

MONEY ONLINE BLUEPRINT

Selecting The Type of Niche Site
That Is Right For You

The Ultimate Blog Training Package
How To Quickly Make A Full Time Income Blogging

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Welcome & Introduction

Welcome to this most important section of starting your evergreen online business. This is a most exciting time and opportunity that you have before you.

In this document, I will be discussing the various marketing strategies you should implement for the specific blog / niche site you have decided to create.

What you are about to embark on is not just building a site that can bring you an income, but rather a business that will become an asset that can lead you to financial freedom. You will be building valuable real estate that will bring you in a reliable income month after month for years and years ahead.

This is an evergreen business opportunity like one you have never seen before. It has a realistic potential to make you a 6 figure income in your 1st year just by doing this in your spare time. That's right, I am talking about part time hours.

Getting Started

In the first video I talked about choosing to build a blog type. These are the blog types you can choose to build: -

Targeted Blog / Niche Site

Broader Blog / Niche Site

Mainstream Blog Site

It is very important that you consider which type of site you are going to build. Once you have decided, you can then go on to select your niche around which you are going to build your blog / niche site.

What Is The Difference Between The Blog Types?

Here are the differences between the three blog types: -

Targeted Blog / Niche Site

A targeted blog is a site that focuses specifically on a tiny aspect of a topic. teddybearclothes.com is an example of a targeted blog / niche site.



The site is an Ecommerce website. It is quite old fashioned in design, but It focusses purely on selling clothes for teddy bears. It doesn't sell teddy bears or dolls or anything else. Just teddy bear clothes.

Another example of a targeted blog / niche site is www.caralarms.com

This is an affiliate niche site. The site only deals in car alarms and items related to car alarms.

The screenshot shows the CarAlarms.com website. The header includes the logo, a search bar, and a cart icon showing 0 items. The main navigation bar has links for Home, Shop By, Categories, and Vehicle Security. A large banner for the 'REMOTE START SYSTEM' features the 'Excalibur RS-255-EDP+ Deluxe 2/way' system, with a 'SEE MORE' button. To the right, a 'Welcome to CarAlarms.com' message and 'FEATURED PRODUCTS' section are visible. Below the banner, a 'Shop Related Products' section displays a search for 'clifford alarm' with four product listings:

| Product Name | Price | Prime | Reviews |
|---|----------|-------|---------|
| Clifford 5706X 2 Way LCD Hybrid System | \$209.95 | Yes | 13 |
| Clifford Matrix +1.2 1-Way Security Alarm System | \$79.95 | Yes | 6 |
| Clifford IntelliGuard 770 4 Channel Security system | \$169.95 | Yes | 19 |
| Viper 5305V 2 Way LCD Vehicle Car Alarm Keyless Entry Remote Start S... | \$143.00 | No | 141 |

