

41 HOT

Internet Marketing

Niches



by Steve Scott



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What is This???

Thanks for your interest in “**41 Hot Internet Marketing Niches.**”

Right now, you might be wondering *what is the purpose of this report?*

In a nutshell, it’s a shortcut for locating niches which you can use to build a profitable Internet business.

Unlike other “free” guides; this contains a wealth of *specific* information which can be immediately applied.

There’s over 10,000 words of content contained within this report – So I’ve worked hard to include every possible angle about locating a great niche!

⇒ **Why am I Giving this Away?**

Let me be upfront with you...

I’m giving away this report to attract your attention. I’m hoping you’ll get a lot of value from this lesson. And maybe this will persuade you to check out my premium product.

You see, this is the 2nd Module of an **8-part training course** I call [Affiliate Marketing without the Bulls**t](#).

Market research is just one step of the process. With this guide you’ll lock down that perfect niche. Then perhaps you’ll check out my course to get the other pieces of the puzzle.

Anyway; that’s my marketing spiel.

Let me introduce myself and we’ll get to the meat of this course...





⇒ Who Am I?

Before we get started, I feel it's important to answer the first question that probably popped into your head – *“Who the hell are you?”*

My name is Steve Scott.

In all likelihood, you probably read something on my blog [Steve Scott Site](#) which I started back in January 2010. Or someone told you about this report and you decided to check it out based on that recommendation.

Why am I qualified to write about affiliate marketing?

There are many answers to that question.

But I'll give you two:

First, I wrote this guide because I've been generating an online income for **seven years** and it's been my full-time job since 2005.

Secondly, last year I took a seven month trip through Europe – From April to Nov 2010.

During this time, I only worked 15 hours a week. But I still had a sizeable amount of money coming in; mostly from the affiliate income I created over the last few years.

Not only do I consider myself pretty good at affiliate marketing, I also know a little bit about running an automated business.

I don't claim to be rich. But I earn enough of an online income to live life on MY terms.

Affiliate marketing is a business I love.

Hopefully by the end of this report you'll feel the same way!





Introduction

Relaxing in Nice...

I started this report while sitting on a beach in Nice, France. Then I progressively worked on it while travelling through the rest of France, all the way up to Paris. And I'm about to complete it while on a long bus toward Belfast, Northern Ireland.

You may be wondering why you should care. Or what this has to do with the '41 Hot Internet Marketing Niches' that was promised when you submitted your email address.

Well, I wanted to give you this rundown of my travels because this isn't a two week vacation. This is how I'm currently living my life.

I am on an eight month tour of Europe at this moment. Seeing all the sights I want to see, and yes, I am able to do enough work along the way to get by quite nicely. I'm even making plans to do a similar tour in early 2011.

There's really one reason why I am able to do all this... A long time ago, I learned about locating profitable niches and the ways to get the most out of them.

I was able to use this knowledge to build an extremely profitable Internet Marketing business. One that runs almost on autopilot and allows me the freedom to travel the world and visit many of the places I once dreamed of seeing.

My life now is pretty simple. Go to a new place. Enjoy the sights and sounds. Work a little. Then after few days, find somewhere else to go.

*(If you've read "**The 4 Hour Workweek**" by Tim Ferriss, then you know it's possible to combine long-distance travel while making an automatic income.)*

In the last year I decided to have more freedom. So I packed my things into storage and headed out to visit other countries till I get bored and wanna come home.



To be honest, even on this trip I work more than four hours a week. The good news is I work a lot less than your average person.

Now this success didn't happen overnight. I spent a lot 70+ hour work weeks making little money while working my butt off.

During this time, I learned a valuable lesson...

It's not about working harder. It's about working smarter. You can earn a full-time income from the Internet, while not having to work full-time.

To make that happen you need to do two things:

- 1) Work hard building a solid foundation
- 2) Design everything so it runs automatically (or semi-automatically)

That's really it!

In this report I'm **not** going to teach how to run an auto-pilot business. There's simply too much to cover on that topic. *(Don't worry...if you stay on mailing list, I promise to talk about how I do this).*

What I will do is reveal the **first step** towards building a solid foundation. It all comes down to selecting a "hot, profitable niche" which is the aim of this free report.

What is the Right Niche?

I don't care if you want to be an affiliate marketer, an information product owner or if you're starting a blog. If you want to have success with Internet marketing, you need to select a niche that has lots of desperate buyers who are ready to spend money with you.

A good niche has lots of people with *specific* problems coming to your site, looking for solutions. By successfully marketing your business, you can provide a solution to their problems. When you can help people fix their problems, **you will make money**.

By downloading this report I assume you either want a little bit of extra knowledge to help your existing business or you're looking to make that first step into Internet marketing. No matter what level of experience you have with IM, I feel this eBook can help!



I do believe you're reading a great report that's filled with useful information. And I sincerely hope you feel the same by the time you're done.

Why Should You Listen to Me?

Just a little bit more about myself and then on to the goodies...

Over five years ago I gave the finger to “the man” and set out to create my own online business.

I had numerous problems with this at first. Ramen noodles became a staple of my diet because it was all I could afford. My biggest problem during these years was my energy wasn't properly focused. I was putting in incredible amounts of effort with minimal results.

After a lot of wasted time, effort and money, I discovered the problem.

I'm sure you can guess it...

...I wasn't targeting a “profitable niche”.

I was consistently either trying to promote non-commercially appealing products or I was far too broad in my approach or I simply marketed other people's hot, new “how to make money” products.

It wasn't until I discovered the value of niche marketing that I was able to earn a serious income. So with that said, let's examine what makes a “hot niche”...



