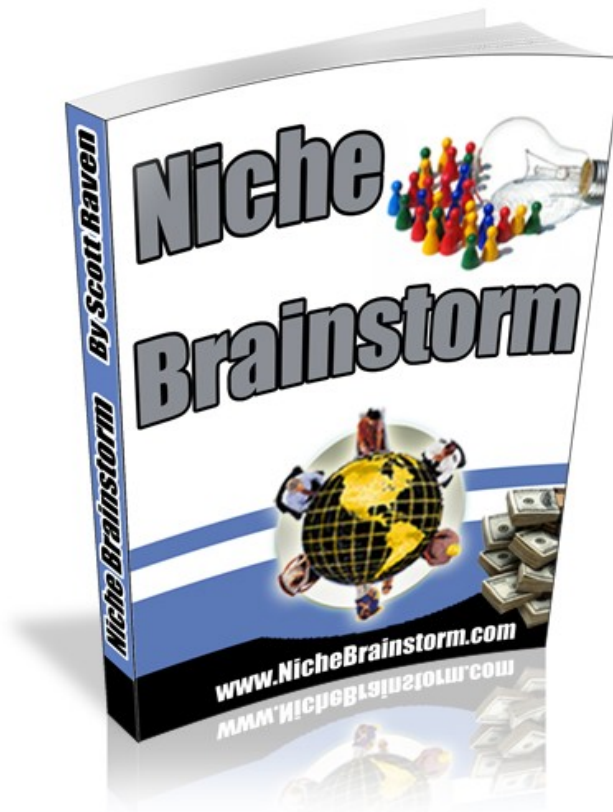


Niche Brainstorm



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Introduction

One of the most asked questions of Internet Marketing is:

“How Do I Find Profitable Niches”

While there are many different ways to find niches, I decided to write this report to share with you my way of finding hot markets that I call Niche Brainstorm.

Now, I will be the first person to tell you that getting in the perfect niche is not always easy. Most people get stuck in this part of product development, but you don't have to!

Finding niches can actually be very fun and very easy...if you know how to Niche Brainstorm.

Also, sometimes the perfect niche is not always glamorous. You may find a niche that is Very Profitable around a topic such as “How To Make Money With eBay” and then again, your profitable niche might be “Dumpster Diving For Fun And Profit.” ☺

Whatever the niches you come up with, the main purpose of Niche Brainstorm is simply that...to brainstorm only! This isn't a report about analyzing profitable niches...that's for another time.

Your primary goal is to fill up a notebook (or your favorite word processor) with tons of ideas that you can go back and spend some time analyzing.

Don't think an idea is too “out there” to write down. Everything that pops in your head as you Niche Brainstorm should be written down, because you never know when one of those strange niche ideas might lead you to a Very Hot Niche of its own.

So...Are You Ready???

Let's Begin!

eBay

One of the most used and most suggested resources for Niche Brainstorming is eBay. If you think about it, eBay has virtually EVERY Niche available in one place with "hungry" consumers there specifically to shell out their cash for whatever it is they want to buy. You can't beat eBay for great niche ideas.

1. eBay Pulse

eBay added the Pulse section sometime back to highlight what auctions in each category has the most interest. They judge this by the amount of people that are "watching" the auction in question. Here is the link to eBay Pulse:

<http://pulse.ebay.com/>

This is a great place to start on eBay if you are looking for niche ideas. It's pretty obvious that any auction listed in eBay Pulse is a pretty hot topic, otherwise people would not be watching them in hopes of beating other buyers to the punch.

As with anything that can be rated, there is always a chance for seller manipulation. What I mean is that it is possible for a seller to hit the Pulse by unethical means, such as having their friends watch their auction. At one time, the Pulse could also be manipulated by watching an item as a guest and then clearing your browser cookies and going back and watching it again as a guest.

I don't think this can be done any longer, as many people were selling "eBay Pulse Secrets" type eBooks and eBay caught on to what was happening. I can't guarantee that this is no longer possible though, so you should always follow up on anything you choose as a niche during your brainstorming sessions by looking at the potential profit (or non-profit) of each niche. This report is about brainstorming and

not niche profit research, so I won't go into any details about research at this time.

2. What's Hot

Another great place to look for niche ideas is the "What's Hot" section of eBay. You can visit it here:

<http://pages.ebay.com/sellercentral/whatshot.html>

There you will find multiple tools to help you brainstorm for niches, such as **Merchandising Calendar**, **Hot Items By Category**, **eBay Marketplace Research**, and the new **eBay Pop**.

