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| Project Name: |  | Date: |  |

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|  |  | *Yes* | *No* |
|  | *Finding a viable niche that suits both you and your members is a tricky task. You will have to think a lot to decide about the suitable niche to start your business, so the following a few good points will get you on track. Here are some straightforward steps that can help you find a suitable niche:* |  |  |  |
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|  | **IDENTIFY YOUR INTERESTS:** |  |  |  |
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| *1* | Identify your interests and goals by brainstorming and be passionate about them, that’s how you’ll stick to your work. |  |

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| 2 | Make a list of your interests by asking yourself these questions: |  |

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|  | *• What interests you during your free time?**• Which clubs and organizations do you like?**• Which is the topic that doesn’t make you bored while writing on it?* |  |  |  |
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|  | **IDENTIFY WHICH PROBLEMS YOU ARE ABLE TO SOLVE:** |  |  |  |
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| 3 | Perform some research on websites like Quora.com, get an idea about frequently asked questions and try to solve those. |  |

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| 4 | Discover pain points that are causing trouble to your customers by searching keywords using tools like Google trends. |  |

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|  | **GET AN IDEA ABOUT YOUR COMPETITORS:** |  |  |  |
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| 5 | Determine the work quality of your competitors because this will give you an idea about selecting your niche. There are different kinds of contents, like: |  |

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|  | *• Low-quality content, which is not detailed enough to serve the audience.**• Lack of authenticity in contents that outranks them.**• Lack of paid advertisement on a highly searched keyword because of its high cost.* |  |  |  |
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|  | *You've got to select your niche wisely, looking deep into the above-mentioned content types.* |  |  |  |
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| 6 | Perform a thorough analysis of competitor’s site and create a spreadsheet filled with all the competing sites of your level. |  |

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|  | **CHECK WHETHER YOUR NICHE WILL BE PROFITABLE:** |  |  |  |
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| 7 | After getting an idea about your niche, the first thing you need to do is to check its market value |  |

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| 8 | Check whether your niche is going to be profitable or not by using ClickBank. |  |

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| 9 | Browse your niche in the browser tab of ClickBank to know about the offers that hold related to your products. |  |

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| 10 | If the search results after browsing your niche are showing decent values, then you're lucky, and you can hope great profit from your site. |  |

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|  | **NOW YOU GOT TO TEST YOUR IDEA:** |  |  |  |
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| 11 | This step is very important to test the validity of your niche. |  |

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| 12 | Set up a landing page to pre-sale your product. |  |

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| 13 | Start paid advertisements to draw the attention of the customers to your product's pre-sale. |  |

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| 14 | If you find your pre-sales is not converting, you can use the method of A/B split testing. |  |

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| 15 | Leverage your split test and it will give you information about all the blockages in the path of your niche and the target market. |  |

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| 16 | After choosing a viable niche, develop your website and create your blogs. |  |

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| 17 | Analyze the content of your niche often and make it better if improvements are needed to be made. |  |

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