What Makes a “Hot” Niche

Let’s first look at the things that make up a quality niche.

Solid Web Traffic

Traffic is essential... To build a business, you need people who come to your site on a daily basis. In other words, whatever you’re promoting should be something that people are looking for every single day.

In addition, your solution should be in a narrow and focused field (*more on this in a bit*).

Finally you want people looking for your specific product. If you are trying to sell a “men’s fitness” product, you need to specifically be pushing that product alone; not offer “general fitness” information.

The reason for this is competition. There are simply too many of the “big boys” in broader fields to succeed. And that leads us to our next topic:

Competition

Let’s look at two guys walking through the jungle... Steve and Scott (*yes, I am THAT original*).

Steve is wearing solid work boots as you might expect for a trek through the jungle. Scott is wearing running shoes.

After a while Steve asks Scott, “*why are you wearing running shoes?*” Scott replies, “*because of the lions.*”

Steve retorts back, “*You can’t outrun a lion, dumbass*”

To which Scott replies, “*I don’t have to, I only have to outrun YOU!*”

I know, this is an old and oft used reference. Likely the cavemen were using a version of it (they meant it literally, though).

Regardless it’s still a great view of the essential nature of competition; you don’t have to be the best, you just need to be better than the “other guy”.



Beating your competition is the point of finding a narrow (and profitable) niche. With tightly focused traffic it's easier to win. Think of it this way, would you rather compete against "Microsoft" or "Bob's Electronics, Feed, Bait, and Tackle".

Commerciality

Does the niche have ways to make money?

This is an essential question you have to ask yourself.

The broad topics in this guide will reveal tons of ways to make money.

But let us look at something that might NOT make money for a second...

I am a big "True Blood" fan (missing the episodes while on my trip is not been easy for me).

Starting a "True Blood" site would be something that would be fun for me. But can I make money from it? Probably not.

Most people who go to these sites are looking for "information" not purchases. Add that to the fact that it has tons of fans, I would be willing to bet competition in this market would also be fierce.

Ultimately, I bet I could sell some t-shirts and memorabilia. But without a HUGE investment in effort and money it would be a waste of time.

For commerciality to work you need:

- 1) People who find your site in a buying mood
- 2) Have the product that people need when they come to your site. No, "bait and switch" here.
- 3) Have products or create products that sell in the area you want to cover.

Why Should You Narrow a Niche?

A hot niche has oodles of problems which require solutions.

It will also be on a topic that's important to people.



The topic should be important enough that people will want to *spend money* to get an answer.

I would never *spend money* to find out what's going to happen to Sookie in True Blood. But I certainly would spend money for information on how to improve my business.

Here is a final (*thank god*) example of a hot niche. Think of the internet as "Wal-Mart."

Your broad topics are roughly analogous to departments. Some departments always make more money than others (Lets think automotive).

Next you have your aisle with related products (car accessories). For a profitable niche you want to find a spot on a small part of the shelf that sells only windshield wiper blades. Anyone who comes to Wal-Mart looking for windshield wiper blades will find you. All you need to do is have the best wiper blades available.

What Will This Report Do?

To continue with the "Wal-Mart" analogy, I will be pointing out the four "departments" that people often come to with the purpose of purchasing, these are:

Health, Wealth, Relationships, and Passions

I will point out some of the good shelves in the "aisles".

From there it's up to you to narrow it down further and pick your products.

Or find something I've overlooked and choose a narrow product out of that.

I'll try to throw out some good ideas along the way and maybe get you thinking of hot, profitable niches. Sometimes all it takes is a little direction to get started on a path to riches.

One Final Word...

Your niche should be something you *care about* and are *passionate* about. At least for your initial try. That way you only have to learn how to market and promote it. You're not splitting your focus by having to learn about the niche as you go along.



As a reminder, the four broad categories are:

1. Health
2. Wealth
3. Relationships
4. Passions

So now that you know *why* picking a niche is important, let's get to the good stuff...



Health Niche Ideas

The “health” category is a huge one when you think about it.

You could also think of it this as: Health/Fitness/Diet. These three are the 800 pound Gorilla’s. But they’re really only the tip of the iceberg of a HUGE market.

Think of beauty tips, stress management and weight-loss topics and you will quickly realize how enormous this market is. In this section, we’re going to cover a variety of niches that come under the umbrella of health.

Health and well-being is something that’s always on people’s mind...Especially if they’re experiencing a specific problem. So let’s cover these niches...

#1- Specific Health Problems

There are literally thousands of possible niches here (*acne, arthritis, cancer, tinnitus, depression etc. etc.*). If you take a single disease or health issue and break it down and you will find that every single disease likely has at *least* ten sub-niches.

To give you an example of what I mean and show you how you should be breaking down everything I mention from here on out, let us just explore *one single health issue*.

We’ll use arthritis to show you the potential that you should be mining for: (*remember each one of these would be your “profitable niche”*)

- a. Natural solutions to arthritis
- b. Specific medications to relieve arthritis
- c. Medications to deal with pain of arthritis
- d. Information products on how to deal with arthritis
- e. Problems and solutions of carpel tunnel
- f. How to deal with and treat arthritic insomnia
- g. Juvenile arthritis
- h. Rheumatoid arthritis
- i. Insurance for arthritis
- j. Diets to alleviate arthritis
- k. Acupuncture for arthritis



- l. Foods to alleviate arthritis
- m. Herbs to alleviate arthritis
- n. Natural salves to deal with the pain of arthritis
- o. Best diet for an arthritic patient.