With the **Merchandising Calendar**, you can actually get ahead of the trends by using eBay's vast research abilities and look toward future seasonal merchandise. If you can ever get ahead of a new product launch, you can potentially turn it into THOUSANDS in no time. Of course, this is seasonal and will eventually die out, but it is always great while it lasts. ☺

Hot Items By Category is a PDF file that comes out every month. In it you will find categories rated based on their degree of "Hotness" (if that is a word, LOL).

This is an awesome way to find out what is hot right now. You can then decide what types of products to build around the category you choose.

Here is an example:

Business & Industrial Super Hot

Level 2 Level 3 Level 4 Industrial Supply, MRO	Commercial Radios	Intercom Systems
Manufacturing & Metalworking	Metals & Alloys	Copper

Very Hot

Level 2 Level 3 Level 4 Industrial Supply, MRO	Government & Public Safety	Traffic Control & Road Safety
Industrial Supply, MRO	Professional Tools	Air Tools
Other Industries	Oil & Gas	Drilling Equipment

Hot

Level 2 Level 3 Level 4 Agriculture & Forestry	Farm Implements & Attachments	Irrigation Equipment
Healthcare, Lab & Life Science	Dental	Scalers

As you can see in this example, Commercial Radios are the best seller in this category for July 2007.

Dig through this report and you are sure to find tons of niche ideas. The great thing about this report is that the niche research is already done for you too. **You already know people are buying!**

eBay Marketplace Research is an awesome feature that eBay gives to you for as low as \$2.99 for 2 days or as high as \$24.99 per month for unlimited usage. According to eBay, with Marketplace Research you can "access to up to 90 days of historical information on completed items as well as active listings data, including average start prices, average sold prices, top keyword searches, and more!" You can learn more about this feature and its benefits by visiting:

http://pages.ebay.com/marketplace_research/detailed-comparison.html

eBay Pop is brand new and has TONS of potential for niche brainstorming. Here is a quote from eBay about what exactly is eBay Pop:

"eBay Pop is a beta site that captures some of the buying buzz, popular trends, and fun things happening on eBay. It's a new way to stay in the know, current with the trends and to impress your family and friends. "

Check eBay Pop out at <http://www.mpire.com/ebayPop.ivk>

Trust me, you will be amazed at the info you can dig up here. Niche ideas just “ooze” off the pages. ☺

3. Want It Now

One other section on eBay that I want to touch on very briefly is the “Want It Now” section.

<http://pages.ebay.com/wantitnow/>

This section is awesome if you have something to sell, or if you are just looking for ideas to create info-products around. Why?

Because people are posting what they want to buy...Right NOW!

This is HUGE. Look around this section and I guarantee you will find at least 1 thing that you could supply to someone looking for it. I'm certain that dozens of things will start to jump out at you after a few times of browsing through this section.

As you can see...

eBay is a great place to pick up a lot of niche ideas to work with. My suggestion is to take each section one at a time and use it ONLY to generate ideas to start with. Keep a notebook (or if you want to keep it electronically, open up your word processor) and put in every idea you come up with.

Remember, you are only brainstorming at this point. No idea is dumb or worthless at this point. Write down every idea you come up with. Later, in your research phase, you can weed out any that are not profitable or maybe even come up with a way to make it profitable. For now, just write them down. Make it a challenge...set a goal to come up with 25 or 50 niche ideas today. When you do, reward yourself in some way.

By challenging yourself and then rewarding yourself for meeting your goal, you will find that you stretch yourself outside your comfort zone every time you do it. You will also find yourself looking forward to whatever reward you will get for meeting your goal.

Trust me...this works wonders for your work ethic!

Freelance Sites

[Elance.com](#), [Freelance.com](#), [Rentacoder.com](#), [Getafreelancer.com](#), [Guru.com](#)...are you seeing a pattern here?

Yes, they are all freelance sites; that's true. But...they all have people looking for products and services based around a certain niche.

This is a little bit of a **sneaky** tactic, but it is a very good way to brainstorm for niche ideas.

Go to one or more of these sites and look around at the projects that have been posted looking for freelancers to bid on. Each project represents a niche that someone is working in.

In most cases, if the niche is not profitable, no one would be looking to create products or services in that niche.

Go to the writers section and look at any projects that are posted looking for writers. Many of them will actually name the niche so that the freelancers can make a more educated bid on the project based on research. Use this to your advantage. Pick up those niches and put them into your notebook.

Like I said...it's sneaky, but it works! ☺

Squidoo

Unless you have been living on an island with no civilization, no power, and no internet; you must have heard of Squidoo.com by now.

