



Super Affiliate Commissions

"Secrets to Supercharge Your Productivity for Maximum Profits!"

Module 02: Identifying a Profitable Niche

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!

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Module 02: Identifying a Profitable Niche

Hello and welcome to the second module of Super Affiliate Commissions. The first rule above creating a successful campaign is to identify a profitable niche. With that said, let's move on to learn the steps to identify money making niches to kick start your super affiliate success.

Importance of Identifying a Profitable Niche

- The stepping stone and foundation of your affiliate success
- Identify a hungry niche and have low competition = easy profits

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Nowadays many people can be seen with more interest towards affiliate business by witnessing the success of super affiliate minds. It is true that many super affiliate minds not only gained success but also created a great foothold with huge profits in a profitable niche. The Internet is truly the ultimate melting pot and has the potential for major success if a person has the right approach and determination to put in the effort. This has produced a path for many people to earn a lot of money and there is still plenty of room for many more to come and share the earnings. It is pretty easy to start an affiliate business but it is mandatory to stick to a few rules of thumb to gain ultimate success.

The first rule above all is to choose a profitable niche for your business. If you can identify a profitable niche, then it becomes a lot easier to move quickly towards the goal of financial freedom. This is where a lot of people trip in the beginning. The natural or right niche for you isn't necessarily the most profitable niche. There are plenty of strategies for identifying that profitable niche. Before wading through the arena, it is best to have a good look at all of the available online business models and performance attributes. This will give you a good idea of what the business is about and how it is shaping up. This can help generate ideas on how to choose your own successful niche. For example, take the Amazon website and look at their popular products. Try to figure out their approach in generating buzz and how they are reaching out to potential customers. This type of analysis will help refine your search for your own niche.

Affiliate business is always profit oriented but still it is easy to fail. Failure occurs because of a lot of reasons, maybe it's choosing the wrong niche or choosing one that, while profitable, is too competitive. Maybe the commission split is a bad one.

This is why before you take the plunge and choose a niche, you evaluate all of these factors, particularly your margin and expenses.

Tips to Choose Profitable Niches

- **Product Demands**
 - Lots of products created for a niche
 - More vendors means it's a very profitable niche
 - Check on Google Keyword Tool that there are high search volume for the product names
 - Advertisers are bidding for product name keyword on Google Adwords
- **Competition**
 - More competition is a good thing
 - Competition is usually a good indicator that a niche is hot and have high demands for a solution

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Here are some helpful tips in figuring out your own profitable niche:

Choose a niche where there are a lot of products created specifically for the niche. For example, if you go through clickbank, you will see a huge list of products that is catered for the weight loss niche. If more vendors are creating products, this means that it is a very profitable niche, that's why people are jumping the gun to get a piece of the pie.

You may verify this method of identifying a profitable niche by ensuring that searches are also actively looking for these products. To do this, make sure the keyword of the product names have relatively high search volume by using Google Keyword Tool to check. Ensure also that advertisers are bidding for the product name keyword on Google Adwords.

For affiliates, competition is a good thing! This is because this is a sign that it is a profitable and hungry niche. With that said, when are choosing a particular product to promote, make sure there are active competitors that are selling a similar product to the one you chose. This is because competition normally is proportional to profits. When there is high demand for a product, it is natural for a lot of vendors and even affiliates that try to promote to the same niche. Competition is usually a good indicator that a particular product is hot. In general, these popular products with big competition will often carry with them huge profit margins which will accelerate your potential as well. Choose a niche product that has great demand and competitors.

Tips to Choose Profitable Niches (Con't)

- **Hot Trends**
 - Google Trends
 - Choose niches that have high search volume trends and spikes during specific times of the year (e.g. weight loss niche)
- **Offline Research**
 - See if there are advertisements on TV, print ads, newspapers or any other type of media

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There are lots of trends throughout the year. You can make use of Google Trends to check to see which type of keywords or products have unusual spikes throughout the year. For example, weight loss again, you will notice that normally during the year end, especially December, there will be an unusual spike that indicates high search volume for keywords related to weight loss.

This could be because people are planning their new years resolution or are trying to lose weight before Christmas to reunite with their family and etc. Ideally, you would want to choose a niche that has relatively high search volume through out the year but even more during specific times of the year. This way, you can pump up your campaigns during the times where it trends upwards. By choosing a niche as such, you will be able to ride the wave to financial success.

Conducting research on a niche is important to understand who it appeals to and your best bet to market it accordingly. Look at other media such as TV commercials, print ads, and any type of advertisement to get a good idea. This approach can give you better insight into the product, which is popular which will allow you to move along with current trends. Again, if you see people are advertising on these medias, it's an indication that it's a profitable niche.

Tips to Choose Profitable Niches (Con't)

- **Amazon and E-bay**
 - Great place to research on demands for tangible products
 - See what people are buying and selling
 - Go through the popular products list

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Take a look at these two popular tangible product selling sites. Their online selling is a clear illustration about what people around the world are looking for. Their list of products is enormous and cycling through popular products will indicate popular niches. The ultimate goal is to get a better idea about selling products online. These two websites are popular all over the world for their products and delivery. Every site keeps a list of popular products with product reviews and buyers opinion on the products. Through these reports once can get a better idea of the right profitable niche for you.

Lucrative Markets

- 1. Health**
 - 2. Wealth**
 - 3. Relationships**
- Tip: Narrow your focus and dig deep for smaller niches within these markets

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The top three very lucrative markets are health, wealth, and relationships. These markets often have high searches and a high demand for solutions and very often very fierce competition. However, these are markets, you will need to dig deeper to find smaller niches which you can build your campaign around. There are a multitude of products in this market so it is up to you to prove yourself to have a presence in them.

These three markets are real profit generating market and will enhance your chances of success if you can narrow your focus and dig into smaller niches within these markets.

Helpful Tools

- **Google Keyword Tool**
- **Google Trends**
- **Google Hot Trends**
- **43things.com**
- **Shopping.com**

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There are many tools available on the Internet to find out the best profitable niche for you. For ages it has been a ritual to use these tools and they are highly evolved. These tools are a reflection of the user demand. These tools are also another way to get connected with potential customers. Many beginners in the affiliate business rely on these tools to get started. Some popular ones are the Google Keyword Tool, Google Hot Trends, 43things.com, shopping.com, and many more. Google Keyword will give you a good idea about what many people are looking for on the Internet. This will give you a clear picture of public demand. Similarly, Google Trends will help keep you up to date about the latest trends all around the world. In this way you will see what is popular and what people are looking for.

This is by no means meant to be an exhaustive guide but merely to get the juices flowing and put you on the right path towards finding a profitable niche for your affiliate business. You might have your own expert information about certain products or niche from your own experience but these are the methods and tips that is recommended from a super affiliate point of view.

Just remember that before going with a niche, it is always a good idea to find out about the product, what it has to offer and what types of potential customers it is attracting. This observation and research can help you come up with a successful business model in no time. It is also a good idea to have good knowledge about the product.

Along with this knowledge and your effort, you can convert your campaign into success. Discussing with experts in the field and seeking advice from knowledgeable sources is also always a good idea. Because the niche is vital for the success of the business, a clear and determined approach must be maintained as you make that final decision. Go with the right niche and you will find that with a lot of hard work, some perseverance and a little luck, profits will follow.