



MODULE 2

FINDING PROFITABLE NICHE

Introduction

Hello again, this is Stefan, from Affiliate Marketing Mastery, and welcome to Module 2, “Finding Profitable Niches”. Now, the purpose of this model is to help you find profitable niches and markets that you can create your affiliate marketing business around, and there are literally thousands of potential niches and markets to choose from.

The key is ensuring the niche is profitable and has the opportunity for you to earn money from as an affiliate. So, take your time with this module, it’s important to pick the right niche or market for you, moving forward, and if you pick a niche or market without much opportunity, then it can be a struggle and challenge for you to profit and earn money from it. Therefore, make sure that you take your time with this module. And at the same time, don’t be a perfectionist. Do the best that you can to follow the criteria outlined in this model.

Criteria for Finding a Possible Niche

Niche or market has high potential for profitability.

You need to make sure that there are people actually buying products and services within that market, that there is different products that you can promote as an affiliate, and that it is a relatively large market with high potential for profitability. It is important that the products or services that you want to promote have a good enough profit margin, meaning that you can earn a good amount of commission from them.

Many people are interested and actively looking for information within the market.

Later on in this module I'm going to show you how to identify and find out what people are searching for in the search engines, like Google, and how many people are searching for different topics or keywords within a niche.

Three potential quality products and services that can you promote with good affiliate programs.

I also recommend making sure there is at least three potential quality products or services that you can promote with a good affiliate program. I'm also going to show you how to find potential products and their affiliate programs that you can promote and make sure that you have more options of different products that you can promote. This is always a good thing, because you don't want to get into a market because there's only one product that you can promote, because that's going to limit your options.

If that one product that your trying to promote doesn't convert well, or it doesn't do well, then you're going to be so dependent on that and there's not going to be much else for you to promote on and make money from. That is why is it always good to have three potentially quality products or services that have a good affiliate program that you can promote or market.

You are somewhat interested or passionate about the niche or market.

I also recommend that you make sure that you are somewhat interested in or even passionate about the niche or market. The more passion or interest that you have for something, then the more successful that you will be with it over the long-term. If you have an interest or a passion, then you're going to be more likely to share your experience, help other people with it, and you're going to be more engaged with your business.

Competition is good because it demonstrates that there is a high potential for profit.

People always ask about competition. You don't want to worry about competition too much; you don't want to be too overwhelmed by it because what I'm sharing with you in this program isn't a loop hole or a gimmick.

I'm sharing with you how to build a legitimate business where you're not going to have to worry about competition, and I want you to view competition as good. I always see competition as good because it demonstrates that there's a high potential for profit; the more people competing in that market shows that there's a lot of potential and profitability that's there, so you shouldn't be afraid or discouraged by competition in any way.

Brainstorm first, then decide.

It's important to brainstorm ten potentially profitable niches or market ideas, and don't worry, I'm going to be guiding you through that in an assignment in one of the videos in this module. Once you've brainstormed and you have at least ten potential niches or markets to choose from, do further research to ensure that they meet the criteria is outlined within this module. Don't be a perfectionist in deciding in the niche or market that you want to get into, just choose the one that you feel has the best potential, that suits your interests or your passion, and that you feel you can have the most success with over the long-term.

Conclusion

Thanks for watching this video! Make sure you leave a comment below and I'll see you in the next one.