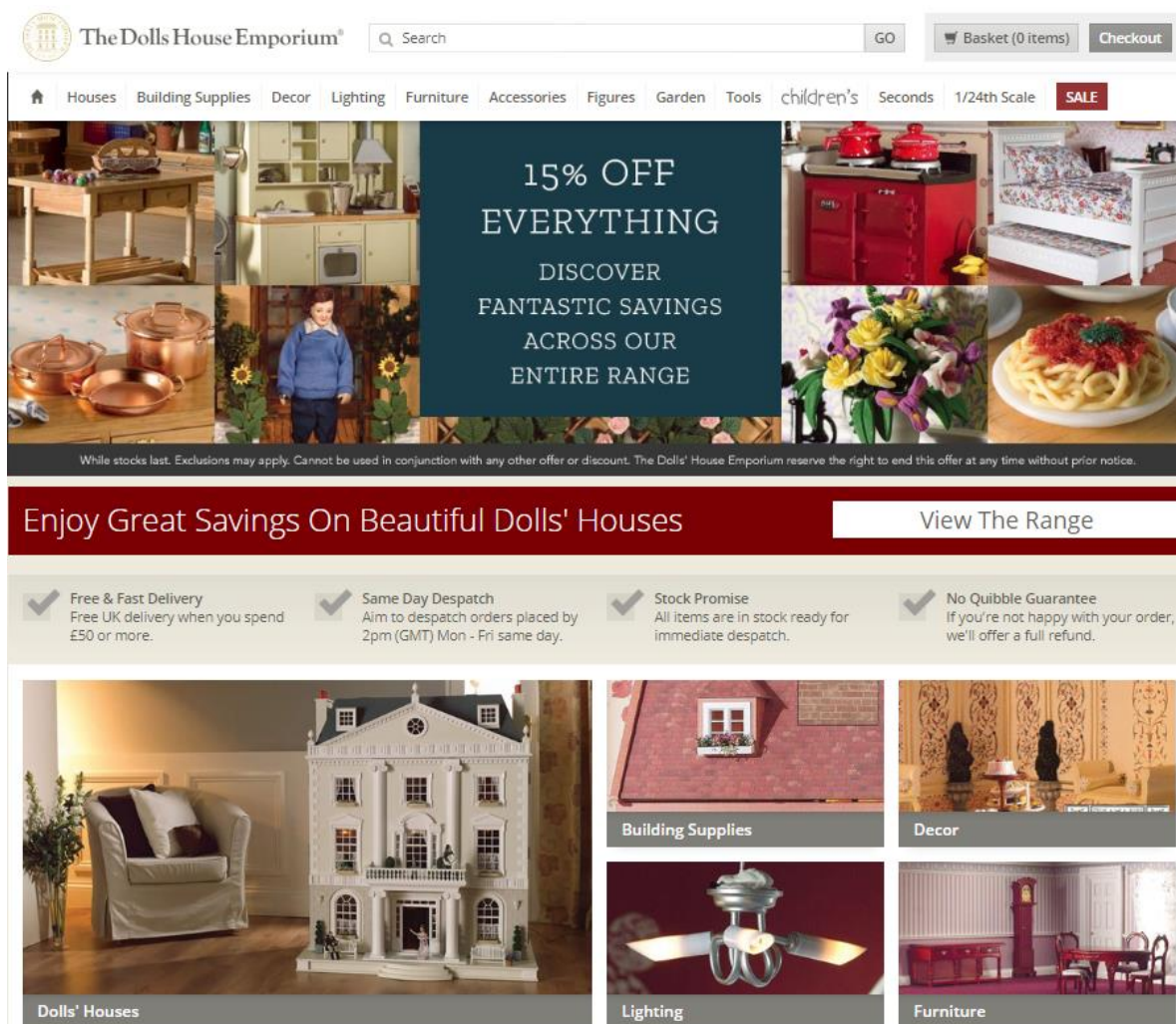
You can see that they have links to Amazon product pages and several ads across the site.

You would need to analyse in greater detail by following the niche selection training to find out if car alarms are too competitive to be targeted. However, on initial inspection, car alarms are a small aspect of a broad subject of cars. Any other small aspect such as car roof boxes, car immobilizers or car decals for example could be targeted blog / niche sites.

Another example of a targeted blog / niche site is www.dollshouse.com.

It is an Ecommerce site and sells absolutely everything that you might want to have with a dolls house, including lighting, furniture, curtains, carpets, gardens, garden landscaping.... And the list goes on.

