

# MONEY ONLINE BLUEPRINT

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## Niche Selection Summary

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

BY CHRIS CANTELL

# Summary Of Niche Selection

Niche selection is all about finding a niche that is a suitable fit for how targeted you want your blog to be: -

- Targeted Blog / Niche Site
- Broader Blog / Niche Site
- Mainstream Blog

To select a niche, you should work with the Niche Master Software. When you have decided on which site type you want to work with (Targeted, Broader or Mainstream), the Niche Master will identify if that niche qualifies as a targeted Niche for example.

If, for example, you have decided to go for a targeted niche, and the Niche Master says that your niche qualifies, it will also present you with a Niche Difficulty Score. So the analysis that the software returns is that your niche qualifies as a Targeted Niche and it will tell you how hard it is going to be to compete in that niche on Google.

The table below reveals what the difficulty scores actually mean for you: -

Score 1 – 9:	Very easy
Score 10 – 19:	Easy
Score 20 – 29:	Medium, but doable
Score 30 – 39:	Medium to hard competition. Requires powerful SEO
Score 40 – 49:	Competition is tough. Requires high authority SEO
Score 50+:	In this level of competition, it is typically very costly to rank on Google as the competition is so fierce. If the difficulty score is 50+ you should focus on the Pinterest Traffic Strategy in conjunction with our other “Traffic Magnet” strategies to drive traffic

## Finding Specific Niches

The Niche Master Software tool uses is designed to work alongside a reasonably low cost keyword tool called KWFinder. In order to be able to use the tool, you will need to You will need to subscribe to KWFinder.

The link below provides you with free access for up to 10 days: -

[KWFinder – 10 Day Free Trial](#)

You will need to enter data from the KWFinder tool in to the Niche Master Software. The software will then calculate the KWFinder data and return the specific data and results that you can work with.

## Search Volume

For deciding on a niche to evaluate, you will first need to check the niche for monthly search volume. The criteria you should look for is shown in the table below: -

<b>Targeted Niche Key Phrase</b>	Minimum 5,000 Monthly Searches Maximum 20,000 Monthly Searches
<b>Broader Niche Key Phrase</b>	Minimum 20,000 Monthly Searches
<b>Mainstream Niche Key Phrase</b>	Minimum 20,000 Monthly Searches No Maximum

Now this process is for you to be able to determine the volume of people interested in the niche and also for you to gather other key data to enter in to the Niche Master Software.

The steps and process you are going through is not a key phrase search to determine if you can rank for it. Key phrase search for potential blog posts will be at another stage in the process. Right now, you are just trying to determine data about the niche phrase.

## Niche Difficulty

The next set of data you will be looking for is the KWFinder KD score (stands for Keyword Difficulty). The table below shows a KD score range for each website type.

For Example..... If the niche site type that you want to build is a Targeted Blog Site, you should check to see if the KWFinder KD score is within the range of the criteria in the table below

<b>Targeted Niche Key Phrase:</b>	<b>KD35 or Less</b>
<b>Broader Niche Key Phrase:</b>	<b>KD45 or Less</b>
<b>Mainstream Niche Key Phrase:</b>	<b>No Limit</b>

## Why Check The 2 Sets Of Data?

You need to check the 2 sets of data (Search Volume & Keyword Difficulty) so that you can eliminate niche phrases quickly. It is important to eliminate phrases quickly in the process of identifying qualifying niches because otherwise the niche selection process would be too time consuming. It is likely that you will go through a fairly large number of niche phrases before you decide on a niche you want to run with that also qualifies. KWFinder is a great help for the initial verification purposes.

When you do find a phrase in KWFinder that does qualify for the initial (Search Volume & Keyword Difficulty) criteria, you can then go on to evaluate the niche phrase inside the Niche Master software. To do this, you simply enter the specific data in to the Niche Master Software together with the other data you will have available (see the video of how to use the Niche Calculator in Module 2). You will then be able to determine and identify if the specific niche you have selected qualifies.



# Coming Up With Niche Ideas

There are literally thousands of niches out there. You will probably only be able to think of less than 20 before you have to start thinking deeper about niches.

