

Implementation Checklist

# Finding a Profitable Niche

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**STARTUP**Club

# Your Checklist

*Use this proven formula to research and select a profitable niche every time.*

If you get your niche wrong, there's no way to fix it. You can work for years trying to create the right product, the right marketing, or whatever. But if you didn't get the niche right in the first place, you are... as they say... "hosed".

When your niche is right, everything is easier after that. Marketing works better. Customers come out of the woodwork. Other businesses want to partner with you to sell your products.

Follow the steps below to research and select your niche. Remember, the key to finding a good niche is to **NARROW DOWN** until you are solving a specific problem for a specific group of people.

Note: If you want more detailed material on niche selection, check out my "Niche Intelligence Report".

- Google trends shows searches are trending upwards (Guideline: at least 1.0 score)
- Evidence of strong interest, activity and indication of commercial interest found at:

- Google Insights - [www.google.com/insights/search/](http://www.google.com/insights/search/)
- Alexa.com
- Forums - search for “directory of online forums”, and scan Google/MSN/Yahoo and Facebook groups
- Blogs - [blogsearch.google.com](http://blogsearch.google.com)
- Social media - search “social media search engine” on google;
- Magazines - [Magazines.com](http://Magazines.com) and search for “keyword +magazine”
- Ezines - [DirectoryOfEzines.com](http://DirectoryOfEzines.com); search for “keyword +ezine”
- Articles - [EzineArticles.com](http://EzineArticles.com); search for “keyword +article”
- Books - [Amazon.com](http://Amazon.com)
- Keyword research
  - Google Keyword Tool
  - Google Search Based Keyword tool (<http://adwords.com/keywordtool>)
  - Market Samurai (<http://FreeMarketSamurai.com>)

- NOTE: Look for volume and competition (not for keywords to optimize SEO)
- Commercial viability test: at least 20 advertisers on the SERPS (search engine results pages) for your keywords
- Set up a Google Reader listening station
- Continue research until you meet the minimum criteria AND the answer to all of these questions is “YES”:
  - Is my prospective customer emotionally driven to find a solution, solve a problem, or get a specific benefit that I offer?
  - Is my prospective customer so motivated that they’ve begun proactively seeking to solve their challenge?
  - Does my prospective customer have few or no perceived options?