

Niche DETECTOR



Table Of Contents

Section I: Taming The Lions

Introduction: The “Lost” Principles Of Niche Detection.....	3
Rule # 1: The “Thud” versus “Ping!” Tests.....	5
Rule # 2: But Do They Buy?.....	10
Rule # 3: When Problem Solving Doesn’t	12
Rule # 4: What Your Competition Can Give You.....	13
Rule # 5: A Word About Keywords.....	13

Section II: The Nitty Gritty

How To Get Ideas That Will Help You Find A Successful Niche....	16
Offline Sources.....	16
Online Sources.....	18
How To Find Out What Problems Actually Need Solving.....	21
How To Find Out If Members Of Your Niche Spend Money.....	23
The Formula: Your Magic Key.....	24
How To Master Your Competition.....	30
Products You Can Create And Sell.....	31
But What About Seasonal Products?.....	33
Is It Expensive To Produce Physical Products?.....	33

Section I: Taming The Lions

The "Lost" Principles Of Niche Detection

If you are a new or novice marketer, you know you can't immediately hire celebrities to promote your products or go for instant branding like companies such as Nike or Pepsi-Cola. Unless you are already a millionaire, you just won't have the budget.

The only other practical option lies in marketing to a niche, or area of special interest.

What is a niche? Hopefully, you already know, but for the record, [Merriam-Webster's](#) online dictionary defines it as "a specialized market." [The Free Dictionary](#) goes a step further: "A special area of demand for a product or service" and "a focused, targetable portion (subset) of a market sector."

Niche marketing sounds like the perfect solution for those starting out in business on the net, doesn't it?

And it is.

Yet it remains a sad fact that well over 80% of all internet niche marketers fizzle out like a dud firework within the first three years. The most common reason? *Not properly understanding* how to pick a valuable niche ripe with opportunity and prospective buyers. They learn a lot of techniques and tips – but they don't grasp the most basic principles. Instead, they gloss over these "must-have" components, or overlook the need altogether.

It's shocking how many people underestimate the necessity of accurate niche detection. Over and over again, marketers rush into business with scarily minimal, almost token, niche research. They're busy buying ebooks on how to make videos, how to use social networking, how to build a list... and they've neglected the most important first step of all.

That's like signing yourself up for this year's Boston marathon before you've learned to walk.

And expecting to win it.

This special report will give you a simple "magic formula" you can follow that will help you find a profitable and successful niche every time – but first, as in all classic fairy tales, there's a warning:

- *Don't just skip straight to "The Formula",, and skim over the rest of this book.*

The whole trick to being given a Magic Key is *knowing how to use it*. You need a bigger picture to place that formula into, so that it fits like the last piece of a jigsaw puzzle.

Without that last piece, the puzzle is not complete.

That last piece on its own is no more than a clue.

So even if you can't resist going straight for the pearl at the center – The Formula – and helping yourself to a sneak preview, go back and actually take the time to read this book from cover to cover. Trust me, I've already edited out everything that is not absolutely essential. Read it and absorb it – and you'll be ready to become your own ultimate human Niche Detector!

Rule # 1: The "Thud" Test versus the "Ping!" Test

You hear it time and time again in ebooks and articles. In fact, so many times it's literally become a cliché: "*Follow your passion.*"

Time and time again, marketers blithely follow that advice – and make the same mistake so many have made before them. It's all the more ironic when they actually do invest in several of the most important research steps – but never even notice they're missing a few absolutely vital components.

First, let's clear up a common myth. *Do you need to work in a niche you're passionate about?*

No. In fact, doing so can often create “blind spots”, because we can be so enthusiastic about our product or subject, we fall victim to assumptions about our market that cause us to fail to notice key obstacles to success (such as they’re not really our market! Seriously!)

A better approach is to pick a niche that *interests* you. One you think you’d enjoy serving for a long time. You don’t necessarily need to be an expert yet... because if you follow all the most proven effective steps in niche research, you’ll end up becoming one before you know it, all quite naturally.

What you need is to develop the ability and skill to identify holes – and fill them. And that’s a transportable skill that will serve you well in any niche market, time and again.

The flip side to this? You may be actually passionate about a subject but unexpectedly find that the idea of creating and selling products related to it make your stomach mysteriously go “thud”. When it comes time to do anything with that idea, you find yourself balking and procrastinating. Do yourself a big favor, and listen to that “thud”. It’s a sign you’re done with that subject, or that there’s something about it that just doesn’t work for you – something that’s not quite right.