Yes, there has been a lot of discussion about Squidoo. But most of the "chatter" focuses on how you can get listed in Google and generate traffic to your sites. I want to focus on another great feature of Squidoo that you can use, even if you don't have your own lens.

Squidoo is a Niche Goldmine!

To start mining that gold for niche ideas, simply go to Squidoo and click on "Discover More Lenses" at the bottom right of the page (as of this writing). This should open up a page that has the Top Lenses based on popularity.

You can even expand that to the top 100.

Here's a revelation for you (at least it was for me when I discovered this)...if it's in the Top 100, it is a Hot Niche Idea. These lens masters wouldn't continue to put any work into their lenses if they were not profitable, right?!

Grab a pen and your notebook...you're ready to pick out a lot more niches there.

About a month ago, someone told me about another trick to use on Squidoo. Go through the process outlined above and then start looking on the lenses to see if any products are being sold. Chances are, that you will find products through Clickbank (among others). Look at the Clickbank ID (if you can find it) for these products and then do another search on Squidoo...this time searching for that Clickbank ID.

Suddenly, you should find yourself looking at every lens that is owned by that particular lens master. You can see how many niches they are working out of, as well as what those niche topics are.

Great trick, huh. 😊

MySpace

Although a bit more difficult to navigate, I felt that I needed to at least include MySpace.com in this report. MySpace kind of started off like Squidoo is now, in the fact that many marketers were using it for traffic, lead generation, and product sales.

While there are still many, many marketers using MySpace; it is not nearly as profitable as it once was. Part of the reason for that is that MySpace cracked down on their Terms of Service (TOS) recently and deleted a lot of profiles.

I don't use MySpace now because of some of my other methods for niche brainstorming, but I know a lot of marketers that still do. It just takes quite a bit more time to do so.

The main suggestion I have about MySpace is to browse through profiles quickly and efficiently. You may find yourself coming across some crazy things there...ignore the urge to follow the crazy stuff.

Article Sites

One of the easiest methods for niche brainstorming is by visiting article directories. Think about it for a moment...marketers use article directories to drive traffic to their web sites. Many of these articles point directly to a niche site that you may be interested in.

As I mentioned earlier in the MySpace section; ignore the urge to read everything you come across. If you don't, you will find yourself a few hours later without any work done.

The best way to come up with niche ideas from article directories is to find the link that says something like "most viewed" or "top articles" or similar. Most article directories have something like this.

You can browse through these articles, hitting the titles and/or looking for key words. Even better, copy the URL to any article you find into a Keyword Density tool, such as the one at <http://www.seochat.com/tools/keyword-density/>

This will help you decide what keywords are being targeted for that article and help you narrow down to other niche ideas.

This is a great method to build up your niche ideas list very quickly.

People You Know

Sure, this method may not be real “techy” or mainstream; but you can find some great niches this way. Talk to your friends and family members. See what they might be interested in. Find out what they have purchased in the last few months.

People like to talk about themselves and their hobbies. They like to show off what they buy. It is just human nature. You should capitalize on this innate need in the people you know and pick up niche ideas from them.

If they have purchased something recently, chances are other people have too. Get in on that niche if you can. Even if you only put up a niche site with AdSense on it, you can still profit from niches you find that way.

Remember to keep your notebook close so you can write down any ideas you get from your contacts. The worst thing in the world (well, in niche brainstorming anyway) is to think of a great niche idea, not write it down, and then never remember it again.

I can assure you that MILLIONS of dollars are lost this way worldwide.

Amazon

Just like we used eBay at the beginning of this report, Amazon.com is another awesome site to dig for niche ideas. Everything on Amazon is for sale and you can find out just what is selling best.

Amazon has a Top Sellers link just like eBay's Hot Sellers PDF, only Amazon's is all online instead of a downloadable file. You can see Amazon's top sellers at:

<http://amazon.com/gp/bestsellers/>

You can even view best sellers by category to narrow down your niche choices. Again, the key here is that if it is listed as a best seller, that means a lot of people are interested in that niche and are shelling out their cash to buy. Get in front of these niches.

Blog Directories

Do a quick search on Google, MSN, or Yahoo and search for "Blog Directory." You will find all kinds of listings that way. Visit a few of them to see what's hot in the blogging world.

Many of these directories have a link to view the most popular blogs in their directory. This is another great way to see what is hot. People blog about all types of things. Chances are, you have a blog yourself (or even multiple blogs).

Blogs become popular because of their content. Good blog content brings in good traffic and repeat visitors. If there is a lot of traffic coming to a blog, causing it to be rated in the "most popular" section of a directory, that means people are interested in the topic. These directories can yield so many niche ideas that you won't know what to do with yourself.

