



Niche Research Checklist

Intro: Benefits of Finding Your Niche for Long-Term Success

This checklist will help you keep key things in mind as you narrow down a niche and topic for your membership site. The key things to remember are

- ✓ It's easier to find success in things you enjoy and know about (the “low hanging fruit” that Ron mentioned).
- ✓ Look for niches and subject areas where products are already being sold. If you're offering a content-based membership site, look for information products, books and magazines that are selling. If you're selling physical products, look for the top sellers there.
- ✓ Trying to please too many people leaves you in direct competition with larger businesses and makes it difficult for you to stand apart. On the other hand, if your niche is too narrow may not have enough members.
- ✓ What you should do with this checklist and workbook is:
 - Locate a market that matches your skills
 - Evaluate a niche for long term profitability
 - Find a niche that has plenty of products selling it, but position yourself uniquely to stand apart
 - Monitor changes and the unique needs of your members for ongoing success
 - Create an action plan for moving forward with your niche
- ✓ It does not have to be a hit-or-miss proposition – the great thing about an online business is you can adjust and improve as you go along

Module One - Explore Your Best Business Options

- ✓ When you match your business to your skills, you improve chances of success. Identify the following:
 - What do you enjoy doing?
 - Are there specific tasks you prefer to work on?
 - What projects do you dread?
 - What do people say are your strongest points?
 - What are you really good at?
 - Who do you relate to?
 - Is there something missing in the current marketplace?
 - What are the trends in your area of interest?
 - Are you already creating content in a certain niche and want to explore your membership site creation options?
- ✓ You will come across as more authoritative when concerning something you are passionate about, but you can also outsource or partner with authoritative figures if you want to pursue new areas.
- ✓ The bonus is when you're passionate, you spend more time working on things that you find enjoyable

Module Two – Potential for Success in Your Niche

- ✓ Consider the following:
 - It's always easiest to find your success within a niche if you can help people with their health, money or relationships...or if you can help them solve a specific problem or achieve a goal. And remember, one winning strategy is to help the sellers in your niche. They are willing to pay for you to make their job of making money easier.
 - Is there existing demand for what you want to offer?
 - Will you be focusing on products/services or a customer type?
 - Can you add value to this niche?
 - Can you provide a unique solution?
- ✓ Ways to identify a profitable niche:
 - Search for products already selling on [Amazon.com](https://www.amazon.com), [ClickBank.com](https://www.clickbank.com), [Magazines.com](https://www.magazines.com) (remember, magazines are a subscription-based service) and other information and product marketplaces. Look for the top sellers in your categories, look for products with lots of reviews and other success indicators.

- Look for people selling popular information products in your niche that don't have any recurring income products. These are potential partners. You can contact them and tell them they can promote your membership site on their thank you page and they'll earn 50% of the revenue through your affiliate program.
- You can look at sites like [MySubscriptionAddiction.com](https://www.mysubscriptionaddiction.com), which reviews physical product subscription boxes.
- Conduct keyword research to see what people are looking for. You can use the [Keyword Planner in your Google Adwords account](#) or a tool like [Keyword.io](https://keywordio.com). See what people are looking for in your niche. What problems do they need solves and more importantly, what products are they searching for.
- On Google, you can also tell if a niche is profitable, if you see a lot of companies advertising for those keywords. Google has reduced the numbers of ads they show for keywords in recent times, so do take that into account. You won't see the large numbers of ads you saw a few years ago, even in hugely profitable niches.
- On Google, type your niche market name followed by 'affiliate program'. If there are companies paying commission in your niche, you know they're making money.
- Specifically for membership sites, you can also search for "Built on aMember Pro™ membership software", "Powered by Wishlist Member" or other phrases that would help you locate membership sites.
- When searching ClickBank, you can identify products with subscriptions by looking at the AVG REBILL TOTAL. When you see an amount there, see what they offering as a membership offering.

