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# **How To Find a Niche Market**

## **A Guide To Finding New Amazon Product Niche Markets**

**Create High Converting Wordpress Affiliate Ads: <http://www.amzps.com/>**

**More Niche Affiliate Tips & Tricks: <http://www.supertargeting.com/>**

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## 1

## Introduction

**M**y name is Ryan Stevenson and I have been making websites for nearly 15 years. Some of these websites have been made for myself to run and



others I have made as a freelancer. I have a lot of skills when it comes to making websites. I can cover every aspect of a website like design, graphics, programming, HTML, database, content writing, search engine optimization, link building, marketing, sales and more. I have had many horrible failures and also quite a few successful websites over the

years. I have built complete websites from scratch that go on to gross over \$15,000 monthly. I have taken my 15 years of experience and compiled my knowledge to write this book that details the best way to find a new Amazon Product Niche Market.

In this book, I am going to guide you step-by-step through the entire process to find your own Amazon niche market. Although my book will not actually teach you how to build your websites, my method will put you on a quick path to success.

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How exactly is learning how to research a niche market going to put you on a quick path to success? My niche research strategy involves finding an available .com domain name that is an exact phrase match for a search keyword phrase that receives decent monthly traffic on Google. It can be hard to find these domain names available if you do not know how to properly look for them. Once you are able to find one of these domain names that can target a particular Amazon product niche, you are ready to start building your website.

By using a domain name like this, it will be so much easier to get your site ranked in the top of the search engines for your primary keyword phrase. You will also be able to target a wide variety of other relational keyword phrases within other pages on your site. The result is a website that will generate regular sales referrals and also requires very little maintenance. You can easily build an army of Amazon websites just like I have done over the past few years and end up with a very nice monthly revenue source that requires very little time to manage.

Even though this is a free ebook guide, I have loaded it with extremely good information that will provide you with the proper groundwork to be able to find new Amazon niche markets on your own.

If you would like some additional training on how to build and market Amazon websites, I do offer a training program where I will personally teach you how to do absolutely everything and be successful.

I also produced a really nice Wordpress plugin that you can use to show stylish Amazon ads just like the ones I use on my own websites. These ads get great conversion rates. Take a look at the 'Resources' chapter for details.

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## 2

## Product Selection

I always begin my search with product selection. You have to figure out what products you are going to be promoting before you can proceed to keyword and domain name selection. I use a number of different websites to find products. [Ebay Pulse](#) is a good website to see what people are looking to buy, although some of these products may not work well for this type of website. Even more so, some of these products may not even be available for sale on Amazon.

Everyone has their own method of finding products, but I personally prefer to find them on Amazon itself if I am going to be making a website that promotes Amazon products. This saves me a lot of time in the long run because I never find a product that ends up not being available for promotion.

I mainly use the tools that are available to the general public on Amazon. Just go to their main page and select a department. You can then further refine the department until you get down to specific types of products. Any of these are potential niche ideas, although more research will be needed to find out if it's a niche that you will be successful with. Start by simply making a list of some possible niche markets.

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When you are searching within a particular category on Amazon, you can sort your results by 'Bestselling', 'Avg. Customer Review' and even by price. I like using these features to find some of the popular items or to target higher priced items. It does help sales a lot for a product you are promoting to have customer reviews.

You can also find out what people want to buy on Amazon.com by checking out [Gift Central](#). Gift Central shows you some of the most wished for items in various categories or for different kinds of people (grandpa's, for example). This is a superb way to find out about popular niche products that you would ordinarily not even think about.

A lot of people will only select products with a price of \$150 or higher, but I don't always agree with that policy. You will get lower commissions but better conversion rates with lower priced products and the opposite with higher priced products. This means that you will need more traffic to convert a single sale when you have a site promoting higher priced products. I really like it when I can find a niche that offers a bit of a variety of product prices so I have some cheaper items to promote that will get frequent sales and more expensive items that sell every now and again but bring great commissions.

Try to avoid the most mainstream high-priced items that are already over-promoted: TV, computers, etc. Although I do not have any specific places to recommend to find these specific products, new types of products that become available to the public are often the best niches to make a website for and they will usually have available domain names. Once you have a general product category, try to find new products made in that category within the past year or even products that will be coming out next year.

