Lesson 8: Profitable Niches

In the previous lesson, we talked about desperate niches. This module is going to briefly discuss a selection of niches that have been proven to be profitable. Millions of dollars are being made on these niches every day and believe you me, there is a lot more of the pie to go around.

Profitable Niche #1: Weight Loss – weight loss is arguably the biggest niche there is. When I say the biggest, I mean that it has the greatest demand for information. Every other day, there’s a new diet popping out of nowhere. Companies like Jenny Craig and Weight Watchers have massive turnovers every year. Experts are calling it the obesity epidemic. We sometimes can’t help ourselves when we over indulge. And we need help with it.

Profitable Niche #2: Get Your Ex Back – Again, this is a niche that has been popularized by Travis Sago who bought the rights to a product in the niche and is using it to help hundreds, if not thousands of new Affiliate Marketers make their first sales online. If you run it through the 7 characteristics mentioned in the previous module, you will see why this niche is as big as it is.

Profitable Niche #3: Personal Finance – Nothing is scarier than waking up every day and wondering how many days left before your personal belongings are taken away. You could almost call it a “credit epidemic”; western societies love to borrow money and purchase goods on credit. When it gets out of control, you can’t help but think about it. People are capitalizing on this fear by offering advice to help others who are in debt.

Profitable Niche #4: Water for Petrol – This niche was pretty big a few years back. Someone started selling a simple manual on how to run a car with water and suddenly there were copycat copies of the manual appearing everywhere.

Profitable Niche #5: Internet Marketing – A lot of Internet Marketers sell stuff to people within their own circle… and there’s nothing wrong with that. Internet Marketers still need help running their businesses. They will still be demanding services like content creation or search engine optimization.

These 5 niches are for you to get a feel of what is profitable, what niche you may like to make money in and simply just practice for applying the 7 characteristics in profitable niches.

In the next module, we’re going to talk about a different place that is the prime source of information products online, Clickbank.