There are probably more that I can't think of, but you get the point. Arthritis is a niche...but the really solid and "profitable" niches you want to find are narrowed down even more.

If everything you sell is for juvenile arthritis and a parent is looking for information to help their child, when they find you they should find **the expert on juvenile arthritis** and buy your stuff.

*****Warning: When dealing with "cures" be careful not to sell "snake oil". There are tons of good products out there that give real benefits. If selling a "medicine or cure" make sure to check out the product thoroughly for legal issues.*****

#2- Eating Disorders and Addictions

While this could be lumped in with "specific health" problems, I feel this is could be considered it's own niche. Information in this category would be more geared for parents and friends of someone who has a problem.

So you wouldn't be marketing to the person with an addiction (or eating disorder). Instead you'll give information about how they can find help for their loved one.

For instance, you could find a focused idea say, "Self confidence to help a teenage girl battle anorexia" then make a great and focused information product out of it.

Now I've never been a teenage girl so I wouldn't even know what type of information to give her. But if you were a teenage girl who suffered from anorexia or bulimia and battled through it, then something like this would be a great place to start.

One more time to continue stressing the point: *the secret is to be narrow and targeted for your profitable niches.*

Some other quick ideas for this market are: eating disorders in pregnant mothers, compulsive eating, laxative and laxative abuse.



Also here are some addictions you could cover: alcohol, drugs, gambling, sexaholics, even people who spend too much time playing online games.

#3- Fitness

This is one of the 800 pound gorillas; and this Gorilla needs exercise to shed those pounds.

When you look at this niche it's likely the two obvious things jump out...Aerobics to lose weight and muscle building to gain weight and strength.

Of course each of those has dozens of subdivisions that you can target.

Look at just at a few from aerobics: low impact, step, jazzercise, spin, cardio and water aerobics. All of these have some further subdivisions and great products you can promote online.

Let's look at some of the subdivisions that might not be so obvious here at first. Workouts for specific groups, i.e.: elderly, obese, youths, handicapped.

Sports can be a great niche, but you need to be careful because this may be easy to be too broad...

Think of golf. Lots of money in golf, but if you're trying to push a specific club or "total" plan of how to be great at golf, you're not being narrow enough.

There are likely dozens of masters who own those areas. You want to be very narrow. "How to cure a golf slice" was a profitable area that was once pointed out to me. The person who used that example makes over a thousand a week with it. That is the type of focus I'm getting at.

#4- Beauty and Personal Appearance

In my opinion, people are way too focused on external beauty and not enough on internal beauty. But for us that doesn't matter because there's an abundance of money if you're interested in this topic.

No offense to the women who read this, but the amount and variety of stuff you put on to make yourselves pretty is astonishing. I appreciate the results but still... it's pretty amazing how much money is spent on beauty products.

It's not just the women either, "metro-sexuals" have been the rage for a while. Men are taking more and more time to make sure that they look their best before going out.



The amount of Neanderthals, like me, who just exit the shower, shake the water out of their hair, and go on with their business, is dwindling.

Again, think of small problems that people have with their personal appearance and go from there.

#5- Dieting and Weight Loss

I must admit, I'm almost a little intimidated to talk about this category.

There are so many topics within it and billions of dollars being flung at this problem every year. If you're not careful you'll wind up battling for space with a well funded "big boy".

With that said, there are also tons of little areas you can carve a piece of.

I would just stress more than ever the importance of "due diligence" in this area. Find out what you want to promote and investigate the hell out of it.

See how much competition you will have for your narrow area. You may waste a few hours on a topic that doesn't bear fruit. But that's better than wasting months on something that just doesn't pan out.

As a quick idea of the broad categories here you have: Natural weight loss, Fat loss, specific disease weight loss (*i.e. DASH for hypertension*) and fad diets such as "low carb", or "Atkins Diet".

#6- Stress Management

Hey, stress in our society is a given. Life can be rough. Every day more and more people are feeling the effects of modern living.

This good news is this pain also provides an excellent marketing opportunity. People in "stressful" jobs are also often paid very well to be stressed out.

You have people with lots of money who want a way to cure their problems, so the need is there as well as the money to pay for it. There are more than enough people who live with bad stress problems that the volume is there too.

All you need is a narrow topic in stress and anxiety that provides a fix for a specific problem they're experiencing.



#7 Wellness (or Prevention)

In general prevention is not a slam-dunk market. Most people don't care about something like hypertension and high blood pressure *until* they have a heart attack. If they don't die, then they might want to take the steps to prevent another.

Prevention has a following but the people are either already doing it or just looking for free information.

Wellness on the other hand is slightly different. It's becoming far more popular these days to focus on total-body wellness.

Even into the spiritual side of things. If you target specifically the people who are already into this type of healthy living, you can certainly find niches that would interest them and have a second smaller stream coming from the population at large.

#8- Sleep (Improve, get more, feel more energetic, etc.)

Everybody sleeps and a high enough percentage have issues with it. So you could easily drive desperate customers to well targeted product that solves their nocturnal problems.

Just think of some of the possibilities: sleep apnea, snoring, comfortable sleep (*maybe special pillow or something*), sleep machines, lack of sleep and creativity while sleeping (*lucid dreaming*).

This is a smallish niche, but most of the people in it are desperate when they have issues and that should equal to a couple of niches you could easily dominate.

#9- Pain Relief

The first recorded "herbal" pain relief was nearly 4000 years ago. Since that time the field has grown immensely up to the modern day with Aleve and products like "Tum Ta Tum Tum Tummmss".

Until science develops something that makes pain "disappear" I assume this will always be a viable market.

