

PROFITABLE NICHE CHECKLIST

Use this checklist to evaluate if your niche is profitable:

- 1 Are there problems or passions present in the niche?
- 2 Do people spend money on these problems / passions?
- 3 Do you know anything about this niche or can you afford to outsource if not?
- 4 Is there over 10,000 searches per month on Google for the topic?
- 5 Does Google Trends show it as a growing or stable trend?
- 6 Are there thousands of products on sale and more released daily?
- 7 Are there already lots of blogs and websites on the subject?
- 8 Are there forums and social media groups?
- 9 Are people advertising on Google?
- 10 Are there affiliates already promoting in the niche?
- 11 Can you get traffic to a site on the topic?
- 12 Do you have a USP for this niche or a sub-niche you can compete in?
- 13 Have you tested and evaluated this niche on a small scale first?

If you've ticked all boxes on the checklist you have a profitable niche and should start marketing in it immediately.