<p>El Club De Inversionistas (view mobile) Mentoría Inversiones En La Bolsa Ny. Alta Conversión. 50% Comisión Recurrente Mes A Mes. Alta Tasa De Permanencia. Premios Mensuales Y Trimestrales. Mira Premios Y Recursos De Ayuda En Http://elclubdeinversionistas.com/afiliados</p>	<p>Avg \$/sale \$254.79</p> <p>PROMOTE</p>
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Stats: Initial \$/sale: **\$83.89** | Avg %/sale: **50.0%** | Avg Rebill Total: **\$173.53** |
 Avg %/rebill: **50.0%** | Grav: **45.60**
 Cat: **Business / Investing : Personal Finance**

- Check YouTube for videos in your niche and see what products they are selling.

- Look at Facebook Groups are you in your niche. In many cases, these might be part of a paid membership site and even when they are free, it gives you an idea about what topics bring people together in a community.
 - Find blogs in your niche and read them, not just for the content, but to observe the audience.
 - Social media – Observe groups, pages, profiles, look at replies. Always look at the engagement in these places, so you get an understand of the audience.
 - Competitors – Sign up for their mailing list and even buy their products to see how they engage their subscribers and customers.
 - Join and observe forums and other groups. For example, [Google Groups](#), [Yahoo Groups](#) or search for “[your subject] message board” or “[your subject] forum” to find active discussions.
 - Look at answer sites: For example [Yahoo Answers](#). Or look at YouTube and other content people are creating to answer questions.
- ✓ **Narrowing Down Your Niche to Stand Apart from Your Competitors**
- Remember, going with too wide a niche can put you into competition with big contenders. It's usually easier to narrow things down to differentiate yourself from the competition.
 - A simple example would be Fitness vs. Cross Fit
 - You can also get more specific by serving a unique niche like Cross Fit for Women over 50, for example. You can segment by characteristics like gender, age, skill level and so forth.
 - Think about solving a specific problem and helping your members achieve certain goals.
 - As an independent business owner, you can also set yourself apart in the personal service you provide and use your persona or personality to attract interested members.
 - When narrowing down, just make sure there's enough of a marketplace to be profitable

Module Three – Testing Out Your Niche

- ✓ If you're new to a niche, you may want to test things out before you commit to a full membership site. Start out by making a free and/or low cost paid product to see if you can attract subscribers and buyers who are interested in the topic of your membership site.

- ✓ By building your list of subscribers and customers early on, you can also gain a lot more information about the types of long-term solutions or subscription products they might buy. You can gain this knowledge by:
 - Track your links. When you start creating your own content, track the links and see what they click and what interests them. Many autoresponders will automatically track links you send out by email.
 - Listen to your followers and customers – Read their comments, emails and support requests.
 - Ask them questions. Readily ask them questions via email, on your blog and social media. Engage them in conversations to understand them.

Module Four – Creating Your Customer or Member Avatar

Your goal is not to target just anybody in your niche, but to figure out who your ideal customer is. What are the characteristics of somebody who will eagerly spend money to solve their problem or improve their situation. This brainstorming sheet can help you figure that out.

It's also a great exercise in having a deeper understanding of who your target audience is, so that you can create better content and products for them. It will also help you more effectively sell your products to them. If you know who you're selling to, you know how to speak their language, touch on their concerns and provide them with solutions.

- ✓ If you have existing customers or subscribers, think about who they are and what their characteristics are. If you don't have any customers yet, you can skip this section.
 - Who are the best and most profitable customers? Who are they and why are they the best?
 - Who are the worst customers? Who are they and why are they the worst?
- ✓ Imagine just one perfect customer and this becomes your customer avatar. The more you can imagine one person, the easier it is for you to relate to them, to speak to their direct needs and offer them the right solutions. What is their:
 - Age
 - Gender

- Family status
- Geographic location
- Education
- Job / Profession
- Beliefs
- Interests / Hobbies
- News sources / favorite websites
- Favorite social media platforms
- Biggest fear
- Biggest problem

You will likely develop your customer avatar over time as you get to know your audience better and as they evolve over time as well. But having as clear a vision as possible when you start will help you ensure you're serving the audience you have chosen for your membership site.