



# Checklist 1 - Finding a Niche That Works For You and Your Members

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

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:*

## IDENTIFY YOUR INTERESTS:

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Identify your interests and goals by brainstorming and be passionate about them, that's how you'll stick to your work.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Make a list of your interests by asking yourself these questions: <ul style="list-style-type: none"><li>• <i>What interests you during your free time?</i></li><li>• <i>Which clubs and organizations do you like?</i></li><li>• <i>Which is the topic that doesn't make you bored while writing on it?</i></li></ul> | <input type="checkbox"/> | <input type="checkbox"/> |

## IDENTIFY WHICH PROBLEMS YOU ARE ABLE TO SOLVE:

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 3 | Perform some research on websites like Quora.com, get an idea about frequently asked questions and try to solve those. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Discover pain points that are causing trouble to your customers by searching keywords using tools like Google trends.  | <input type="checkbox"/> | <input type="checkbox"/> |

## GET AN IDEA ABOUT YOUR COMPETITORS:

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 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: <ul style="list-style-type: none"><li>• <i>Low-quality content, which is not detailed enough to serve the</i></li></ul> | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--|--------------------------|--------------------------|

Notes

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*audience.*

- *Lack of authenticity in contents that outranks them.*
- *Lack of paid advertisement on a highly searched keyword because of its high cost.*

*You've got to select your niche wisely, looking deep into the above-mentioned content types.*

- 6 Perform a thorough analysis of competitor's site and create a spreadsheet filled with all the competing sites of your level.

### **CHECK WHETHER YOUR NICHE WILL BE PROFITABLE:**

- 7 After getting an idea about your niche, the first thing you need to do is to check its market value

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

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

- 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.

### **NOW YOU GOT TO TEST YOUR IDEA:**

- 11 This step is very important to test the validity of your niche.

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

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

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

*Notes*



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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.
- 16 After choosing a viable niche, develop your website and create your blogs.
- 17 Analyze the content of your niche often and make it better if improvements are needed to be made.

*Notes*