Natural remedies and cures for pain might specifically be the way to go.



I know when I see all the “possible side effects” casually mentioned at the end of those commercials; my first thought is always, *“no thanks, I would rather deal with the pain than risk having my kidneys ooze out my butt.”*

Although I’m not a “New Age” guy by any means, the natural stuff is “natural and organic” and doesn’t cause many of those horrid side effects.

There’s likely a great market for this stuff as science develops more “instant fix” reliefs that cause horrible possible side effects.

#10- Specialized Diet (*Raw food, vegan, vegetarian, gluten-free*)

I’m a carnivore plain and simple. I watch “Bambi” with my niece and all I can do is obsess over how great venison would taste.

Even watching Sponge Bob Square Pants makes me want to make a “*Crabby Patty*” out of Mr. Crab. So personally for me this category holds zero interest.

That being said, there’s a lot of money in this field. The people who are able to live this lifestyle have my utmost respect...I just couldn’t do it myself.

From what I understand there are a slew of products to promote to this lifestyle.

To start with, you could investigate information products on the health advantages of these lifestyles. Then you could try info products on how to live such a lifestyle safely with low protein (*for vegan*) intake. Then there are products like supplements and “natural” everything. I am sure the list goes on and on.

#11- Alternative Healing

Many of the alternative healing practices have been touched on in other categories. That’s the way it is with many niches...you’ll find there can be some great crossover.

For instance in the “dating tips for men” niche one of the big things I believe that most men need to work on is confidence. So if your niche is “confidence when approaching women” then you could promote a number of products from other niches that might be of interest to your potential customers.

Alternative healing is like this. There are hundreds of “specific health” problems. Many of them with natural remedies that may be as good as or better than the medicine they will give you at the doctors.



I wouldn't recommend herbs and rubs for cancer. But acupuncture of back pain may be better than tons of synthetic drugs. This field is likely rife with possible niches that you can promote.

#12- Death and Dying

It happens to everyone. You have 6,856,929,394 (-1) potential customers. (*The -1 is me... I've decided to never die*).

There are thousands of ways you can approach this market. Without being too morbid, let me get into it. You can sell to people about...

Plans for future, things like; wills, cryogenics, 2012, fear of apocalypse, ways to live longer and put off death.

Remember narrow down it way down. Your market is approaching 7 Billion; you can afford to shave off a few billion for your target demographic.

No B.S., I bet somebody out there would buy “zombie repellent” information for the “coming apocalypse”. In fact I might just do that, I wonder if <http://www.zombierepellent.com> has been taken?

Of course, it has...

#13- Cosmetic

This one is close to “beauty” and many of the “products” can possibly be interchangeable with beauty. To me the difference is the cosmetic niche revolves around fixing a specific problem with your looks.

Yes some of these can also cross with health conditions too. Acne would be a great example of that. What are some possible niches: *hair loss in men AND women, greying hair, cellulite, wrinkles, crows-feet, cauliflower ears, psoriasis, liposuction, breast augmentation, chin lift*.

It goes on and on. Every one of those should have some possible sub-niches where there is money to be made.



Wealth Niches

Everyone wants money. That's why you're here.

A sub niche of making money is "internet marketing" and deep within that field is the niche of helping people find niches for their online business. That's why I am here.

Having worked with 5-6 different niches in various fields and successfully promoting and making money off of them I feel pretty well versed in this field.

So let's talk about how different ways you can help people generate more (*or save*) money...

#14- Internet Marketing

Beware of this one starting out. Every person under the sun tries to build a business around this niche.

Many of them may be fairly well versed and know all the good tips and tactics. But it's kinda like walking into a heavyweight title fight before you give a shot at a golden gloves match.

Give it a go, but wait until you have a lot of experience and/or you have a truly fresh approach. The competition is intense in this niche.

There's one area of internet marketing which is a little bit "fresher" and could perhaps be easier to break in too if you have a large knowledge or skill in these areas.

That's the area of "traffic generation". This includes knowledge in Twitter, YouTube, Facebook, and other Web 2.0 sites.

All successful campaigns, no matter your niche, require a decent degree of knowledge in these fields. However if you have truly "expert" knowledge you may be able to write your own ticket with this one.



#15- Real Estate

This is always volatile. People make tons of money here. Fortunes have likely been made by people in the niche of avoiding bankruptcy with all the recent financial woes.

I believe, in the long run, anything to do with real estate will be profitable...however this is one of those “tough to crack” categories.

Lots of people make a lot of money in real estate. But if you don't know what you're doing I would stay away.

On the other hand if you do try it, make sure you target a solid niche with as little competition as possible.

Furthermore, it could be a good time to get into this in the next six months. Money is made here by things “changing” if everyone is down on real estate and you strongly position yourself in an “up” position when the market turns you could be in for a windfall.

Like I said though, it's best if you approach this category with a lot of knowledge.

#16- Retirement

Retirement takes money, so this section goes hand-in-hand with the next one, investing. I won't dwell on the “you need money to retire” mantra, but that could be a big push for an information product.

You could also push how to retire comfortably and even provide information on places to retire.

Retirement is really a growth industry. All the baby-boomers are looking to life after the J.O.B. More and more people are living longer and longer lives, so the retirement age has blossomed from a few short years in the 50's to a whole lifetime these days (*it's not uncommon at all for people to live for more than 20+ years after retirement*).

With more customers, this niche is becoming more and more profitable.



#17- Investing

Money is the oil that our economy runs on, everybody wants more, and few are willing to take the time and the effort to plan for their future and invest. Those that do, and do it successfully, can make a nice living from this niche.

