

Niche Questions

Determining the viability of a niche

1. Is my prospect experiencing pain + urgency or irrational passion?

How to find this out?

- a. Browse forums
- b. Browse Yahoo Answers

2. Is my prospect proactively looking for solutions?

How to find this out?

- a. Browse forums
- b. Browse Yahoo Answers
- c. Check search volumes in Google for main keywords

3. Does my prospect have few or no perceived options?

- a. Browse forums
- b. Browse Yahoo Answers
- c. Do your own searches as if you had this issue or problem and see what solutions you can find. Are there free ones? Cheaper ones? Better ones recommended in forums?

4. Are at least 1 in 1,000 people searching for a solution right now?

- a. Check search volumes
- b. See how active the forums are and the dates of latest posts

5. Is this niche financially viable?

- a. Is there a good product to promote?
- b. What is the commission on the product?
- c. Is there a lot of competition?
- d. Are there a lot of advertisers in Google for main keywords?