



# MONOPOLY ASSETS

ONLINE INCOME GENERATION



## PICKING A NICHE

PICKING A NICHE

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## A Quick Introduction

This document has been written as part of a series of trainings that have been designed to help you create a profitable online blog from scratch.

It may seem like an overwhelming or impossible task at first, but if you follow my instructions in the order that I've given them, you'll be positioned for success.

Along those lines, please ensure that you've already completed the trainings that have come before this, as each training manual builds upon the previous one.

If you would like additional tips, tricks and resources you're welcome to join us inside the members area found at <https://monopolyassets.com>.

Once inside, you'll receive access to Done-For-You weekly niche research reports that reveal trending & easy to rank for keywords (so you'll never have to stress over finding a great niche anymore), examples of successful sites that are making bank online (so you can copy their success & get inspiration for your projects) as well as my exclusive courses on: developing your own information product (so you can make money without the hassle of having to deal with physical products), and how to sell and effectively write sales copy.

In fact, I've used these same strategies to generate recurring monthly revenue in different niches, with sales like these:

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All Search for transactions

Archive Active Transaction Type Payments recei... Date Past 30 days Amount & Currency All currencies

<input type="checkbox"/>	Date	Type	Name	Payment	Gross	Fee	Net	Actions
<input type="checkbox"/>	Aug 3, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 3, 2022	Payment from	[blurred]	Completed	\$49.00 USD	-\$4.56	\$44.44	Add tracking
<input type="checkbox"/>	Aug 2, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 1, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 1, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Aug 1, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 31, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 31, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 30, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 29, 2022	Recurring payment from	[blurred]	Completed	\$279.00 USD	-\$10.62	\$268.38	Refund
<input type="checkbox"/>	Jul 29, 2022	Payment from	[blurred]	Completed	\$249.00 USD	-\$10.01	\$238.99	Print shipping label
<input type="checkbox"/>	Jul 29, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 28, 2022	Recurring payment from	[blurred]	Completed	\$229.00 USD	-\$9.23	\$219.77	Refund
<input type="checkbox"/>	Jul 28, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$7.52	\$241.48	Refund
<input type="checkbox"/>	Jul 26, 2022	Recurring payment from	[blurred]	Completed	\$49.00 USD	-\$2.11	\$46.89	Refund
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<input type="checkbox"/>	Jul 25, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 24, 2022	Payment from	[blurred]	Completed	\$49.00 USD	-\$4.56	\$44.44	Add tracking
<input type="checkbox"/>	Jul 23, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 22, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 21, 2022	Recurring payment from	[blurred]	Completed	\$59.00 USD	-\$2.48	\$56.52	Refund
<input type="checkbox"/>	Jul 21, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 21, 2022	Payment from	[blurred]	Completed	\$49.00 USD	-\$4.56	\$44.44	Add tracking
<input type="checkbox"/>	Jul 20, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 19, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
<input type="checkbox"/>	Jul 19, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund
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<input type="checkbox"/>	Jul 15, 2022	Recurring payment from	[blurred]	Completed	\$249.00 USD	-\$9.51	\$239.49	Refund

If that interests you, you're welcome to join at <https://monopolyassets.com>

Have a great day!

David



## The Goal of Picking a Good Niche

There's not doubt about it - picking a niche can be really hard.

And if you've never done it before, it can be really tough to pick a great one.

*Adding to the difficulty is that if you get this wrong, you're doomed from the start.*

See, most people tell you to pick something you're passionate about and then start a blog or website about that.

*The problem is, if people don't spend any money in that niche you aren't going to make any money.*

**And our goal is to make money. As much of it as we can.**

So we need to be able to pick a niche that people spend money in.

If you're passionate about the niche - and the niche itself is profitable - then great.

Otherwise, you're going to have to get over the fact that you're not passionate about the topic.

With that out of the way, there are two basic areas we need to focus on in order to find a great niche.



## How to Find a Good Niche

The two things you need to know in order to find a good niche are:

- a niches' money making potential and
- Who your audience is & who you're selling to

### 1) A Niches' Money Making Potential

I know I mentioned this above, but it bears repeating: **The most important thing is to start with a niche that people are willing to spend money in.**

Most people say that you need to find an audience that you know, like, or have experience with... but that's a waste of time.

*My grandmother once said: "If you want to fall in love, go where people have money. You can just as easily fall in love with someone who is broke as someone who is rich. So if you're going to fall in love anyways, you might as well fall in love with someone who is rich."*

It's the same thing when it comes to choosing a niche: pick a niche where people spend money.

The more the better.

Yes, I know that people say that there's a lot more competition in these niches - and that's true - but if people are willing to spend money, you stand a better chance of making money when they come to your website.

*Besides, I'll show you how you can compete and get traffic in these competitive niches.*

And if you can get traffic, you will make money.

It's that simple.