A bit of warning...

Before you jump into this niche, you need to possess the skills and know-how to really help people invest.

If you have these essential commodities in this field then you could likely make a very good information product and help a lot of people.

#18- Debt and Debt Management

Debt is bad. *(You probably knew this one already)*

More and more people are getting in debt and it can be very tough to dig your way out. If you have a product that can truly assist people in getting out from under crushing debt, or at least make the horrors of this easier, you'll have people knocking down your door.

I've been there, I know the desperation. I have been in a position where I was well over 20k dollars in debt and earning less than 50k dollars a year. It's so easy to get in over your head.

So I speak from experience when I tell you that if you can TRULY help these people they'll give you whatever they can *(thankfully I'm debt free now)*.

The secret in this market is having something that really and truly works. The people suffering here may not have a lot to spare but desire greatly to remove the debt burden from their backs.

#19- Creating a Product Specific Business

This is a great one to pursue if you've created a specific type of business. You can get your feet wet and learn a lot about marketing. This can include processes like selling things on eBay, or starting a boutique in a specific market.



That category would include physical products from every single niche listed in this eBook. If something doesn't have an affiliate product out there about creating a store like this, you could take the time and make a good one.

There are also lesser known paths to creating a "business" based on the internet: Squidoo lenses, Hubpage Hubs, or creating a Yahoo Store. Along these paths there are products like Zazzle that you can use to create your own physical products that you can sell (*often selling those on Squidoo or Hubpages*).

The home business market also does quite well. The problem with these sites is that the people who run them do better on the creative side and don't investigate the marketing side. They may make great things, but many fail because they simply don't know how to build a solid base of customers.

Of course it can even be much more conventional. You could teach people how open a flower shop out of your back yard and with some hustle and knowledge of great ways to promote your product (*think flowers, local, your town niche*).

Teaching people how to start a specific business is a huge undertaking but it's a market that holds interest to a lot of people.

#20- General Marketing

This dovetails with the last topic as well as the first topic (Internet marketing). There's more to it though...

Ask the owner of any business that fails what went wrong and 95% of them will say, "Not enough customers".

There's a reason that an advertising spot in the Super Bowl goes for close to a million dollars...advertising drives people to the business's doorstep.

If I asked you to name 5 beers or 5 cars, I bet I could probably guess some of what you would say. All I had to do is rattle off the five companies with the biggest advertising budget.

Above all else, internet marketing is marketing. You could use your IM marketing savvy to help a local restaurant increase its business or even the same with a local plumber. The sky is the limit.

You don't have to be limiting yourself to information products or affiliate marketing or direct sales. Be creative and find ways to market online while helping the *small guy* (or girl) be more successful with their business.



#21- Getting a J.O.B.

This is a field I hope to *never* get into.

I love the work I do, and if you love something it's not a job...it's a passion. I don't think I could ever be happy working for someone else now. But with all the unemployment out there these days this could be an extremely profitable niche.

If you're good at helping people get jobs, you may be sitting on a goldmine. And when the economy improves (hopefully), the secret will be to reverse this and find employees for various companies.

Heck... you could even start a web business based off your racial background or sexual preferences and really niche it down.

For instance you could start a site about what it's like to be a Gay male looking for a job. I bet that's a market with a high demand without a lot of quality information.

This is one of those niches that require a lot of contact and "inner knowledge". If you have those skills though, you'll be in high demand from desperate employees and at some point from desperate employers.

#22- Time Management

Unlike the lies spewed by the popular Rolling Stones song, time definitely is not on your side. Just look at Mick Jagger these days and you'll see what I mean.

We live in an age of constant distractions and interruptions. Because of this, effective time management has become one of the most difficult and essential things that's required for success.

If you know nothing of time management, I suggest at some point, when you have the *time* (loose pun intended) you spend a bit of it and learn these principles.

Even if you never pursue any information product in this field it's great information for you to learn, when you have *time* of course.



Now if you're a time management expert, the other people reading this document are your audience, as well as any businessman or leader who wants to be successful.

I believe you could make a great information product out of one of the niches of time management - Without the dangers of running into an oversaturated market.

#23- Found Money

Think of Matthew Lesko (*that crazy guy in the green jumpsuit on T.V.*) There's lots of people who want to learn about ways to get money from the government or other institutions.

This category could include loans for business, for school, for your background. I'm sure you could even find a loan if you're a left-handed lazy male who likes traveling the world. (Maybe I should look into this one).

Anyway... the sad fact is many people need help with their financial situation. If you know how to help people get more money, then you might have an excellent Internet marketing business.



Relationships Niche

Relationships define who we are. It's human nature to seek out the company of others. And there's a lot of pain when a particular relationship fails.

In general, relationships are things that people are emotional about and are always willing to spend money to improve upon. It doesn't matter if it's meeting a significant other, having him or her fall in love with you, marriage, divorce parenting or any issues with these topics.

If you can offer a solid product or very good information to help them get what they desire, whatever that is, your niche will do well.

What I said in the last paragraph is still true in dating. They are also true for the rest of the topics in relationships also. They are all near and dear to people's hearts so they are also good for profitability.

That being said, many of these categories have a glut of products and people promoting them, so you really need to have a superior product AND great marketing to cut through the competition. Some are not for the faint at heart.

The possibilities in the relationships group include things like: *How to get back together with a person who has broken up with you, how to keep the other interested, dating for boomers, dating after a marriage or long term relationship, speed dating, online dating, cheap dates, original dates, how to impress a date, how to date a friend, how to date a co-worker.*

Anything you can think of...