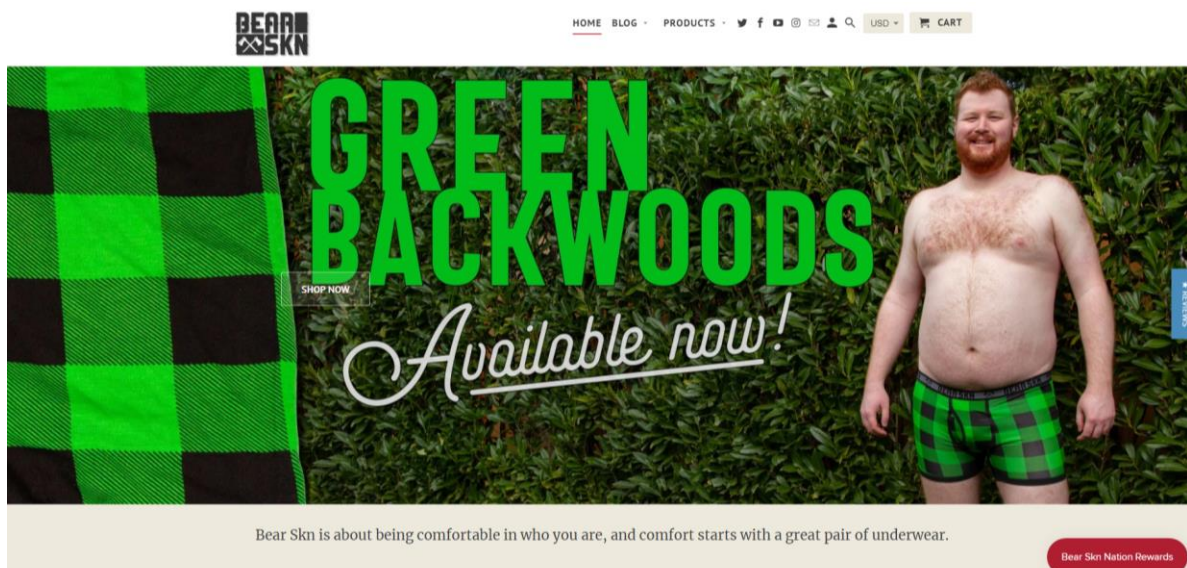
The site covers a broad range of topics. However, because the topics are all focused around a small niche – dolls house, which brings it down to be a targeted site.



Broader Blog / Niche Site

A broader blog / niche site is a site that focuses specifically on a tiny aspect of a competitive niche. Typically, a broader blog is either broader in subject than a targeted blog, and or, it is more competitive. Broader blogs typically have more search queries than targeted blogs and often the monetization value is greater, meaning that the \$ value per visitor is slightly greater than that of a targeted niche – potentially.

A broader niche on the other hand is typically a sub niche of a mainstream niche. An example of a broader niche is this site below www.bearskn.com



This site is about clothing for oversized men. The site sells a fairly broad range of clothing. This would make it a mainstream niche. Even if the site was the men's clothing niche. That would still be mainstream. However, as it focuses on clothing for oversized men, it is sub niched down even more.

Another example of a broader blog is www.learnjazzguitar.com . This site is in a mainstream niche (learn to play guitar). However, the site focuses on a specific genre – Jazz, so the site is all about teaching you how to play jazz guitar.



It is too competitive to be a targeted niche and the competition is low enough so that it doesn't fall into a mainstream niche.

Mainstream Blog

A mainstream blog is a site that is broad in topic. The niche becomes classified as mainstream when the competition is too great and or when there is a diverse amount of subniches within the chosen niche.

Typically, a mainstream niche will have numerous high volume search phrases around the topics, and within a lot of those search phrases, the monetization value can be high, so the visitor \$ value is usually a lot higher than that of a targeted or broader niche.

This site is an example of a mainstream blog clubthrifty.com

It is in the personal finance niche or rather how to make your money go further – thrifty living.