Ask yourself: Is it fear – or do I really *not* want to do this?

If it's fear, that can be overcome. Learning proper niche detection and development skills is the perfect way to achieve that goal and help you to step out with confidence.

But if you really don't want to work in that particular niche, better that you know now.

Let me give you an example. Kevin was passionate about 1/6 scale action figures. He had an impressive collection of G.I. Joe, Power Team and Lanard Ultra Corps dolls. For years, he had spent many hours every week creating WWI and WWII dioramas with them. He faithfully attended 1/6 scale trade shows, chatted on military action figure forums, and collected, customized, made, mixed and matched uniforms and accessories for his action figure collection.

While browsing About.com one day, he noticed there was a need for a "guide" to the Action Figures section. He read the criteria, and realized he was perfectly suited for the job. Yet whenever he actually sat down to write an application, he always found a reason to push it aside.

Finally, he realized the pit of his stomach just seemed to drop unpleasantly whenever he contemplated writing the articles needed for this site and researching information. He just didn't want to do it.

Why? Because Kevin's main enjoyment came from *customizing* the dolls. He didn't care if a figure was a vintage G.I. Joe, or had a Lanard head scrunched onto a Power Team body, as long as the character looked right for the diorama.

About.com wanted someone who was passionate about *collecting* action figures. Someone who could tell you the value of every action figure made, and which years were rare and extremely valuable. Someone to whom the very thought of customizing would be sacrilege.

That was actually a whole different demographic than Kevin's – an entirely different niche market altogether. Oh, both niches dealt with 1/6 scale action figures – that was the “broad” or general niche – but the focus was completely different in each group. One was all about “mint in box” value and collection; the other fantasized and literally played with the action figures, all within the confines of a narrow historical period.

That's why Kevin's stomach went “thud”. That's why he found himself procrastinating, every time he thought of filling out that About.com application. Although his action figure experience and knowledge were genuinely impressive and completely up to the job, he had no interest whatsoever in the collectibles market.

It was just not the right niche.

In other words, if what you love about gardening is the fresh outdoors, the Zen-like peace and the scent of flowers, that doesn't necessarily mean you're going to enjoy writing and selling ebooks about how to grow organic vegetables, or creating a patented hedge-trimmer.

On the other hand, if you go to a site such as About.com to read their broad list of niche subjects, you might find one produces quite a different feeling in your gut – more of a bright, perky “ping” instead of a sinking “thud”. Take that as an indicator it might be a good niche for you to investigate further. Even if you don’t yet know much about that subject.

(In Kevin’s case, he realized that being an About.com guide was an ideal income supplement for his small disability pension. He studied the sections – the niche markets – further and discovered there was a need for a guide in quite another area that he knew really very little about.

He was highly motivated, however, so he did some diligent research. He expertly set up a blog using all the techniques he had formerly learned when creating his own popular action figure blog, joined the appropriate forums, read magazines and library books – and ended up within a few months successfully being accepted as the official guide in what was for him a shockingly new subject, while still enjoying his action figure hobby on the side.)

TIP: If you really want to understand a market, blog or write about it! Don’t buy PLR, or have someone else write the articles - the research you’ll have to do will educate you as much as your readers.

So we’ve dealt with how *not* to pick a niche you’ll hate working with, and how to identify ones that might work, even if we’re fairly new to them. But what are the other even more serious niche selection

mistakes that ultimately stop people from being successful? The ones that drastically contribute to that 80% failure rate?

Rule # 2: But Do They Buy?

Just as it makes no sense to sell just one product forever but instead, a better strategy lies in maximizing your goods and services by creating multiple streams of income as soon as possible, so it is with niche research. Don't just concentrate on one research technique. Empower yourself by employing as many as possible.

But make sure they are all focused towards one end: finding a niche that will make you a profit. (That's where the "distraction" syndrome kicks in – people start niche researching, then get diverted by the necessity of building a list, or learning to create videos. Before you know it, you've skipped several vital steps.)

A lot of internet marketers who eventually fail *do* faithfully follow one of the most popular "rules" of successful niche detection – find out which questions people in your niche are asking – but they don't take it that vital one step further to find out what people actually *buy*. And that's the single most important thing you need to know about a niche.

