



# **MODULE 2**

## **CHOOSING YOUR NICHE**

### **Introduction**

Hello again, this is Stefan, and welcome to Affiliate Marketing Mastery. This is Module 2, “Choosing Your Niche”. We have come to the moment in the program where you have done enough research and now it is time to choose your niche.

I am going to share with you how to make the final decision in order to choose the right niche or market for you. The first question you need to ask yourself is, “Does it meet the criteria that I’ve mentioned in this module? Is the niche or market profitable, and does it have high potential to earn money from?” You want to make sure, that whatever niche or market that you choose to pursue, that it has high potential to earn money from it. You want to make sure that there are different products and services that you can promote that you can earn money from as an affiliate.

The next question is, “Are there a lot of people searching for information in this niche?” I hope that you did the keyword research video assignment, where you researched the different keywords and identified that there is many people, at least a couple thousand people that are searching for those primary keywords in Google and the different search engines.

Are there at least 3+ products that you can promote as an affiliate? Again, are there digital or physical products? The more products that are available at your disposal in that niche, than the more potential that you are going to have to make money from it. You do not want to pursue something when

there is only one product or one option that you can promote and make money from. In my opinion, that is a little bit too risky, so again, make sure there are at least three potential products, and ideally, a lot more than that.

Another important question to ask yourself is, “Do you have an interest and a passion for this niche? Are you passionate about it?” You do not have to be, but I found that people who have a passion or an interest for their business are going to be much more likely to stick with it over the long-term. These people are much more likely to do whatever it takes, they are involved in their business, and they enjoy the process a lot more because they are building a business around a topic that they love and are passionate about. They want to help and serve other people; they are building a business that they are proud of and that they can share with other people in their life. Like I said, this is not required, but I do recommend that you have somewhat of an interest, or a level of passion for your long-term success.

Here are some optional questions to ask yourself that will help you make a decision. First, “What are some strategies that I could use in order to promote this niche?” So, what are all the different ways that you could promote or market this niche, build your affiliate marketing business around, and have success? We are going to go over these strategies later in the module, so I do not expect you to know all these right now, but just off the top of your head, can you think of any ideas that you might be able to come up with for what you could do in this niche or market?

Some strategies may include:

- Blogging – creating content and articles
- YouTube – publishing videos online
- Facebook – building a Facebook fan page
- Instagram – being able to promote and market here, as well as Twitter or Pinterest
- Podcast

- Kindle books related to your niche or market topic, which you can use to attract people and promote other people's products as an affiliate.
- Email marketing – building an email list.

There are a lot of different strategies and opportunities out there, and it is also useful to research online, to see what other people are doing in that niche or market. Research some of your potential competitors or review other websites. Look at what other people are doing on YouTube, Instagram, or Kindle Publishing, because that will give you ideas so that you can see what other online marketers and affiliate marketers are doing, and then you can model a lot of ideas from them when your building your affiliate marketing business.

Another great question to ask yourself is, "Why is this niche important to me? Why is it important? Why do I want to add value or help people in this niche?" As I mentioned before in the success principles, you can find a way to add value and actually care about people. If you care about the customer and you want to help people and serve the greater good, than that is going to give you the ability to make a difference in people's lives. It is not just about building a business in order to make money, but also having the fulfillment of knowing that you are serving and changing people's lives, for the better.

Another question is, "Is this a niche or market that I will still be interested in or excited about 1-5 years from now?" You want to think, not just for today, but also for the long-term. Think about one year from now, think about 5 years from now, even 10 years from now.

For myself, when I first started [Project Life Mastery](#), I originally started blogging and creating YouTube videos related to fitness, because I love fitness. At the time, I was doing a fitness competition and I had a lot of passion for it, but when I was creating Project Life Mastery at those beginning stages back in 2012, I asked myself this question, "Is fitness something that I'm still going to be excited to talk about in 5 years?" I knew

that I would probably get bored after a while. There were probably only so many videos and articles that I could do about fitness before I eventually lost passion for it and would give up on that business. That was the reason why I decided to build my business around self-improvement, Project Life Mastery, because I love improving and mastering all areas of my life, so that's how I decided on that niche or market, and of course, its evolved into a lot more smaller niches and markets as well.

You may be different; maybe you love fitness, maybe you love weight loss. Maybe that is something that you see yourself doing and that you want to be a part of your life, long-term. Again, this is not something that is required, but it will give you an advantage over the long-term. There is nothing wrong with building a short-term business. I have done that for myself in many regards in the past, and I have known people that do that. They build a business for the short-term and then they build multiple businesses, and that is totally fine.

The last question that is worth asking yourself is, "Does it feel right? Do you feel confident and excited about it?" You know, "How does it feel deep inside"? Really, that is the feeling that really counts. You know, "Do you feel comfortable with this niche or market? Does it feel right for you? What does your gut tell you?" Oftentimes, we have to decide between two opposing options, and one may be great or have potential to make money from, but it does not feel quite right. I would much rather see you pick the niche or market that you have a passion and interest for, and that feels right for you, that you could make money from, over one that might be a greater opportunity, but that you don't have the same excitement or passion for. It is important to choose based on how you feel inside.

It is now time to narrow down your options and make a decision on the one niche or market that you are going to build your affiliate marketing business around, and to pick the best niche, based on the questions and the criteria mentioned. Do not be stuck in "analysis paralysis" or trying to be a perfectionist. There comes a time when you have to trust yourself and

accept that you have done the best that you could and then just go for it. Any decision is better than no decision. Oftentimes, people are stuck at this step, because they want everything to be perfect, they want to make sure that they have made the perfect decision, and they end up being very indecisive as a result.

Like I said, just do the best that you can. If you went through the modules and the videos, and you did the research, you should have a few different options. Pick the best one. Everyone is going to be different. Do not worry about hitting a home run the first time around. Just getting started and gaining some experience is the most important thing, and maybe later down the road you can go back through this training and pick a new niche, or a new market, if you choose.

Do not be afraid to fail; just go for it and make a decision. I will also mention that it can also be useful to ask for feedback from others. I recommend feedback from someone that is experienced; like a marketer, coach, or mentor. I have different coaching programs and I could give you feedback as well. Receiving feedback from someone can help you make a decision and decide on the best direction.

## **Assignments**

- To decide on the niche that you will be building your affiliate marketing business in, and then once you've made that decision, get excited, because we are now in the beginning stages of this program and building your affiliate marketing business.

## **Conclusion**

I want to thank you for watching this video and joining me in this module! Make sure to leave a comment below, let me know that you have made your decision, and that you are ready to move onto the next module.