



ANTCARTER

How to Choose The PERFECT PROFITABLE Niche





How to Choose the PERFECT Niche

*“How to Uncover YOUR Perfect Online Business Opportunity
With Just 5 Simple Questions”*

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Key to financial success online is operating in the right area of the market ..

.. but it can be difficult to work out what opportunities to go for – and which to ignore.

Often we have only so much time to invest – and the decision about which niche to attack is an important one.

Asking these 5 super-simple questions is all you need to make this decision ..

Ant Carter

5 Simple Questions

Picking the wrong niche or opportunity to start an online business in, kills more potential entrepreneurs dreams than almost anything else.

Because the amount of time, money and energy it takes to set up a new website, find or create content, create connections with potential customers and find opportunities to monetise them .. is significant.

It can be difficult to work out what to invest this energy in .. especially if you are just starting off online.

And failure in one niche saps our energy to try again elsewhere ..

I wrote this report to help you make this choice – and provide a framework for you to use to measure your ideas against each other ..

.. to help you to build your own online business foundations on fertile soil.

Because using the simple system explained in these pages - answering 5 simple questions will tell you if a niche market or online opportunity is worth investing your time in.

I can't take credit for all these – although I have added my own spin ..

The original method was coined by legendary copywriter John Carlton ..

He said that to be sure you had a niche worth investing time and money in, that you needed to look for an area where you have:

“A Large Hungry Mob of Addicts, Flush with Cash”

To find YOUR niche opportunity, research your answers to the 5 questions on the next few pages, and compare the possibilities you are considering against each other ..

.. they don't take long to answer, and a few minutes work could pay you back in spades - long into the future.

Some Advice When Doing Niche Research

A niche is an area of the online market where you will choose to set up and offer solutions to – and there are literally a million choices out there from things like ‘self development’, ‘heart health’ or interests like ‘judo’ or ‘Wordpress’.

Each one of these niches will have customers interested in progressing their knowledge, and problems they want to solve (and pay for solutions to).

Specialising in one area online allows you to closely understand and relate to customers in that niche, and gives you a much greater opportunity of success.

If you are starting off today from scratch, make a list of the things you are interested in, the areas of life you have existing knowledge – maybe places where people ask you for advice.

If you are going to start a business in any area – much better that it is something you love to do.

If you find yourself falling short of inspiration, look online at sites like Amazon or Clickbank for inspiration. What you are looking for is a list of 5 or so possibilities to measure against each other while working through this guide.

When researching a niche – try to keep in mind you are trying to find a profitable ‘customer niche’ - not a ‘product niche’.

This sounds confusing – but it doesn’t need to be ..

Product niches come and go – customer niches will stick around – although their buying habits might change over time.

Realising the difference is easier when you think about products which have been superseded by others ..

Advances in technology or changes in customer behaviour over time for example, sometimes make a certain product type obsolete (we’re talking to you Blockbuster video hire) ..

.. there are still millions of people renting movies – we just don’t go down to the local video store to do so any more.

It’s the customer who you will be finding solutions for .. so keep your focus on them.

If you have a few alternative niche possibilities, scoring them against each other in each of these 5 areas is a good idea – although the winner still needs to satisfy these 5 criteria.

Lets kick off with question 1 ..

Q1 - Is the Niche or Market LARGE?

How BIG is the customer niche you have identified?



That means how many potential consumers are there that will buy things from you in this area?

“Why is this Important?”

A small group of potential customers = a whole world of pain.

You want to set yourself up in a market where there is potential for making sales long term, to allow your business to grow.

Often large niches appear to be crowded already .. but don't let this put you off. In fact this is exactly what you are looking for - somewhere where you attract customers from some of the existing competition.

“How do I estimate market size?”

You don't need to have exact numbers here - use indicators of market size that are easily available to you online:

- *How many websites / blogs are specifically targeting this customer niche?*
- *What minimum volumes exist when searching Google for niche buying keywords?*
- *How many products are being sold to this group of customers?*
- *How many sub-niches exist in this area?*

If you have been flummoxed by Google's changes to the Keyword planner – you can still get more accurate volume data from their tool – you just need to dig for it:

<https://www.screamingfrog.co.uk/accurate-google-keyword-data/>

Use your common sense here and do your own research too.

Where would you find indications of products for sale, or customers asking questions or online in your niche area?

Q2 - Are Customers in the Niche HUNGRY?



Are customers in this niche you are investigating, hungry for solutions to their problems?

A hungry customer will LOVE rather than LIKE.

And they will be passionate and motivated in their search for solutions to their problems.

A hungry niche will offer you a ready collection of customers who will investigate and buy the solutions you are offering them.

“Why is this Important?”

You want to set up somewhere where people are passionately engaged, and loyal to whatever area this is.

It’s much easier to make money online (however you choose to do it) in an area where the niche interest or area becomes ***a part of the persons identity*** ..

Often this can be seen by the number of Facebook Groups, or blogs dedicated to this area – and ***particularly in the levels of engagement in these places.***

“How do I estimate ‘hunger’ in a niche?”

Observe the behaviour and language used by people commenting in forums, or on blogs in your niche .. *are they passionate?*

- *Do they commit a lot of time and energy to the niche pursuit or area?*
- *Is there a hardcore of niche ‘fan boys (or girls)’ there?*
- *Are there real problems, which you can provide solutions to?*
- *What sort of language do people use when describing their problems, and aspirations?*
- *And are customers highly motivated to find solutions to these problems?*

Q3 - Do Customers in the Niche Congregate Together?