For example, let's say Kevin read every post on the action figure forums he liked to frequent, and already knew that people were

fanatical about creating perfectly scaled uniforms and clothing. He decides to create a business selling 1/6 scale WWI and WWII uniforms – but no one buys them. Why? Because Kevin didn't think to check out what these passionate forum members *were actually willing to spend money on*.

He didn't notice that most of their joy came from *making* the uniforms and *swapping* labor. They had no interest whatsoever in actually buying ready-made outfits.

This sort of over-familiarity leads to "step-skipping" and making assumptions. It is a common bad habit among inexperienced internet marketers and small business owners.

In Kevin's case, it would have been right under his nose that his fellow forum members (and he himself!) preferred *making and swapping* accessories and clothing to buying them. But he was eager to begin production, and misdirected by well-meaning "guides" and books on marketing that didn't give him the complete picture about steps he needed to take.

Rule # 3: When Problem Solving Doesn't

The other “rule” Kevin most likely glossed over and assumed he knew: Conducting thorough research to see *what problem you can solve for your niche*.

If Kevin had really paid attention to those posts, he would have noticed that what everyone complained about repeatedly was the lack of buttons small enough to make the doll uniforms look perfectly scaled – *not* the lack of uniforms themselves.

He had the perfect opportunity to develop and create highly realistic 1/6 scale buttons for all these people who enjoyed customizing and making their own outfits – but he missed it, because he was so focused on what he *assumed* his market wanted.

But even if Kevin had paid attention, there’s *one more component* to solving your market’s problem that could have taken his niche effectiveness one step further.

He could have studied his competition – and learned even more.

Rule # 4: What Your Competition Can Give You

It’s a well-known fact that if you don’t have competition, you don’t have a viable niche. Shortly I’m going to show you how to easily check out all these “rules” I’m busy filling you in on – and I’ll make the process as painless as possible. But first, let’s run a quick checklist of what you need to consider, when it comes to competition.

- Are there products related to these niches being sold now?
- Are there lots of paid advertisements down the right-hand side of the page, when you run a search in Google?
- Who holds the top spots in your niche – and will you have a reasonable chance of bumping them down the list?
- Are there actually any affiliate products being sold for your niche?

Later on, I'm going to show you how to quickly find out these vital facts, all in one handy resource section. But let's move on...

Rule # 5: A Word About Keywords

One of the other major problems new marketers run into is keyword research. You've probably read a dozen free guides that tell you to check out [Overture](#) or [Wordtracker](#). Yahoo's Overture is a decent keyword tool and Wordtracker's free keyword tool is still available too. These tools are good, but there are better and more thorough ways to uncover accurate, highly-effective, money-generating keywords, and we will get to that. But first let me clarify a few things so you will be able to use your new keyword resources effectively.

Hopefully you know not to search with single keywords. If you don't, you'll quickly find out! Searching with single keywords brings up way too generic and broad a category in your results. Just as you need to narrow your niche down to a highly specific sub-sector of your broad general niche, you also need to get specific with your keywords.

A simple point to remember: Starting with more 3 keywords or more – “long-tailed” keywords – will most likely give you more effective results.

Most people know what a keyword is, even if they’ve never heard that particular term. You type it into the Google search box, and it brings you a list of web pages you can check out, on subjects hopefully related to your keyword.

And the more specific you are, the better, of course.

Pretty obvious, right? Yet it’s surprising how many marketers don’t bother to learn more about “long-tailed” keyword phrases – phrases of three words or more that can narrow down the search parameters and offer even more highly-targeted results.

So, for example, let’s say Kevin searched for the keyword phrase “action figures” on Google. He instantly gets 45,300,00 results. That’s the result for any site that containing the separate words “action” and “figures” – not too useful in identifying a small niche market, is it?

So he puts quotes around the phrase, which tells the search engine to look *only* for that specific phrase, with the words “action figures” together in that order. The results narrow down to 12,800,000.

Over twelve million results. Way too broad for a viable niche. So he narrows it down even further, and enters (in quotes) “G.I. Joe action figures”. The results? Only 83,100 sites! We have a niche!

Niche Detector

But now he has to check if it's a viable one. In other words, a niche where he can:

- Solve a problem for all the people interested in buying Lanard action figures
- Actually get paid for doing so

And that's when you really need to get down to the nitty-gritty!

Section II: The Nitty Gritty

This is where we get right down to it. Now that you hopefully have a clearer vision of what it is you need to do – and why – I’m going to tell you how to do it.