## Niche Master Niche Ideas

The screenshot shows the 'Niche Master' software interface. At the top, a dark blue header reads 'Niche Master' and 'The Worlds Most Powerful & Accurate Niche Finder Calculation Tool'. On the left is a sidebar with buttons: 'Niche Master Dashboard', 'New Project', 'My Projects', 'Niche Ideas', 'Niche Calculator', 'Key Phrase Calculator', 'Post Titles', 'Training Videos', 'Keyword Research', 'Affiliate Platforms', and 'Can Your Niche Be Monetized'. The main area is titled 'Niche Ideas' and has 'Page 1' and 'Page 2' buttons. It displays three columns of niche ideas:

Health & Fitness	Lifestyle	Money & Business
Alcohol Addiction	30 Minute Meals	Affiliate Marketing
Anger Management	5 Star Travel Tourism	Amazon FBA
Anti-Aging	Adventure Tourism	App Development
Aromatherapy	African Safari	Artificial Intelligence
Bad Posture	Alkaline Diet	Bankruptcy
Biohacking	Asian Cuisine	Bitcoin
CBD Oil	Backpacking Travel	Blogging
Childhood Obesity	Baking	Bookkeeping
Cycling	BBQing	Business Coaching
Dairy Allergy	Beercations	Business Fashion For Men
Depression	Bread Making	Business Ideas
Detox Diet	Cake Decorating	Business News
Diabetic Recipes	Cambridge Diet	Business Startup
Dieting (Paleo, Ketogenic, Atkins, Low Carb Etc)	Camping	Business Tips
Digital Detox	Coffee Lovers	Coin Collecting
Drug Addiction	Comedy	Copywriting
Fat Loss / Weight Loss for Men	Cruise Travel	Cryptocurrency
Fat Loss / Weight Loss for Women	Culinary Tourism	Debt Consolidation
First Aid	Dash Diet	Droshipping

In the Niche Master software, you will see a button titled “Niche Ideas”. In this section of the software is a list of niche ideas. They are not necessarily qualifying niche phrases, although many may be. They are provided to give you inspiration and a starting point so that you can come up with your own amazing niches.

Throughout the weeks and months ahead, I will be adding more and more niche phrases to this list so that it will help you even further.

## Amazon's Niche Ideas – Product Based

Another place to get inspiration is Amazon. Amazon has a huge list of niches.

The screenshot shows the Amazon UK homepage. The top navigation bar includes the Amazon logo, a search bar, and links for 'Hello, Chris', 'Account & Lists', and 'Returns & Orders'. Below this is a dark blue banner with 'Deliver to United Kingdom' and various category links like 'Today's Deals', 'Chris's Amazon.com', 'Help', 'Browsing History', 'Gift Cards', and 'Amazon's response to COVID-19'. The main content area is titled 'Amazon Best Sellers' with the subtitle 'Our most popular products based on sales. Updated hourly.' On the left, a sidebar lists various product categories, with 'Any Department' highlighted by a red box. The main area displays 'Toys & Games' best sellers, with a red arrow pointing from the 'Toys & Games' category link to the 'Jenga Classic Game' product listing. Below this, the 'Electronics' section is visible, showing the top three best-selling products: a remote control, a smart TV, and an Amazon Echo.

**Any Department**

- Amazon Devices & Accessories
- Amazon Launchpad
- Amazon Pantry
- Appliances
- Apps & Games
- Arts, Crafts & Sewing
- Audible Books & Originals
- Automotive
- Baby
- Beauty & Personal Care
- Books
- CDs & Vinyl
- Camera & Photo
- Cell Phones & Accessories
- Clothing, Shoes & Jewelry
- Collectible Currencies
- Computers & Accessories
- Digital Music
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food
- Handmade Products
- Health & Household
- Home & Kitchen

**Toys & Games**

› [See more Best Sellers in Toys & Games](#)

1.   
★★★★☆ 1,730
2.   
★★★★★ 14,785
3.   
★★★★★ 3,319

**Electronics**

› [See more Best Sellers in Electronics](#)

1. 
2. 
3. 

You can find all their niches here: -

[Click To See Amazon's List Of Niches](#)

When you are on the page, you will be able to click on any of the listings in the left hand side bar. When the page opens, you will see another set of listings in the new left hand side bar. Those new listings will be sub niches of the main niche listing you clicked on, and there may even be sub sub niches if you open up some of those listings.

## Amazon's Niche Ideas – Info Based

If you want to look more specifically at a niche that might not be product based, you can look at Amazon's book listings. For example, it is unlikely that you will find any physical products for the phrase / niche "Personal Finance", other than books, yet this is a big niche and very profitable.

If you carry out a search in Amazon Books directory, you can do the same process as I suggested with the products and you will find a ton of other good potential niche ideas.

# Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Books

Arts & Photography

Biographies & Memoirs

Books on CD

Business & Money

Children's Books

Comics & Graphic Novels

Lesbian, Gay, Bisexual & Transgender Books

Literature & Fiction

Engineering & Transportation

Religion & Spirituality

Romance

Science Fiction & Fantasy

Teens

Travel

Christian Books & Bibles

Medical Books

Politics & Social Sciences

Self-Help

Computers & Technology

Cookbooks, Food & Wine

Crafts, Hobbies & Home Reference

Health, Fitness & Dieting

Humor & Entertainment

Parenting & Relationships

Science & Math

### Best Sellers in Books

#1



The Ballad of Songbirds and Snakes (A Hunger...

› Suzanne Collins

★★★★☆ 23

Hardcover

\$16.79

#2



Untamed

› Glennon Doyle

★★★★☆ 1,672

Hardcover

39 offers from \$14.94

#3



Where the Crawdads Sing

› Delia Owens

#4



My First Learn to Write Workbook: Practice for...

› Crystal Radke

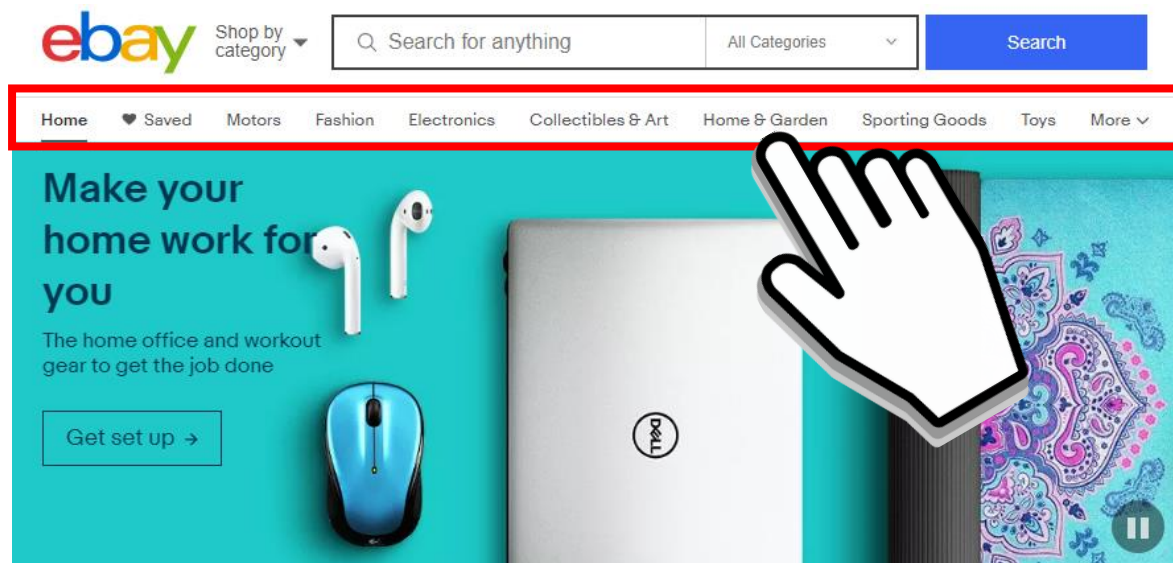
You can find all their niches here:

[Click To See Amazon's List Of Book Niches](#)

When you are on the page, you will be able to click on any of the listings and see other sub niches and even sub sub niches, just like you do with the Amazon product search I mentioned up the page.

## EBay's Niche Ideas

Another good place to go for niche idea inspiration is EBay. Just like I outlined with Amazon, you can do the same with EBay.



All you need to do is go to [EBay.com](https://www.ebay.com) and hover your mouse over the categories in the Nav Bar. There, you will be able to see a list of products that could be potential niches. You can then click on each nav bar tab and it will take you to a page that lists each sub niche just like I told you with the Amazon search above.



## **Niche Ideas On My New Blog Site**

In launching Money Online Blueprint, I decided to create a brand new blog and go through the Money Online Blueprint training with you, so that you can reference my blog and pick up some ideas. Also, I want my blog to be an ongoing resource for you to learn from and to give you ongoing tips that will help you succeed.

I have therefore written a post titled: -

### **[93 Most Profitable Blog Niches & How To Monetize Them For Big Income](#)**

Please feel free to check it out for some other niche ideas.