I even have a way for you to win with little competition. I remember seeing on the news about a woman who married the Eiffel Tower and how that was a growing personality disorder. I had to look it up online but it is called "Objectum-Sexuality."

Believe it or not, there's competition out there for this niche (it actually surprised me). But perhaps, though low quantity, there may be room to rule this (growing?) niche.

I can speak from personal experience when I say the relationship broad niche is *extremely* marketable. Once again, the secret to success is to make sure



you're narrowing down your information and targeting one segment of this population.

Now let's cover some of the specialized niches in this category...

#24- Marriage

There are unfortunately sometimes many difficulties within a marriage.

This of course means there's all sorts of room for Internet Marketing and information products within this niche.

Here are just a couple to give you a small taste of the possible niches you could target in this area: *finances, sexual issues with a spouse, couples counseling, and much more*. Marriage can have a lot of issues where you can help people while building a successful business.

It doesn't have to all be bad either. Just take a second to think of the flip side and positive things you can promote... *Anniversary getaways, or "how to get her the ring she deserved the first time" type of information*.

As well as making money off of problems you can make you money off of the positive things.

Of course I could never forget the biggest payday when it comes to marriage...wedding days.

Weddings can be very expensive. Even if you promote some sort of marriage on a budget information product or package, they'll still go for a pretty penny in comparison to any other day of a person's life.

I could be wrong but it's likely the most expensive day that people have.

So possible semi broad niches would be: Toasts, how to plan a wedding, great honeymoon ideas, how to get flower, organists, hidden costs, the perfect day ways to schedule the list really goes on and on.

There are tons of submarkets out there that you can catch a piece of.

#25- Divorce and Separation

Not to sound too negative but what I wrote earlier was probably wrong...

The wedding day can easily be *the second most expensive* day in someone's life.



The most expensive, of course, can sometimes be the day they get divorced. Yes this can be a costly day to a person's wallet. This also brings up a lot of markets.

There's the obvious markets: *Avoiding divorce, couples counseling, finding a lawyer, should you get divorced, what to do with the kids, how you will make it if you divorce, ways to train to re-enter the workforce after you divorce.*

Then there's the not so obvious markets: *Ways to recover financially after divorce, ways to recover emotionally after divorce, best ways to raise children after divorce...* again I will stop here because I could probably get deeper and go on for a while.

#26- The Singles Market

Ah, the singles market. We have all been there and felt the pain, stress, and heartache of being unsure of how to deal with the opposite sex.

This large niche separates into many sub niches that can each be broken down again when headed for your potentially profitable niche.

There's a crossover, of course, and perhaps you could plot the crossover on a graph and get an idea of the ways to find niches here.

For example age groups on bottom meet in middle...Target 30's something women.

Age every age group really has specific dating issues they need to: teen, college age, 20 something, looking for marriage (20-40?), 30 something's, 40-50, Boomers.

And then sex: Male, female, F seeking F, M seeking M, F seeking Object, Object seeking Female.

In addition to the age/sex crossovers for finding niches there are topics that you could focus. Think of things like ways to flirt with women, ways to attract men, first dates, starting conversations, ways to understand the opposite sexes body language or even how to get a guy to propose marriage.

It goes on and on...

#27- Get your ex back



This is another niche that I bring up with a bit of hesitation. The “how to get your ex-back” is completely oversaturated market with *way too many* products.

With that said, there’s a lot of people who are in desperate pain after a failed romantic relationship. The key to success in this niche is to target a very specific group or have something unique to say.

#28- Sexuality

This is the category that includes everything that people might not want to talk about. If someone has an issue with a problem they’ve never experienced the first place they go for information is the Internet.

Let’s use a guy as an example...

Your average guy isn’t going to tell his friends about his premature ejaculation or erectile dysfunction problems... Unless his friends are really cool or he’s really dumb.

In all likelihood, he’ll hop on the Internet and seek out information to fix this problem. You can easily make a product for issues like this if you have ways to help this person.

Of course this category is not simply about problems, there are also all sorts of kinks and twists that people enjoy that could fall into this category.

If they are things you like, or have expert knowledge about then this niche could be your winner.

Without going into a long and lurid list (*I am such a poet*) I think that everything from “how to perform fellatio” to “how to get your lover involved in group sex” could possibly sell in this field.

#29- Conflict

This is a niche with a fair amount of crossover.

Think of these ideas: “*how to repair failed friendships*”, “*mend fences with your__*”, “*what does your __ want*” or “*how to deal with an asshole boss.*”

Just like it sounds it is all about mending people’s relationships in all categories from dating to marriage.



Of course if you remember the chart I talked about earlier you could likely specify with that too and have something like, *“how to get back with your ex if you are over 60.”*

#30- Parenting

Most parents love their children and want the best for them. This is a niche with crossover to others and its own niches too.

Crossovers are everything from what to do with children in cases of divorce to everything about any issues children have with health or education.

The main thrust of this category is “how to parent.” It includes lessons for raising and disciplining your child and perhaps home schooling. Any issues your child may have with adjusting to school; how to help your child after THEY have a breakup.

Any and every issue that could happen to you in your life parents are going to desire knowledge of ways in which they can help and assist their children.

Don't forget one of the potentially most lucrative areas, newborn children. Before and right after a child is born a new parent will feel a particular thirst for knowledge. So any new parent guides may do quite well.

If you have ever seen Monty Python's, “The Meaning of Life” I think of this like the two sections on that movie to do with child birth. The hospital with every single thing, including the machine that goes “bing” and the third world mom who gives birth and asks one of her other children, “oh honey, would you get that please.”