How To Get Ideas That Will Help You Find A Successful Niche

The most important first step is to brainstorm all the subjects that interest you, then narrow it down to ten. Don’t worry at this point about each area being too “broad” or general.

(And don’t be intimidated if you’re not an expert in the subject – yet. It’s a proven fact that if you are interested in a subject you’re more likely to grasp it quickly, if you have to learn more about it.)

Offline Sources:

Make sure you check offline sources for likely niches, as well as online. This doesn’t have to be a complicated process. Sure, you can go to your public library and pore over SRDS direct mail list data, if the reference section has that readily available – that’s actually a very valuable strategy (and a lot cheaper than buying your own copy of the SRDS “bible”).

In fact, a reference librarian can be a wonderful source of idea material and suggestions, if you tell her what your purpose is and what you're looking for. She may come up with unique resources, based on her fresh perspective and different point of view.

Also check out the Magazine section in your grocery store. What magazines are popular? Which subjects? Based on the covers and contents, what do you think the person who buys such a magazine is like? How old are they? What do they do? Who do you see browsing those magazines? What are they dressed like?

Same with books. What's on the bestseller list in your national newspaper? What's in the Bestsellers Section, in your big Chapters store down the road?

Other sources that can spark ideas:

- Television advertisements – if they're paying for advertising, it's selling
- Conversations you overhear or initiate (grocery store line ups, coffee shops, movie lineups)
- Direct Mail ads you yourself receive – especially ones that catch your attention
- Newspaper articles about people with problems
- Business associations you belong to
- Talking to industry professionals

Online Sources:

So here you are, with a rich list of new ideas before you've ever got online! And once you fire up the internet, you see there are even more. You just have to know where to find them.

[About.com](#) – The place that gave our friend Kevin so many ideas. You'll see on the right a box entitled "Explore Our Topics". Scan down them to see what About.com is willing to pay "guides" to keep the public informed about. Click on any subject, and you'll get a dedicated page with even more possible niche ideas. Just check the "Browse Topics" column to the lower left of each subject page.

[eBay Keywords](#) – This link is a particularly helpful shortcut in finding viable niches, because it instantly shows you not only what people are interested in, but what they actually *want to buy*. Click on the alphabetical links. Also has links to its [Popular Searches](#) section, and [eBay Pulse](#) ("a daily snapshot" of popular trends). ([Lycos Top 50](#) provides a similar "snapshot").

[Magazines.com](#) – The quick way to see what the top sellers are in the magazine industry.

[You Tube](#) – There are lots of "how to" videos on You Tube. Running a search starting with "how to" and your niche keyword and seeing what's available is also a good clue as to what there is a need for, or what markets you could consider.

[Shopping.com](#) – This shopping consumer demand index shows you what people are currently shopping for, on the net.

[Dummies.com](#) – What does the “for dummies” series of hard copy books specialize in? Basically every popular niche going! In the bottom right corner, you’ll find a list of “most popular topics”. At the top, you’ll find broad niches you can explore for further “clues” and sub-markets. Click on the broad niches that interest you to see your area of interest broken down into even more specific sub-niches.

[eHow.com](#) – has a “Top Ten” section, and the “How To” section is well worth checking out. *TIP: the articles are all too often simplistic in the extreme – but read the comments!*

[The Free Dictionary](#) - Doesn’t just have definitions. Look up any word, and it also gives you a list of articles on the current most popular subjects.

Don’t forget Squidoo lenses...

<http://www.squidoo.com/howtofindnichemarkets>

...Or directories...

[Ezine Articles](#) – geared towards internet marketing

[DMOZ](#) – a vast open directory listing just about every category under the sun

[Best Ezines](#) – Provides a thorough list of the most viewed eZines
Google also has several handy sites, when it comes to locating niche ideas:

[Google Insights](#)

[Google Trends](#) – Updated daily

[Google Zeitgeist](#) - pay attention to the archives and to “Year-End Zeitgeist (upper left corner) if you are researching cyclical trends like holiday markets.

[Yahoo Buzz](#) – mostly current events, but occasionally useful.

(Don’t overlook these four “in plain sight” resources!)

You’ll find when you start searching these resources that you quickly develop your favorites – but don’t forget to stretch your comfort zone a little, occasionally. Remember to check back, because sites like these often change quite often, being sensitive to viewer feedback, use and taste.