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To keep things simple, I recommend choosing a niche from one of the niches listed below:

- Acne and Skin Care
- Alcohol
- Art
- Baby & Maternity
- Blockchain & Crypto
- Cameras, Photography & Videography
- Cars & Vehicles
- Crafts & DIY
- Diet, Weightloss & Health
- Digital Marketing & Make Money Online
- Fitness
- Survival
- Fishing
- Finance
- Makeup & Beauty
- Music & Instruments
- Martial Arts
- Outdoors, Hiking, Camping
- Hunting
- Pets & Animal Care
- Sports

- Technology & Gadgets
- Travel
- Wedding

If you're stuck on what niche to choose, you might be able to jumpstart the process by taking inventory and asking yourself if you have a certain area of expertise, special training, or if you're experienced in dealing with a certain group of people.

Beyond that, ask your self: *What groups are you a part of, and what do you spend your money on?*

The answer to these questions might help eliminate some of the niches from the list above, giving you a good place to start.

**The great thing about niches like these is that there are a lot of different affiliate programs available for them that you can use to promote products to people.**

If you're not sure if you've chosen a good niche, a quick way to verify a niche that sells physical products is to go to Amazon.com and see how many products are being sold.

If you can only find 10 products in your niche, there's a good chance you've chosen a bad niche. (And you probably didn't choose a niche from the list I gave you above 😬)

*But if you can easily find 30+ products, you've probably found a profitable niche.*

Make sure you look at the bestseller rank of products on Amazon, as this lets you know how well the product is selling (a lower bestseller rank means they are selling more).

If you want to dig into finding Amazon products more, you can use a program like [Jungle Scout](#) which helps you find products, keywords and spy on your competitors to see what they're doing 😈

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### Product information

Product Dimensions	5.9 x 3.8 x 5.9 inches
Item Weight	10.6 ounces
Manufacturer	SENZER
ASIN	B08FX35S7K
Country of Origin	China
Item model number	SG500
Customer Reviews	★★★★☆ 5,438 ratings 4.3 out of 5 stars
Best Sellers Rank	#23 in Video Games (See Top 100 in Video Games) #1 in PC Game Headsets #1 in PlayStation 4 Virtual Reality Accessories #2 in PlayStation 4 Headsets
Is Discontinued By Manufacturer	No
Date First Available	August 24, 2020

So if your niche is fishing, you could easily find hundreds of fly fishing rods, reels, string, bait, and more.

Keep products like these in mind for when you start writing articles for your blog as it makes sense to promote products that are selling well.

You can do the same thing on Clickbank by ordering products by their Gravity rating (the higher the rating the more popular they are).

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A couple other things to keep in mind as you go through this process is: *"Can I make my own product to sell in this market, or can I buy a product and re-sell it?"*

We will go into more detail on this in a future training, when we look at ways of increasing the earnings from your blog.

But for now, making sales by referring products as an affiliate is a great way to make money because affiliate programs like Amazon or Clickbank are extremely easy to sign up for and use, and you don't have to worry about making your own product.

Once you've got your blog established and you're making money, you can branch out from there.

But you want to keep things simple to start.

Depending on what niche you're in, I recommend signing up for the [Amazon Associate program](#), [Clickbank](#), [JVZoo](#) or all three.

Once you've chosen your niche, and have signed up for a relevant affiliate program, it's time to understand who you'll be selling to.

## 2) Knowing Who Your Audience Is & Who You're Selling To

When starting a blog, you need to keep in mind that everyone who visits your site is a real person.

It can be easy to think of the people visiting your blog as generic, faceless people - or just numbers - *but each one of them is a unique person with their own thoughts, needs and experiences.*

**These thoughts, experiences and needs are what shape how we will be able to provide value for them.**

And when we provide value for our visitors, a good portion of them will purchase products through our blog.

In order to provide value for the people visiting our blog, we have to understand their pain points - the things that frustrate them.

*What issues are they facing? What problems do they have? What inconveniences do they experience every day?*

Sometimes providing value is just about being able to offer an answer to a certain question that they have, which can lead to you recommending a product and making a sale.

Other times, providing value comes in the form of being one of the first blogs they see with a solution to their problem (IE maybe your blog is ranking high in the search engines and they visited your blog).

*In addition to this guide, I've included a set of questions as a checklist that will help you really narrow down your focus and uncover the exact audience you can serve in your niche.*

By answering the questions in the checklist, it will humanize the people visiting your blog and will help you understand exactly who you are communicating with, and how you need to talk to them.

The answers to these questions will be extremely valuable later on when you sell them products or create your articles to attract them to your blog.

## Closing Remarks

While this section will be one of the shortest ones, it's the one that will dictate whether you make money online or if you fail.

As I mentioned earlier, if you get the niche wrong...you're going to have a tough time making money. *(Which is why we offer weekly niche reports for our members inside the members' area inside [MonopolyAssets.com](http://MonopolyAssets.com))*

In closing this training, I'm giving you a few action steps that you need to take:

1. Choose a niche & find a few products you might be able to promote on your blog.
2. Sign up for at least one affiliate program.
3. Understand the potential customer you will be providing value for by answering the questions in the checklist I've provided.

Have a great day!

David

[MonopolyAssets.com](http://MonopolyAssets.com)