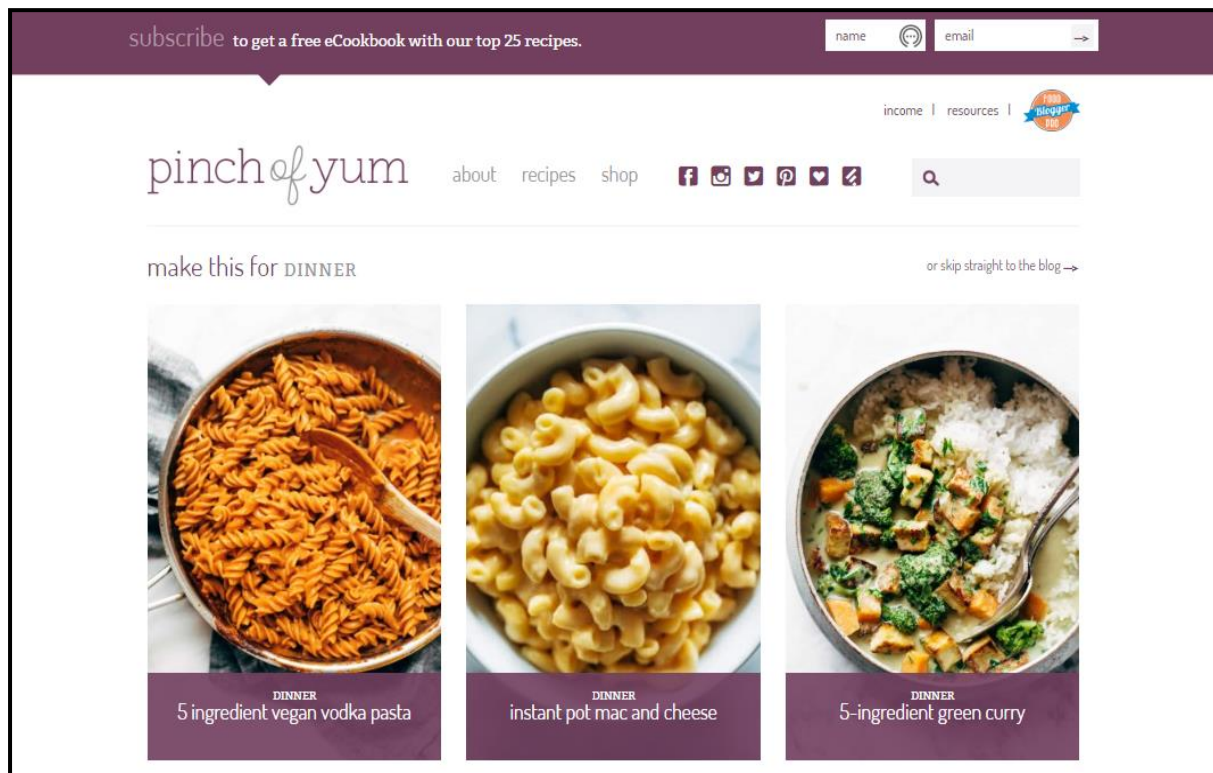


The niche covers a broad range of sub niches including: -

- Saving Accounts
- Tax Advice / reviews
- How to Save Money When Travelling
- Credit Cards
- A Load More

Each of these sub niches within their mainstream blog could be a separate broader niche blog / niche site. They have decided to create a large site that covers a very broad spectrum of sub niches. All the sub niches fit within the main broad topic of this blog and the site is continually growing as there is an endless number of things that the bloggers can write about.

The next site is another kind of mainstream blog <https://pinchofyum.com>



This blog is all about food and recipes. The recipes are about any food. The subject is huge and here are just a small number of sub niches covered within the site: -

- Gluten Free Recipes
- Vegan Recipes
- Sugar Free Recipes
- Soup Recipes
- Quick & Easy Recipes
- Slow Cooker Recipes
- And the list goes on and on

As with the other example of mainstream niche. Any one of these sub niches or categories could be created as a broader or targeted blog / niche site. The fact that all those sub niches are combined in to one big site makes the site a mainstream blog

The definition therefore of a mainstream blog is a group of targeted and or broader blog / niche sites grouped together to form one big blog.

Understanding The Difference Between A Blog Type & A Niche

The difference between a blog type and a niche really comes down to how competitive the niche is. The first thing you need to do is determine how quickly you want to start earning money and ask yourself if you are willing to put the effort and patience in if you think you want to create a mainstream blog or a broader blog.

