

# **Niche Domination Secrets**

**How To Build A Profitable  
Business In Any Market And  
Dominate Your Niche With Ease**



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**Module #2 - Competition Theory And Analysis.  
The Key To Unlocking Niche Markets.**

**Important points from last week:**

- 1) Don't worry about finding "untapped" markets.**
- 2) If stuck for niche ideas, go to somewhere like Barnes & Noble, Amazon, eBay etc... before digging deeper.**
- 3) Don't follow your passion if it is not profitable.**
- 4) Competition is GOOD!**
- 5) Create a UNIQUE presence in an established, profitable market.**

## Market Research – Determining Search Volume

You've picked a niche, now lets research how popular that niche is online.

There are LOTS of free tools to use:

Adwords tool: <https://adwords.google.com/select/KeywordToolExternal>

Wordtracker: <http://freekeywords.wordtracker.com/gtrends>

Keyword Browse: <http://KWBrowse.com>

*(You'll get the links again in the PDF workbook)*

## **Google Adwords Tool**

**Gives search results for top ~100 related terms (as well as synonyms).**

**Use exact match, i.e. [keyword], for more accurate results.**

**Use “Traffic Estimator” to estimate PPC volume.**

**Reveals monthly search volume.**

## **Wordtracker Tool – Free Version**

**Use the “Google Trends” version.**

**Reveals daily search volume for top 100 keywords.**

**“Trends” function gives you competing page numbers as well as daily traffic for a #1 spot in Google.**

**(Can be less accurate than Adwords tool – so always compare the two sets of results)**

## **Keyword Browse**

**Very useful for determining direct related terms as well as thematically related terms.**

**Can easily dig down into sub-niches from a very broad phrase.**

**Now lets check out the competition...**

**Remember, we want at least 5 competitors, at least one of whom are making \$5,000+ a month, and access to a list of at least 5,000.**

**Start with digital information products first:**

**Go to [www.Clickbank.com](http://www.Clickbank.com) and search “Marketplace”.**

**Divided into 9 main categories and up to 94 sub-categories.**

**Results can be sorted by different variables. Important ones are “Gravity” and “Popularity”**

**Gravity is based on a combination of the number of individual affiliates who have made a sale of the product in a certain time period as well as number of sales.**

**Popularity is based on total sales volume.**

**Position of competitor in the marketplace can be used to estimate income being generated.**



**Sample Niche Analysis...**

**See the webinar for analysis in the golf market**

**Questions?**

**Remember, this is about YOU and the niches YOU want to build a business in.**

**The more direct questions you can ask, the better your understanding of this process will be.**