Target your sales here to the mom's with the machine that goes “bing”

“Bing...next subject”

#31- Teaching Children

“Don't you know the children are our future, teach them well and let them lead the way...” -Whitney Houston

This category runs the gamut. It includes all forms of schooling for children. Think of taking a child from pre-school all the way up to graduating from Princeton. Every stop along the way would be a niche.

Financing a child's education...another niche.



Any sort of special education that children may need to receive if they have special needs. Additional forms of education, from preparing children for the SAT's to teaching your 6 year old child Mandarin Chinese.

Like I said before this category can run the spectrum of topics and I'm sure it includes hundreds of good niches I haven't thought of or mentioned.

When a child is young every child has the potential to be the "President of the Universe", at least in their parent's minds. Because of this there are many extremely profitable areas that you can get into to harness all the positive energy around planning for a child's educational future.

The only thing you need is a solid product that will help children and knowledge of the market enough to know how to sell it to and to whom to sell it.

#32- Body Language

Pick any single topic throw the words, "Body language" in front of it and you have a niche, sometimes you may have to change the words "body language" up a bit, but the idea remains the same.

Let's take an extreme example. (Body Language) Internet Marketing, how can you read someone body language you can never see? Well you can't. But body language is really the study of non-verbal cues and sometimes reading between the lines. This can often be done in IM.

Think of the hard sell guy. Words like "quick", "easy" and "simple" thrown in front of extremely complicated and difficult topics are often precursors for someone selling you a load of crap.

There's no magic bullet for things. You can offer truly "Easiest" way to lose 100 pounds. But there is no "easy" way to do it or any way to lose "100 pounds in a month."

So it may not be the strongest example but body language can be used in conjunction with any other niche.



Passions Niche

Passions is a tough area to get into. On one hand it's likely you'll find less truly "professional" sites competing against you, so if you find a profitable niche you may be able to rank well on and get a lot of potential customers through.

The problem in this area is not always getting customers to the door; it's the commerciality of the product. How willing are they to invest their money in your product right now!

The hard part is separating your personal *Passion* for a subject from how much others may be willing to invest in it online.

Even though I did my best to create a list that I would be neutral on, I find that at least half of these items are things that I am in fact passionate about.

Don't be scared to try something you care about, that type of vested interest may make a wealth of knowledge will draw in readers. Just be careful that there's commerciality within your niche.

Here are a few ideas I thought up as potential "profitable passion niches":

#33- Improving Athletic Skills

I mentioned this before with golf and slice. There may well be many other niches to improve people gaming skills.

How about these, *Tips on sailing or motorboat maintenance (lots of people with money there), adding distance to your jump shot, improving your batting average, improving your footwork for boxing...*

You get the picture I hope.

#34- Martial Arts

Mixed Martial Arts (MMA) is one of the current "hot" topics. I suspect this sport will continue to grow and grow. Because of this there's probably a good chance that you can position yourself well in a niche and make some money off of this in the future.



Just off the top of my head you have: general self-defense, mastering MMA, street-fighting, earn your black belt, weight training for MMA, Silat training, guide to martial arts schools.

Again, this list goes on and on...

#35- Fantasy Sports

Asking a guy if he's tried some form of fantasy sports in his life is like asking him if he's masturbated. He is a guy...of course he has.

It's a fairly popular topics for some and an absolute mania for many.

For the "right" help many people will be willing to fork over major cash. The problem here is that I suspect the "sharks" may have all profitable niches on lockdown.

It may be worth investigating... but this is one that I am ambivalent about.

#36- Travel

We go from cooling ardor to hot passion for a niche. I know there are ways to make money in here.

More and more people plan out vacations on the internet, there's a decreased interest of having a "Fodors" vacation and simply winging it.

Travel is a lot of fun but there are ways to make people's traveling lives easier.

If you can save someone 3 hours and \$200 dollars they will gladly hand you 50\$. I know I would if you offered me something like this.

Profitable niche Ideas in these areas are: Save money, find deals, exotic places to visit, how to afford it, where to find time, cool places to see.

#37- Gambling

One I hesitate to add. There are billions made by the casinos. I take that back... there are billions made by a single (albeit large) casino.

Gambling is a huge jackpot and I'm sure there is a chance to carve off a small piece. The problem is that so do 20,000 other people in this market right now.



I added it because my brother loves gambling. I couldn't resist having it here because I know there are lots of people who enjoy recreational gambling and want information about how to become better at it.

To find a niche here you have to break down all the different ways to gamble and become an expert in one particular method.

#38- Magic Tricks

Magic is fun. It's not as hard to do as it sometimes seems and a lot of the more impressive stuff comes from props, unless the magician has spent a LONG time mastering true "sleight of hand".

I'm sure many folks would be interested in buying information products about magic. Furthermore, they'll definitely be interested in real products in the form of mail order, if you're able to present it to them.

Definitely worth looking into if you have some knowledge about this field.

#39- Going Green

This is something that's slowly but surely building momentum. First we had the oil price increase and now the major headlines cover the oil catastrophe in the Gulf of Mexico.

Of course I would think this would have been true for the past 35 years, I was very young during the Carter era and the hostage crisis. It seems to me that in the intervening years nearly every single major problem can be traced back to energy. Likely it goes back even further, but that is my "frame of reference"

My point is that with the current problems people are starting to really get behind the idea of Alternative Energy. Just think of what can be packaged as information and actual hardware you could promote as an affiliate.

For instance let's say you offer information on remodeling a home for solar panels: *Solar cells, solar panels, saving energy at home, how to get money from the government to "green" your home.*

I'm sure there are oodles more wonderful ways to use "greening" to make money.

