

ENA Module 1 Lesson 1: How To Find A Profitable Niche (Video Transcribed)

Hi, it's Carol Mortarotti. Welcome to the Expert Niche Academy Module One, Lesson One.

Let's get you started. Module one, lesson one is going to be all about how to find and research a profitable niche. This is the system. You're going to want to find a profitable niche market, discover their struggles and solve their problems with your product as a niche expert. Then repeat this over and over with different niches.

What is the definition of a niche market? A business that focuses on a niche market is addressing a need for a product or a service that is not being addressed by mainstream providers. For instance, instead of offering cleaning services, a business might establish a niche market by specializing in window blind cleaning services.

What's the definition of an expert? It's a person with extensive knowledge or ability in a given subject. If you know just a little bit more than everybody else, then you are perceived as an expert. It's all about perception. Being perceived as an expert is what sells products and services. So it's okay if you're not an expert. Actually very few people are but if you follow these three steps that I'm going to teach you on how to get expert status, you too can acquire expert status in your niche faster than you think.

It doesn't matter what your age is or what you've done. Everybody has a niche market. You need to take a look at your life and your work experience. Do you have any failure to success story in your life? What skills do you possess that other people are interested in? What would they pay to learn more about?

The three top mega-niches.

80% of the top selling products is in these three categories. The first is health and fitness. The second is dating and relationships and the third is business and money.

Now there's a lot that's covered in these top three mega-niches. For example in health and fitness, you can read through. There are quite a few things. Same thing with relationships, dating and parenting. As you're going through the course, just pause this. Write them down. I'm just breaking them down for you. This is business and money so you can see there are quite a variety of things that you can choose from.

The next step is you have to really narrow down your niche. You don't want to be generic. You want to get as specific as possible. The more narrowed down it is, the better it is for you. So for example, you could be a physical trainer to the elderly or to the handicapped. You could give specific breed pet training tips or talk about organic and raw food for pets. There are so many things here. I'm going to give a couple of slides. These are all just to give you ideas. Diet routine for busy moms, tips on eating out, chiropractor relief tips, attorney tips on how to protect your website.

Here are a few more suggestions. Talk about sports. Golf tips on how to improve your game, massage therapist to pregnant women, dating services for seniors. Now that a lot of states are accepting gay marriages, why not create a to-do list or how to get married in certain states. Your niche could be counselor to children of alcoholic parents or tea that relieves menopause symptoms or insomnia.

There are so many different things. I mean there are a lot of people that are having twins today. I think that would be a great niche as well, to come up with something that's going to either help discipline or some type of product that's going to help the parenting for the twins. How about diet and exercise plan or lose 20 pounds quickly after you delivery a baby? With the financial economy, the way things are, how to pay off high interest rate credit cards quickly would be popular too.

So here are just a few more as well. I want to try and give you as many ideas so you don't get stuck on what to choose. This is probably going to be the lengthiest module, module one. Now you really need to do a little bit of research to make sure that the demand is there so that when your product is done and you go out to market it, there are actually going to be people out there that need it.

This is how you find and research a profitable niche. You're going to go to www.Dummies.com. When you go to www.Dummies.com, check and see if there's anything that's being sold in your niche. How many products are being sold? Take note of the purchase price. Get a notepad out when you're doing all your research. Make a comparison and this is really going to help you in the long run.

When you go to www.Google.com enter the niche keyword and see what the search volume is. You can also do a Google search by typing in your "niche keyword + blogs" or "+ newsletter" or "+ forums" or you can also type in "best + niche keyword + products". Those are a few ideas and I'm going to show you. We're going to go to the website shortly but just take note of all these things that you have to do.

Go to www.Amazon.com and search for any books, magazines or products that are in your niche. See what's out there. Make sure that the demand is there. You can also go to a bookstore to see if there are any books or magazines published in your niche. You can search for your niche in www.YouTube.com, or www.Facebook.com. You can use Google's Keyword Tool for suggestions, and Google Trends to see actually where people are searching for that niche.

I'm giving you a lot of information. You don't have to go to every single one of these sites but you need to go to a few of them just to make sure the demand is there. Everybody is different. Everybody has a preference so I'm giving you quite a few choices and hopefully this will make it easier for you.

If you need more ideas, you can go to www.Alexa.com and from the top menu, click on "Top Sites" and then click the categories and then the subcategories. At the top bar, they have a little icon that says, "What's Hot" so you can even see what people are searching for. So that's it for module one.

Let's go to the internet right now. I want to just show you a few things. This is www.Dummies.com. For this example, we're just going to go with dog training so we will enter "dog training". There are 157 results. Look on the left. You can even narrow it down even more to training and tricks, breeds, type of dogs, care. So this gives you a good idea that there's quite a bit of demand for that. Now I'm just going through this quickly. I want this to be a course where you watch the videos, take action and complete without the need to spend days and hours on the training. Spend some time doing your research and then move on to the next thing.

For Google, you can just type in "dog training". That's a very large volume. That's 58 million search results so that's great. Now another thing you can do is you can type in your niche keyword which for us is "dog training" and then you can type in "+ blogs". See what's available. You can take a look at those or forums and just see what's out there too. There is still a lot of search volume on this or newsletters. There's quite a few there.

Another place that I recommend is Amazon. Let's go here. So as you see, there are several different sites that you can go to, you just need to make sure that people are actually looking for your niche. Competition is good. So there are quite a few results so you know there's a demand. You can narrow it down here too. You can see what other type of products are their best sellers. Let's see what else we can go to. We can go and do a YouTube search. I don't know how much is going to be on here but you never know. Look. It did come up, 103,000 results. Wow, so that's pretty good.

Another place you can go to is, believe it or not, Facebook. I don't know if you realize this but a lot of people search on Facebook now just like they do on Google. Let's see if anybody has any pages on here or if there are any products. There are quite a few pages. There are a few things. I wouldn't base if you decide to do something or not on Facebook because it's still not as strong as Google for search results.

Now this is really popular, the Google Keyword Tool. So we type in "dog training" and you can also do advanced options so it can filter by location. You can pick a country. You can even go by city. Then you have to go down here. They always want to make sure that you're human. The global monthly searches are quite high. That's 1.5 million. Now local is very high as well. Now this is going to give you some keywords with some suggestions as well. As you can see, dog training is a very, very highly sought-after niche so this must be a good one for anyone that's thinking of going into it.

This is the other site I was telling you about, Google Trends. First, you can go here and look at "Hot Searches", the hottest topics of what people are looking for and you can also enter in your niche keyword so "dog training" and then click "Search Trends". This is great so you can go by all regions. You can pick a country; let's just pick the last 12 months.

These are the top regions and top countries that are searching for dog training and then it even breaks it down by cities. How great is that? So when you're going to do your marketing, if you're going to do say Facebook ads or Google AdWords etc, you already know what cities to really gear towards because these are the top cities that are searching for dog training. Since we did 12 months, here it says A, B, C. They even give you the top things that people are searching for so this is great.

Now if you're really stuck and you still can't think of what to choose, I don't want you to get paralyzed. I want you to pick a niche. Again, it's probably going to be something that you're passionate about, something that has to do with your life experience, your work experience. Maybe you have a pet hamster that you've trained to do certain tricks. Any niche is fine. Don't procrastinate and then not take action because there's just so many to choose from.

Lastly on www.Alexa.com you can go to "What's Hot". They have hot topics here and then you can look at Top sites, view by category. You can even break it down. If you want to do something in health, you can break it down even more. They really do a lot of the research for you so go ahead. Do this exercise. Collect all your data and I look forward to seeing you in lesson two. That's a wrap for this one.