Here are a couple of good directories that I found today:

<http://www.blogcatalog.com>

<http://www.blogarama.com>

There are a LOT more. Again, keep in mind to search quickly and browse through them for your ideas without getting too caught up in the blogs themselves. If you come across a blog that you want to read more from, bookmark it and come back to it later.

Niche-A-Day

This is a really cool resource provided by Scot Standke of [Keyword Avalanche](#) fame. The best thing about this is that it is Totally FREE! You get a brand new niche each and every day delivered to your email inbox. You also get a matching keyword list and Scot tells you what the current Pay Per Click (PPC) fees are for the main keywords.

This is about as lazy as you can get for brainstorming niches, because it is already done for you. ☺

You can sign up for this service at: <http://nicheaday.com/>

SRDS

What is SRDS? It is my secret weapon. It is the one thing I plan to use the most while brainstorming for niche ideas.

I want it to become YOUR secret weapon too!

SRDS stands for Standard Rates & Data Services. This is a publication put out every quarter that is about the size of a phone book from a large city (think Dallas, LA, or NY). The SRDS lists all of the mailing lists available to rent and all of the magazines that take ads.

The SRDS will tell you instantly what markets are hot and which ones aren't. Think about it...there wouldn't be a mailing list available to rent if someone wasn't making money in that niche.

This is an AWESOME resource! It is, however, very expensive.

Wanna know a secret? I don't pay for it.

That's right! I'm cheap. LOL

So, how can you use it free too?

Visit the LIBRARY!

Yes, your local library will have a copy of the SRDS, usually in the reference department. Because it is a reference tool, many libraries don't let you check them out; so take a day and go spend several hours looking through the SRDS at your local library and fill your niche brainstorming notebook full!

By the way, if your library doesn't have the newest issue of the SRDS, it really doesn't matter. Many of the niches you will find here have existed for quite some time. An older copy will still work.

Another feature of the SRDS is that it will give you demographics for the niche lists found inside. You can further target your niche based on race, sex, income, age, finances, etc. As you can imagine, this demographic information can be a huge boost to your research phase once you have your niche ideas all written down.

You can check out more details on the SRDS by visiting their website at:

<http://www.srds.com/portal/servlet/LoginServlet?action=loginFrame&linkHit=ips>

As I said, it is very expensive at around \$830 per year as of this writing. If your company budget can handle it, it will be worth every penny to have one available to you anytime you need it. Plus you will have access to an online searchable database as well. You can imagine the time saver this is. 😊

The SRDS is on my "short list" for high end purchases this year.

Conclusion

I'm certain that at least one of these 11 methods will work for you in helping you brainstorm new niches. Don't try to do them all at one time though. It will cause you confusion and potential burn out.

Pick one method and use it. If you find that it isn't working for you very easily, then move on to another method. But...spend some time with whatever method you choose, because that perfect niche idea might be just around the corner.

Again, keep in mind that you are only in the brainstorming phase with these methods. While you could potentially research each niche individually as you think of one, you will actually waste more time and effort this way.

Use your time right now to write down every single niche idea that pops into your head. Like I said, everything is worth writing down, no matter how dumb you think it might be. People strike it rich all the time with a dumb idea. LOL

I'm hoping this report has been helpful to you. Believe it or not, I have found myself learning right along with you as I wrote this. If you can learn at least 1 thing that you didn't know before you purchased this report, then I have accomplished my mission.

Thanks for sharing your time with me by reading this report. I'm sure you will find it was not time wasted.

To YOUR Success,



Resources

eBay's Pulse: <http://pulse.ebay.com>
What's Hot: <http://pages.ebay.com/sellercentral/whatshot.html>
eBay's Marketplace Research:
http://pages.ebay.com/marketplace_research/detailed-comparison.html
eBay Pop: <http://www.mpire.com/ebayPop.ivk>
Want It Now: <http://pages.ebay.com/wantitnow/>

Elance.com
Freelance.com
Rentacoder.com
Getafreelancer.com
Guru.com.

Squidoo.com
MySpace.com

Keyword Density Tool:
<http://www.seochat.com/seo-tools/keyword-density/>

Amazon.com
Best Sellers: <http://amazon.com/gp/bestsellers/>

Blog Directories:
<http://www.blogcatalog.com>
<http://www.blogarama.com>

Keyword Avalanche:
<http://www.keywordavalanche.com/cgi-bin/click.cgi?id=spraven>

<http://nicheaday.com/>

SRDS: <http://www.srds.com/portal/servlet/LoginServlet?action=loginFrame&linkHit=ips>