Are the customers in the niche a mob?

Can they be found together anywhere online?

You might find people together reading and commenting on certain niche specific blogs or websites, or engaging in discussion using specific hashtags on social media.

Or you might find that despite searching for a mob of people all passionately discussing their progress in whatever area you are investigating – that these kind of groups don't really exist online.

“Why is this Important?”

If you can find their customers interested in this area – it is much easier to start connecting with them, to build a list – and ultimately to sell to them.

You will know where to go to start this engagement, and where to advertise if your business decides to do that.

If you can't find the customers you want to sell to, you will find doing so much more difficult – and severely limit the growth potential of your business.

“How do I find a mob of customers?”

- *Do some searches on Facebook for groups?*
- *Look for blogs or niche websites?*
- *Are these ghost towns, or are they vibrant active places?*
- *How many members, comments or likes are there?*
- *What about forums in the niche?*
- *Are there hashtags associated with this niche?*
- *Is there a community?*

If there is, then you will have a much better chance of being able to establish yourself there .. all you do is make friends – and then let people know you have something which might help them.

Q4 - Are Customers in the Niche 'Addicts'?



Do customers in this niche spend repeatedly in search for solutions to their problems?

In their search for solutions do customers have a wide range of choice available?

And are they likely to buy one product after another in short spaces of time?

Some niches have a lot of competition associated with them – with customers constantly trying to keep up with the 'Jones's' .. this can often encourage addictive behaviour.

Regular technology advances, or regularly updated products - can also encourage repeat purchasing behaviour in a niche too.

“Why is this important?”

While it is possible to set up successfully in places where purchasing behaviour isn't as regular, you will find growth and potential opportunities more difficult to exploit.

Measure your choices against each other, which of them have customers displaying this kind of addicted behaviour?

Customers whose purchasing behaviour is regular are more likely to try new solutions, rather than be tied to making regular purchases from a single supplier.

This gives you the chance to establish yourself more easily.

“How would I find this out?”

- *Use your own knowledge of being a consumer in the niche concerned*
- *Look at the numbers of products in the area – particularly for evidence of products that all seem to provide a similar solution.*
- *Are products in the niche regularly updated?*
- *Is there competition in the niche, encouraging customers to buy to get better results to compete?*

Finding a niche where customers are repeatedly, rabidly spending – gives you a chance to turn some of them into *your* customers.

Q5 - Do Customers in the Niche Have Cash to Spend?



This one is more obvious - do customers in each niche have money to spend?

Or is this an area where the typical customer isn't able to pay for the solutions they need ..

.. or might expect things for free?

"Why Is this Important?"

If you are setting up a business for financial gain, you want to be sure of the commercial attractiveness of each area before you invest time into them.

The same amount of work is involved in setting up in each niche – our job as entrepreneurs is to select those which hold the biggest financial opportunity.

Selling solutions doesn't need to be purely for financial gain – it's a great way to build a list of committed people who you can connect with for other reasons too.

"How to find out?"

- *When you type the main niche keywords into Google - are there adverts appearing on the results page at the top and on the left?*
- *Are there products selling to this niche in Amazon, Clickbank, and other marketplaces – and how well are they selling?*
- *Are there books published about this area?*
- *What does your existing knowledge of each niche tell you about the buying behaviour of people there?*
- *What price levels exist in your niche areas? Is there a healthy premium priced market for solutions there?*

Other considerations

Seasonality

Is the niche area a seasonal one? .. This might be a good thing at certain times of the year – although at other times you might struggle to deal with a lack of interest and sales.

Seasonal businesses often need to find other things to sell out of season.

Does the market have lots of fresh blood entering it regularly?

Is the niche area one which has lots of new people entering it on a regular basis?

This can be a good thing – as often these people go through a pattern of initial purchasing as they find out more about the area they are new to.

Helping beginners get established is usually a good way to start your business.

Your Job Now ..

Make some brief notes and compare the areas you are considering against each other using these criteria.

Using these as filters for your niche ideas will help you to identify those with commercial potential – and those where your time is best spent.

While doing this for the first few times can seem like it requires detailed knowledge of a market that you don't have ..

.. remember, all you are really looking for here is to compare the ideas you have against each other, and identify one to move forward with.

What Next

1. Develop Your Understanding of the CUSTOMER in that niche area

Once you have identified a niche as large, hungry, easy to find, where customers spend repeatedly to satisfy their needs ..

.. you need to dig to find what the customer in that niche really cares about .. what they dream of doing? And what barriers and challenges are in their way.

[The method I devised for doing this is available here](#)

2. Niche down in your chosen area

If you provide exactly what everyone else in that niche is already doing – you won't stand out and win their customers ..

You need to stand out by being more specific .. more specific in terms of the customer you are attracting in that niche .. or the result you want to give them ..

Do competition research and look at the offers competitors are making .. how can you be more specific – or provide something they don't?

3. Do some Keyword research in that area ..

Start digging down into your niche to find the keywords that people search for – which you can create content around .. and start building your digital business!

If you want my personal help in implementing this in your business email me any time (antcarter247@gmail.com) .. I have several hours a week set aside to help businesses like yours get the best possible start.



To join my email list and get more similar trainings - mail me here: awlist4548187@aweber.com

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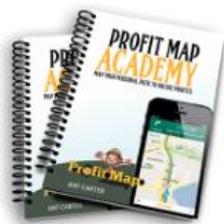


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