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For these types of websites, I only promote Amazon products (I do use other Amazon country sites for certain websites). I run other types of websites that use CJ, Clickbank, Adwords, etc.. but my Amazon sites make more money than any of my other websites.

The commission is low compared with other affiliate programs, but I try not to think about it that way. Most other affiliate programs are for services or digital products where you have a lot less cost involved compared with a physical product. The truth is that most services and digital products are marked up by 100% just to cover the affiliate payments.

I find that you have to talk people into buying services and digital products, but there are already tons of people searching everybody looking to buy physical products. All you have to do is put yourself in their path, provide them with some useful information and then pass them along to complete the sale.

Amazon.com starts you off at 4%, but some of the other Amazon countries start you off with more (I think Amazon.co.uk starts at 5%). They all have different rules for moving up in the commission scale, but Amazon.com only requires 7 monthly sales to get bumped to 6%. I found that it was rather easy to move up to that pay scale with just 1 or 2 semi-successful Amazon product sites. At 6%, the commissions are pretty decent if you are promoting products that are \$80 or higher (around \$5 for a \$85 sale).

Consider how hands-off these websites are to run, I don't mind the low commissions. Sure, it would be nice to be the person selling those products, but

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you're talking a lot of extra work to be the one providing customer service, payment processing, refunds, shipping, etc. In reality, the people that do all of that to sell physical products probably don't end up making more than 6-10% on the sale themselves, especially once you factor your expenses.

I do usually take a look at other affiliate programs when I make these sites to see if there is anything worth promoting. I know some people have made sites for CJ.com products. At least for the websites that I've made, CJ.com really didn't have anything good to offer. There were products available but I found that the prices were too high (with a slightly better commission than Amazon's standard – up to 8%) or the commission was too low and the prices were still too high.

I usually find CJ.com sites to sell their products for the price that is slashed out on Amazon.com. Even if CJ can give a better commission, I want to sell the lower priced product because that's something that the customer will actually buy more often. I would much rather sell a \$40 product for a 6%+ commission than the same product for \$60 with an 8% commission. I get a 8% commission from Amazon.com currently, although electronics are a set 4% (not really a bad thing, because they are usually high priced - I have a site promoting multi thousand dollar electronics products that gets great commissions).

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## 3

## Keyword Selection

When I am trying to find a new niche market, I will only choose a primary keyword phrase that has the exact phrase available to register as a .COM domain name. This is one of the most important aspects of my entire campaign besides actual product selection. Without it, getting search engine rankings will take more work, time and effort. I prefer spending my time researching and making new websites - not marketing and maintaining!

Obviously, almost everyone will know about keyword resources from Google: [Google Insights](#) and [Google Keyword Tool](#).

Google Insights is great to find out whether a product is on the rise or decline. You don't want to get on board with a product that people won't want to buy a few years from now and on the other end of the spectrum, you'll make a ton of money down the road if you get in on a product that is just starting and gains popularity over time.

Insights will also give you suggestions of other relating search terms that are popular in addition to breakout searches featured on the right hand side of the page. An important point that I want to stress about Insights is to NEVER rely on these keywords to decide on a primary keyword phrase or domain name.

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Use this information as a guideline only to have an idea of the popularity of your products and whether they have seasonal tendencies.

Google Keyword Tool is used to actually select a keyword phrase for your product(s). You want to find a keyword phrase that has a good monthly search count. Although you will not see this option when you first make a search on the keyword tool, after your results are displayed you will be able to mark check boxes for "Broad, Exact and Phrase". You can check each of these boxes to give you an idea of the power for your keyword phrase in various areas. I've provided a brief explanation of each of these settings below.

### **Broad**

This number shouldn't be taken too literally because you will likely never receive all of this traffic. This figure is a general traffic stat that will tell you how much traffic that subject receives, although the actual searches can be very different from your keyword phrase. If you end up creating an authority site that essentially covers every single topic for a subject, you could possibly see a portion of this search traffic.

### **Exact**

Most people only go by the exact monthly search traffic in their keyword research. While this is a good practice, I don't think the other numbers should be ignored. I have had many websites with low exact monthly search traffic that gets many times more traffic than sites with considerably higher exact monthly searches. That's where the other two factors come into play, because you will usually target more than a single keyword phrase over an entire website. Depending on the price of the product I want to sell, I usually look to get a bare minimum of 200 exact monthly searches for my primary keyword phrase.

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