How To Find Out What Problems Actually Need Solving

If the above sources haven’t already given you enough ideas, forums and groups are a great place to look, to find out what your market

needs most. If you already do social networking, and are familiar with MSN, Twitter and Facebook, you can often find good clues there. Pay attention to posts complaining about a lack of resources or products. Then research that potential market further.

Another good source of clues: membership sites, blogs and forums you subscribe or belong to.

If you don't belong to any, find some likely forums and groups related to your niche, and read through as many posts and comments as you can.

Some places to find likely groups:

[Google Groups](#) - Google Groups is where a lot of internet marketing articles suggest you start, but a word of caution: Too many of the groups have less than 20 members so you can waste quite a bit of time searching; and you risk running into explicit internet pornography ads when you click groups that shouldn't have any connection to pornography. In addition, there is often very little useful information about each group, while the summaries and descriptions are often misleading.

[Yahoo Groups](#) are somewhat better.

[Internet Marketing Forums.net](#) – groups specific to internet marketing market.

The best way I've found is to just ask! If you have a list already, email your list and ask them what they'd like to learn more about, or if there's a product they want but can't find.

And if you don't yet have a list, join a forum, group or social network that relates to the niche you'd like to work in, and read all the back posts you can, beginning with the most recent. The complaints and questions should give you a hotbed of clues.

TIP: For a speedy shortcut, insert the phrase "how to" in front of your keyword.

- How to...
- How do I...
- How do I fix...
- How to prevent...
- How to cure...
- How to stop...
- How to remove...
- How to quit...
- How to lose...
- How to manage...
- How to get...
- How to keep

Then put your niche keyword after this prefix – like these examples:

- "How do I choose golf clubs?"

- “How do I lose weight?”
- “How to manage my accounts?”
- “How to keep my boyfriend?”

And your own, personal biggest “how to” of all ... “How Do I Solve My Market’s Biggest Problem?”

Paying attention to finding out what problems need solving is a great way to develop your “Unique Selling Position” (USP) based on that need.

How To Find Out If Members Of Your Niche Spend Money

Hopefully you’ve already checked such sites as [eBay Keywords](#) to see what people want to buy. But there’s an even easier way to check if money is spent on your potential niche. Just enter your chosen keyword phrase, *in quotes*, into Google’s [search engine](#) – and see if there are multiple Adwords ads down the right hand side of your screen, when the results populate.

If there are several, it’s a competitive market that advertisers are anxious to dominate. If they don’t, you may wish to try different words, or scrap that niche idea.

[ClickBank](#) – You may not be ready yet to put your own products on Clickbank, but this shouldn’t stop you from checking Clickbank to see if there are products relevant to your market. Where there are affiliate

products, there's viability. And you may even want to take your first marketing steps by becoming an affiliate for one of them.

[PayDotCom](#) – another source of products you should check.

You don't even have to get into advertising yourself yet – though a simple Adwords campaign on a keyword phrase with low competition and a low pay per click rate is a good way to do some testing.

But basically, where there's advertising competition, there's money to be made!

The Formula: Your Magic Key

And now we come to keywords, and those crucial long-tailed keyword phrases. There is a highly effective trick to making the most of these, and you'll need two (and if you can swing it, three) "tools" – all free – to perform this magic trick.

My formula is to pick a domain name for either my main website, sales page, squeeze page or blog based on a highly optimized primary keyword I choose for my niche. I know it's more fun to call your new site something creative like "Fribby's Fast Hats", but using a keyword that doubles as a domain name – "actionfigureclothing.com" – is the fastest way to climb up the Google ranks, if you keep all the techniques and tips I've given you in mind, so far.

Step #1: [The Adwords Test](#)

Niche Detector

If you're not familiar with Adwords, now is the perfect time to make its acquaintance. It doesn't matter if you don't have an Adwords account, and don't intend to advertise for a while yet. When you access Adwords, you'll be able to type several combinations of long-tailed keywords into the "text area" box and search them. (You should use your actual niche phrase plus any related keyword phrases you can think of.)

now Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to English, United States [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	internet marketing internet entrepreneur online entrepreneur
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Type the characters you see in the picture below. ?
	
	<input type="text" value="xezqtbcd"/>
	Letters are not case-sensitive

After the list populates, you'll see a large list of keywords and related keywords to the niche keyword phrases you entered – and more important, the number of searches per month they've recently been getting.