The way forwards is to analyse yourself and determine what sort of person you are. It is important to be honest with yourself when doing this. As you self analyze, you should come up with a conclusion. If the blog type you come up with from your self-analysis is that you are best suited to create a broader blog, then you need to find a niche and the niche results will determine what blog type / category they come under.

In module 2, you will find out about niche selection. You will be able to use the Niche Master software that will calculate how difficult a specific niche is or how competitive or broad. So, the Niche Master software will inform you of that.

Right now, you simply need to determine which type of blog you want to build according to your character and make up.

It would not be a good idea to go ahead with a mainstream blog if your character and make up was really suited to a targeted blog / niche site, so again, please be honest with yourself.

The table below will possibly help you determine what character type you are. I have listed a few personal viewpoints that you may or may not have and in the adjacent columns, have detailed the blog type you should build according to the answer you provide.

Why Is It Important To Choose A Type?

Choosing the correct blog type is essential. It could mean the difference between success or failure. I will explain more in a minute.

The choice you make needs to be based upon the kind of person you are, or your character. The table below outlines character type and which blog type is best suited to you. You can of course select any blog type, especially if your character is suited to a mainstream blog. However, if your character is more suited to a targeted blog, it is not recommended that you build anything other than that because you risk starting something you may not be able to complete which would be very sad.

| Characteristic | Targeted Blog | Broader Blog | Mainstream Blog |
|--|--|---|-----------------|
| You are patient and are not fazed by the fact that the income may take up to 12 months to achieve an impressive income | | | Mainstream Blog |
| You are typically impatient and need fast results or you become disillusioned | Targeted Blog | | |
| You are patient to a degree and want to build a good income but don't want to wait too long to achieve that | Targeted Blog For Your 1 st Site | Broader Blog For Your 2 nd Site | |
| You tend to be swayed by the next shiny object and often jump from one opportunity to another | Targeted Blog | | |
| You have been scammed before and are worried that this might be another scam | Targeted Blog | | |
| You want to quit your job and build your own business so that you can leave within 12 months | Targeted Blog Aim to build 2 Targeted Blogs in your Part Time | | |

| Characteristic | Targeted Blog | Broader Blog | Mainstream Blog |
|--|---|--------------|-----------------|
| You have lost your job and you want something to replace the income you are no longer getting | Targeted Blog You should get a full or part time blog to take you through the 1 st 6 months. It does take a bit of time to build the level of income | | |
| You want to steadily build something in your part time that you can retire on in 3 – 5 years | | | Mainstream Blog |
| You want to make fast easy money year after year | Targeted Blog You should build 1 or 2 targeted blogs / niche sites each year and sell them after 12 months | | |
| You want to make as much money as you can each month and you are willing to work on it in your spare time but don't want to wait longer than 18 months to receive a full time income | | Broader Blog | |
| You don't have much spare money to invest in this business | Targeted Blog Sell your site when you are making \$500 per month You can then invest the \$15k - \$17k from the sale in to building your next sites quickly | | |
| You are a stay at home mum or dad and you want to build an additional income in a reasonable amount of time | | Broader Blog | |
| You want to have a hobby that is fun to do. Income is not the driving factor. The hobby is the reason | | | Mainstream Blog |

Conclusion

Please weigh up very carefully which type of site you want to create. Remember, your first site doesn't need to be the only site you ever do, so you can always start off with a targeted blog / niche site if you want to try it out and get results quickly if you are unsure, and so that you can test things out. You can get that running and sell it after 12 months for a big payday and after a few months of building the site, if you understand the process and you can scale up, you could go on to build another targeted blog / niche site or a broader blog / niche site. You could even opt to start a mainstream blog.

Anyway, read this through and think about it carefully, and then select your niche using module 2 "Niche Selection".

I do wish you all the success in your venture

Kind Regards

Chris Cantell