKETS IN A NUTSHELL - "I will not only show you step-by-step how to identify market niches with substantial demand and low levels of competition. I will also show you how to make money from these hot niches." [Click here to check out Find Hot Markets](#)

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INTERNET MARKETING RESOURCES AND REVIEWS

[Get Into Google In 60 Minutes Or Less](#) - The title says it all. Learn the few steps you need to take to get your new sites into Google fast, using free resources.

[WSO-NOTIFY](#) - Get prompt notice of my WarriorForum Special Offers by joining this free mailing list (wso-notify@aweber.com).

[Internet Marketing Basics](#) - These videos will save you years of frustration (and cash drain) trying to figure IM out.

[Crazy Membership](#) - Resale Rights and Private Label Rights products at bargain basement prices. He buys the new stuff so you don't have to.

[Unlimited Website Hosting](#) - Did you know you can get webhosting for UNLIMITED domains with UNLIMITED diskspace and UNLIMITED bandwidth (and that means UNLIMITED traffic) for only \$6.95 per month? Their Reseller account includes **multiple IP hosting** where sites are hosted in many different locations around the world, with different IP addresses.

3 WAYS TO MAKE A LIVING ON THE INTERNET

[Resource Report Profits](#) - Tom is giving away his best selling report that explains the secret system he uses to generate him \$5,000 per month on complete autopilot.

[The Newbie Blueprint](#) - After floundering for a while, all it took for Daniel to turn on the income was a plan and a commitment to act on the plan. If you've got the commitment, he's got the plan.

[Secure Internet Income](#) - A simple method that generates \$5000 per month for this young family man.

FINALLY, HERE ARE SOME GIFTS AND FREE STUFF FOR YOU

[Internet Marketing Starter Kit](#) - This offer is huge. And it's FREE. You get \$3,450 worth of money making products. That's over 125 MB's of downloads. Including over 40 products you can start selling now. But you can also get a massive free education in internet marketing simply by working your way through this material.

[Marketing Beginners](#) - Free video tutorials on how to build your own website from beginning to end. They show you how to pick a domain name, FTP, create your site and also how to monetize your site. Randy also includes a 4 part video series on how to make your own graphics using, not Photoshop, but its free alternative called Gimp. You can also **make money** by sharing this with others.

[The Greatest Viral Marketing Idea of All Time](#) - And it's yours FREE. See this zany scheme in action as you visit the site.

[eProfitNews Internet Marketing Newsletter](#) - It's free and you'll only hear from me when there's something worth passing on (eprofitnews@aweber.com).

[Earn Instant 100% Commissions](#) - Paid to your Paypal account.

[OTO Goldmine](#) - This free service allows anybody to get a share of the huge profits being made through one time offers... even if they don't have your own website. Yes, there really is a way for folks without their own domain to earn money from other people's OTOs. No wonder this is so popular.

[Giveaways](#) - Internet marketers give away "tons" of stuff -- ebooks, reports, software, scripts, audios, videos, memberships, etc. Some products are available for you to offer as incentives for people to join your mailing list. Additionally, there is usually a one-time-offer or an upsell associated with giveaways and this can be profitable if the folks you've introduced choose to purchase.

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