You'll also see "boxes" in the left hand column. The degree to which the green color fills them indicates how popular a keyword phrase is with advertisers.

Niche Detector

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
internet marketing
internet entrepreneur
online entrepreneur

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)
Show/hide columns

Keywords	Advertiser Competition ?	Local Search Volume: March ?	Global Monthly Search Volume ?	Match Type: ? Broad
Keywords related to term(s) entered - sorted by relevance ?				
internet marketing		1,500,000	1,220,000	Add <<
internet entrepreneur		6,600	4,400	Add <<
internet entrepreneurs		2,900	1,900	Add <<
marketing online		550,000	673,000	Add <<
internet marketing ideas		2,900	1,900	Add <<
internet marketing business		135,000	74,000	Add <<
internet marketing online		90,500	60,500	Add <<

Boxes that have zero green fill in them indicate no advertiser money is being spent. If you were to get a lot of keywords like that, empty of green, no advertising money is considered worth spending. Think twice about that subject.

If there's one lonely box with a low green content wedged among all the totally filled ones, you may have actually found a great keyword to bid on for your first campaign! (Just make sure that keyword is actually relevant to your niche.)

If there are less than 25 keywords relating to your primary search and in the related keyword column, again – think twice about that subject. It may indicate a weak market with little interest or paying customers.

Step #2: [The Google Search Test](#)

Your next phase, if you've discovered that there's a good number of monthly searches in Adwords (anything over 9,900 for your primary phrases) and the green boxes indicate advertiser interest and investment is to cross-check these results in Google. Enter your search phrases in quotes, to make them exact and specific, and see how many searches come up in the top right column.

If there are *over* 150,000 searches in the upper right hand side of your screen, seriously reconsider that niche or narrow it down further – the competition for that keyword phrase may be too great. Better yet, look for results under 20,000. This means your niche is most likely small enough for you to dominate. (The lower the number in this case, the better!)

And keyword phrases that generate results like these are great to use in your content and sales letters.

By the time you've chosen half a dozen to a dozen potential niches, identified specific the problems you can solve for them, figured out if your potential market is likely to spend money to achieve this, checked for affiliate programs, and run my simple two-step testing formula on your niche market keyword phrases to pick your domain name, you should have a pretty strong idea about which of your chosen markets is the most likely candidate to give you that "killer" niche.

And here's one step *not* to miss: Once you find a good keyword phrase that passes both parts of the formula, check to see if it is taken, and

register it as the domain name for your sales letter minisite, opt-in page, website or blog.

But before you do that, there's *one final test to run*, if you have the option. And that will depend entirely on your browser.

Step #3: [SEO For Firefox](#)

If you use the Firefox browser – and I can think of a whole 'nother special report full of reasons why you might really want to, if you're an internet marketer – this is a fabulous new plug-in for your browser. It basically adds full stats, including page rank, to every single Google search listing; and gives you the option of exporting these in a CSV file, just like Adwords does.

The most crucial use you could make is of SEO For Firefox is to determine whether or not the competition for your domain name keyword is too strong to beat.

If the Google competition is more than 150,000 and the first page is taken up with sites that show a site page rank higher than #2 for that keyword, and more than 1000 backlinks for every site listed, you are in for a very tough ride to get your site and product on Google's page 1 using that particular keyword you've selected. You may wish to experiment with different keywords to help rank your niche differently if you've decided that everything else is good for your niche, or you've already chosen and purchased that keyword as your domain name.

The beauty of SEO For Firefox is, there's no need for you to visit [Technorati](#), [Alexa](#), [Compete.com](#), [Stumbleupon](#) and other similar sites to check your stats – it's all right there in the SEO For Firefox results underneath every individual search result. Just click on the question mark beside each category to see the actual stat.

[Action Figure Clothing page](#)
ALL NEW **action figure clothing**, and action figure weapons, with over 70 in stock action figure products or accessories to choose from. ...
www.herobuilders.com/actionfigureclothing/index.htm - 8k - [Cached](#) - [Similar pages](#)
#1 | PR: 4 | Google Cache Date: ? | Traffic Value: 1,308 | Age: 2 | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | Stumbleupon: ? | Twitter: 4 | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: 2 | Y! .co Page Links: ? | Technorati: - | Alexa: 904,440 | Compete.com Rank: ? | Compete.com Uniques: 2 | Trends | Cached: 2 | dmoz: 4 | Bloglines: 2 | Page blog links: 2 | dir.yahoo: [Click Here To Fetch](#) | Sitool | Yahoo position: 2 | Majestic SEO linkdomain: ?