## **How To Find Out If Your Niche Is Profitable**

When you have found a niche phrase that qualifies. You will need to determine if it is profitable. A profitable niche is one where people are spending a lot of money in it.

You can find out if money is being spent in that niche in a number of ways: -

1. Checking on Amazon and checking the products for sale
2. Checking affiliate marketplaces. If you can find 10 or more products in your niche at these marketplaces, your niche is likely to be a profitable one
3. Doing a search on Google for affiliate programs in that specific niche. If you can find at least 10 affiliate programs in your niche, it will mean that your niche is likely to be a profitable one

Note: If you can't find any affiliate products, you can still check by entering a broader phrase that is still highly related to your targeted niche phrase (if you are looking targeted). Here's an example: -

Targeted Niche Phrase:   Angel Fish

Broad Phrase Search:     Tropical Fish

So if you are looking for affiliate opportunities under Angel fish, there probably won't be any, but there probably will be under tropical fish because it is broader in niche, but Angel fish are an exact match that fits within the broader niche of tropical fish.

## **Why Look For Affiliate Products**

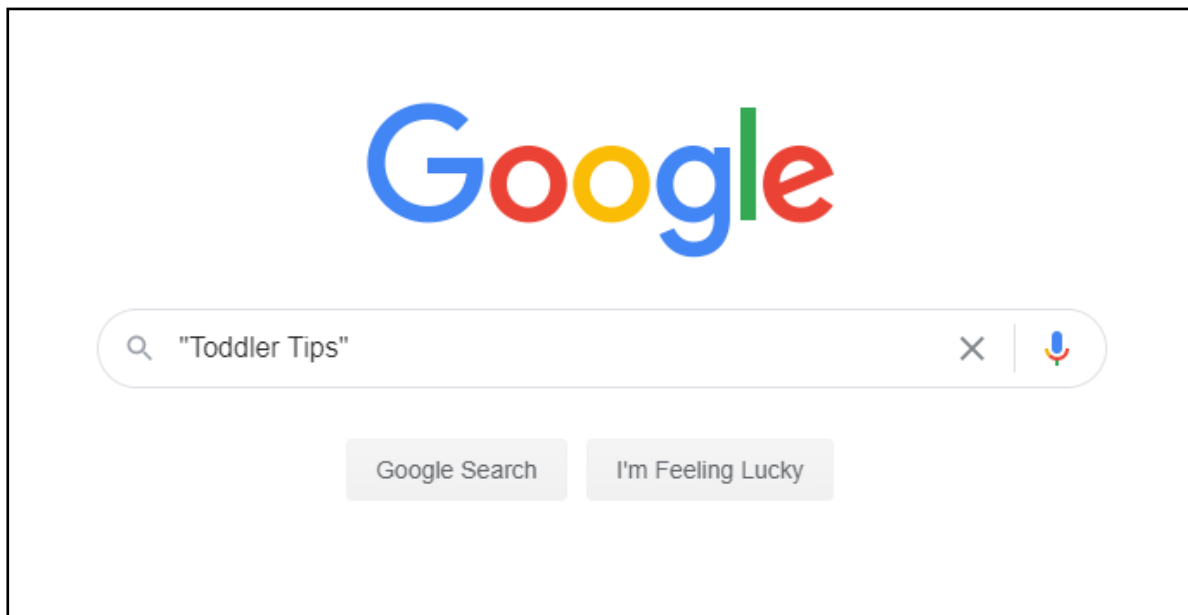
You should look to find out if there is a good selection of affiliate products in your niche (or in a closely related broader niche) because you will want to monetize your blog with affiliate products to maximize your income potential.

## **1: Checking On Amazon**

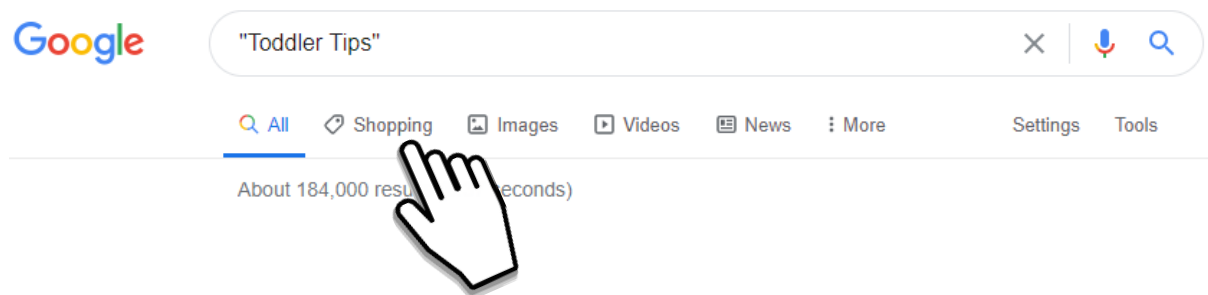
Enter your niche phrase into Amazon and have a look if there are any products. If there aren't any or just a tiny number, you can try doing a search on Google with your niche phrase in quotes like this:

**“Your Niche Phrase”**

So, this is what it would look like if your niche phrase was “Toddler Tips”: -



Enter your search term and then click on the shopping tab: -



Have a look at the results and make a list of products that fit your niche phrase. As I am using "Toddler Tips" as my example phrase, I will be looking for products that might solve a problem. In the shopping results I have with this search, the 1<sup>st</sup> product is a potential to monetize a post: -



### Gro-Clock Sleep Trainer with Sleepy Farm Story Book

**£21.99** [John Lewis & Partners](#) **89%** positive seller rating | [Compare prices from 1](#)




★★★★★ 477 product reviews

Throughout the night the Groclock will show its moon screen and the stars will go out

So this product is a toddler sleep trainer. Now I have a starting point. I can go to Amazon and enter “Toddler Sleep Trainer”

Check out the results on the Amazon page and look specifically to see if there is a “Best Seller” product in that listing.

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	<div>Best Seller</div> 	
Mirari OK to Wake! Alarm Clock & Night-Light	Hatch Baby Rest Sound Machine, Night Light and Time-to-Rise	Cat Alarm Clock for Kids ,Time to Wake Sleep Trainer ,Night Light & Wake Up Light , Sleep Sound Machine
★★★★☆ ~ 3,844	★★★★★ ~ 4,345	★★★★☆ ~ 54
\$25 <sup>90</sup> <del>\$27.99</del>	\$59 <sup>99</sup>	\$33 <sup>99</sup>
<small>Ships to United Kingdom</small>		<small>Ships to United Kingdom</small>
<small>More Buying Choices</small>		<small>More Buying Choices</small>
<small>\$22.75 (8 used &amp; new offers)</small>		<small>\$31.27 (2 used &amp; new offers)</small>

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If there is, then you have a niche that is profitable. If there is no product with a best seller's badge, look to see if there are 5 products on the page that each have 500+ reviews. If there are, then you have a profitable niche.

If there aren't you can look further at other product potential ideas for the niche you are investigating or skip and move to the next step to determine if the niche is profitable.

**This information and process will let you know how popular the niche is from a buying perspective**



## 2: Checking Affiliate Marketplaces

The following list are the main affiliate marketplace directories that cover a wide range of niches: -

### [Amazon Associates](#)

Physical product marketplace for the Amazon website

### [Clickbank](#)

Digital product marketplace

### [Share A Sale](#)

Digital & Physical product & services marketplace

### [eBay Partner Network](#)

Physical product marketplace

### [Jet](#)

Physical product marketplace – similar to Amazon & eBay

### [Target](#)

Physical product marketplace – similar to Amazon & eBay

### [WalMart](#)

Physical product marketplace – similar to Amazon & eBay

### [VigLink](#)

Not an affiliate program itself, but an enhancer

### [FlexOffers](#)

Physical product marketplace & services across all niches

### [Commission Junction \(CJ\)](#)

Digital & Physical product & services marketplace

### [Avangate](#)

Digital products, software & SaaS marketplace

### [MindValley](#)

High ticket digital courses marketplace

### [Udemy](#)

Low cost digital courses marketplace

The following directories are large affiliate marketplaces for specific niches: -