#40- Learning Languages

Here's another example that I put in that requires a bit of caution...



There's a lot of money to be made in learning languages. My fear is that the money will either all go to slick and relatively inexpensive programs like Rosetta Stone or to private tutors.

It may be possible to get in as an intermediary though and make solid money, either as an affiliate selling some Rosetta Stone-like product or perhaps organizing a group of accredited tutors to go and teach children.

This is one of those, "could be very rewarding if you figure a way in" niches.

I promise, this is the last one that I will have mixed emotions about. Of course there's only one more...

#41- Technology

This is about staying on the cutting edge. They are pushing 4G cells now. Get ready for the inevitable 5G.

Look at big companies and what they are developing. Try to get your foot in the door marketing wise long before the products are released. This is a form of gambling, but it's the best stakes. Low risk, high rewards.

A website can cost as little as \$10 a year. Take some gambles. Spend some time doing research the worst thing that happens is you have a domain for 3 years that you never use. If you owned a site called [buy4gphonesnow.com](#) and knew what you were doing I bet you could make a few thousand a month with proper marketing.

Some of the past trends that are the type of things you may be looking for (or hot upgrades of the older tech) include: *satellite radio, video conferencing, mobile cell accessories and cell applications.*



Closing Thoughts

Have a Little Fun

Well...we're approaching the end of our time together here.

As I said before I've taken great care to try to put together an informative product that hopefully provided you with value while being a little entertaining.

Now I know you're probably thinking this is the part where I pump you up and send you on your way. The fact of the matter is you shouldn't need any pumping.

If you read this entire report you're already taking great strides toward creating a successful Internet Marketing business.

Internet marketing is a great career. I absolutely love it and wouldn't change my job for anything in the world. It's not incredibly hard once you know what you're doing and how to use the proper tools.

Best thing of all is you can easily make money without needing to invest too much.

If you want to succeed you must take the steps you need to succeed.

It's time to "crap or get off the pot" as they say. Apologies for my language but I didn't want to sugar coat things.

Action is demanded of people in any field. To use an overused quote that happens to be very true, "*fortune favors the bold.*"

If you want to effect change in your life you need to *make it happen*, go out there and *get it done*.

It doesn't matter if you want to make this your next career or you're just looking for a "hobby" site that'll make a little bit of money. Both business models require action on your part to make it happen.

I have tried very hard not to give you the wrong impression.



You can make money from Internet Marketing. But you also need to research a profitable niche and build a business around providing quality information that people are starving to know.

This report isn't a universal ATM.

You have to put effort into it and the effort absolutely needs to be pointed in the proper direction. It can be like spinning your wheels in the mud or cruising down the highway, it all takes the same effort and is just based on the direction you take when you set out.

I've made every effort I can in this eBook to point you toward the highway.

I know you can do it and I sincerely hope that when you make your first sale, and then your first 1000\$ and for every other successive milestone, you'll stop by my site and drop me a note on my blog letting me know about your results.

Or send me an email if you're a shy person. I do actually enjoy helping people and this will really help me feel that my efforts are not in vain.

What's Next???

Like I said at the start of this report, this is a teaser for what's covered in my 8-part course called [Affiliate Marketing without the Bulls**t](#).

Here's what's covered in my product:



Module 1

Superior Affiliate Mindset Explained

- Success with affiliate marketing happens with the right philosophy. In the introductory lesson, I cover the mindset that I've personally used to earn a six-figure affiliate income.

Module 2

THE Affiliate Research Formula

- What you've just read.

Module 3

Affiliate Niche Domination

- You don't just *enter* a market. You want to dominate it! This module delves into the secrets on how to become a leading authority figure in the market you target.

Module 4

Building a Rock-Solid Affiliate System

- This module isn't just about setting up a website. It gives a step-by-step blueprint for creating an affiliate marketing system that makes money – Even when you're not working. In this lesson, I provide an action plan for building a "set it and forget it" affiliate site.

Module 5

Proven Email Income Strategies

- The entirety of the **Affiliate Marketing without the Bulls**t** course is built around email marketing. You make money through the messages you send to prospects. That's why in this module, I go into painstaking detail on how to create a powerful email sequence. I feel this is an outstanding section because it goes way beyond the other systems that simply say "write lots of emails."

Module 6

Lifelong Traffic Generation Blueprint

- Web traffic will make or break your affiliate business. That's why you need a specific strategy for driving a flood of visitors to your affiliate site. In this module, I do a complete *brain-dump* of everything I know about traffic generation. If you're willing to work hard, you WILL get lots of visitors!

Module 7

Next Level Affiliate Marketing

- Once you've mastered the fundamentals you're ready for the next level. In this lesson, I discuss the advanced techniques that take a so-so affiliate business and turn it into a full-time income.
WARNING: Don't read this section until you're comfortable with the basics.

Module 8

Affiliate Success...Made Simple

- Affiliate marketing should be treated like any other business. This module teaches the techniques I personally use to run my affiliate site like a well-oiled machine. Specifically I go into detail about all my productivity secrets and how I manage to keep my business successful – Year after year!

As you can see, there's a lot that I cover in my product.

I've worked hard to give people a no-nonsense, no-B.S. blueprint about building a long-term affiliate business.

I'm not claiming you'll become instantly rich. But perhaps my system will show you a legitimate way to build a profitable affiliate site.



If that sounds like something you want, then go check out → [Affiliate Marketing without the Bulls**t](#)

Well...that's it for now!

I hope you enjoyed this report and we'll talk soon!

Steve Scott