How To Master Your Competition

All that is left at this point is to whup the competition. And there are some handy tools out there to help you do it.

There's a basic goal to aim for – search results for your keyword phrases that make your site turn up on the Google's first page.

Think about the way you yourself use search pages, particularly when you're in a hurry. Do you ever check results beyond page 1? Beyond page 3?

It's been a commonly held belief for years that anywhere on the first three pages is acceptable – but be aware that not being on the first page may actually diminish your chances of being clicked on and accessed by as much as 90%!

[Semrush](#)

Like all the other resources I've mentioned, this handy little tool is still free. Visit the Semrush site, enter a competitor domain name, URL or even just your primary keyword phrase – and instantly, in graph format, you'll be able to see results. You'll be able to collect data such as:

- The specific keyword phrases that brings traffic to that site
- The average volume of searches per month
- Whether or not the traffic is organic or advertiser-driven
- The average cost per click for each keyword
- Competition for each keyword by advertisers.

Use it to see which keywords are giving your potential competitors the best results – and then compete for those keywords yourself by including them (sensibly and naturally – never resort to “keyword stuffing”) in your site, blog or sales letter content.

Or by starting your first Adwords Pay-Per-Click campaign (be careful, though – the cost for Google Adwords can mount up fast!)

[Spyfu](#) – “Spy” on your competitors - and also find out their highest cost per click.

[Quantcast](#) – Wikipedia defines Quantcast as “a website that is based on the statistics of viewing other websites”. It is a useful resource for marketers as it contains data on people wanting both to buy and sell. It claims to provide complete demographic information about page viewers: whether they are male or female; what age they are; annual income and other stats of that sort.

Products You Can Create And Sell

When it comes to selling, there are two ways you can make money as an internet marketer. You can start out by being an affiliate for other marketers and their products – or you can create your own.

After you’ve done all your research, developed your unique selling position and set up your company on the net (or at least registered a domain name or two), there’s no reason why you can’t start getting your own products out there.

Products you could consider creating range from information products such as ebooks and special reports – a highly lucrative market nowadays – to physical products.

The latter could include:

- DVDs
- Books

- Books with DVDs
- Retail goods

TIP: Make sure your product is "evergreen". That is, try to create it to be as timely and relevant five years from now as it is today. Products that cash in on fads will quickly become obsolete.

But What About Seasonal Products?

These are actually fine, and considered quite evergreen – but you should be marketing them all year round. By “marketing”, I mean employ strategies like having a holiday blog, and filling it with posts relating to the seasonal event – things to make, recipes, party planning, etc. Then by the time the holiday begins to roll round again, people will be scrambling to find good content – and if you’re properly prepared, that can include your product!

Is It Expensive To Produce Physical Products?

It certainly costs more than producing digital products – but even a beginning marketer can create physical products inexpensively nowadays, with a careful budget.

For things like your own mugs, t-shirts, artwork, comic books and mouse pads, consider [Cafepress](#)

For self-published calendars, comics, books you might research service providers such as [Lulu.com](#)

Both of these businesses are geared for individual marketers with low budgets, and provide a range of custom services, including manufacture (after you've supplied the raw materials such as artwork or manuscripts), distribution, ISBN assignment and shipping.

Once you have your niche business set up, it is well worth creating a product of your own, physical or digital. Nothing establishes you as an authority and a player quite as rapidly; particularly when combined with a well-optimized, keyword rich blog.

And don't neglect all those other avenues of marketing networking.

So there it is – the basics of solid niche detection. My rules, of course, aren't really "rules". But it helps to break things down into some sort of pattern you can use – just like one of our friend Kevin's sewing patterns. (Miss a step, and the garment won't quite work Follow the pattern, and it will fit to perfect scale.)

Niche Detector

Thorough niche identification and research coupled with an understanding of what to do and how to do it can make your niche detection routine become second nature. Having a system to follow allows the art to become instinctive, and allows you not only to adapt and effectively use ever-changing strategies and utilities, but propel yourself right out of any danger of joining that 80% category – the marketers who fail in the first three years. It's a good, basic groundwork on which to build your successful internet niche business.

So before you do anything else or buy another ebook or invest in another course – go back to the basics, and turn yourself into your own human but authoritative niche detector.