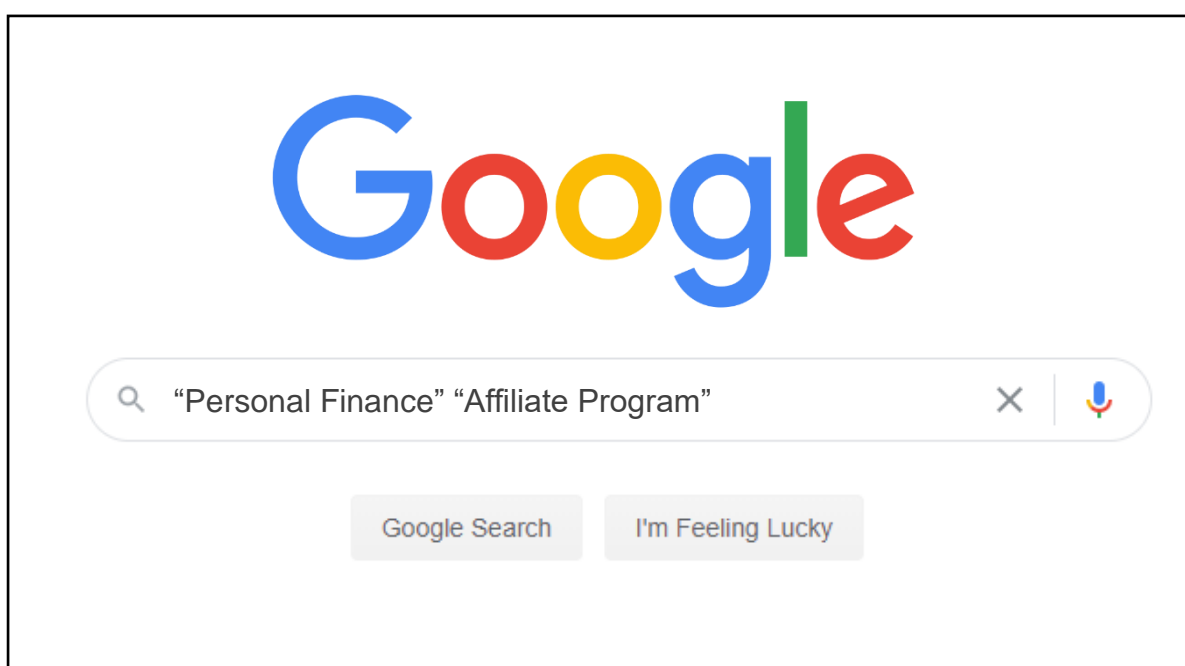
- [JVZoo](#): (Online marketing / Biz Opp)
- [Muncheye](#): (Online marketing / Biz Opp)
- [Warrior Plus](#): (Online marketing / Biz Opp)
- [JVNotify Pro](#): (Online marketing / Biz Opp)
- [Market Health](#): (Health products marketplace)

### 3: Google Search For Affiliate Programs In Specific Niches

You can also find individual affiliate programs where you go direct to the company and become an affiliate. The best way to find these opportunities is to go to Google as enter the following search: -

**“Niche” “Affiliate Program”**

If you are in the personal finance niche, you search on Google will look like this: -



## What If There Aren't Any Affiliate Products Or It's Not A Profitable Niche?

My recommendation if the number of affiliate opportunities is low and the indicators are that your niche is not particularly profitable is that you consider very carefully about going into that niche. You should only consider entering that niche if you can get enough traffic driven to your blog. If you can, you can still make a good income with just ads, so don't dismiss a niche just because there are no, or very few products for sale or other affiliate opportunities.

If there is a lot of traffic in your niche and The Niche Master is saying that your Niche Difficulty Score is less than 25, then it could be good to go for that and use ads as your monetization method. However, you should only consider if the Niche Difficulty Score is low to make it worth your while.

## Consider How You Can Monetize Your Blog In The Niche You Are Considering

As you are looking at the niches, you should have a look to find out how other top bloggers in that niche are monetizing. You can do a search on Google using this string: -

**Google Search:** "Niche" + "Top Blogs"

**Google Search:** "Niche" + "Top Bloggers"

**Google Search:** "Niche" + "Blog"

Look at how they typically monetize. You will probably see many using ads as their way to monetize mainly. Ignore ads. Ads don't deliver a good monthly income. Look at other methods they are using to monetize.

Here is a list of monetization methods, so when you look at other people's blogs, look out for any of these below that I have tagged "Recommended": -

- Display ads on your site
- Sell online courses
- Sell eBooks
- Sell printable workbooks
- Sell downloadable templates
- Sell software
- Affiliate marketing
- Sell physical products
- Create a paid membership site
- Publish sponsored posts
- Sell your services (coaching or freelancing)
- Outsource your skills
- Influencing

## Conclusion

Niche selection is a bit like panning for gold. There will be a ton of amazing niche opportunities available for you. You just need to look to find them.

With the tools and training you have with Money Online Blueprint; you have a huge advantage over your competition that are really guessing at their niche selection.

These are exciting times, and this is an exciting opportunity for you and I wish you all the success in this step of finding your niche.

Kind Regards

*Chris Cantell*