



Thirty Day Challenge 2009 – Training – Day 01

2009TDC01e: Finding a Niche (Part 3)

Running Time: 8mins



Intro

In the last video I took you through the Amazon Magazine site and hopefully I gave you a bit of an insight on how I browse through a site, and how I look at their different niches hoping to find sub-niches in those.

What I'm going to do now is take you through another site called e-How which is pretty much similar to some of the other ones such as Wiki-How and How Things Work and lets just have a quick browse here and see if anything pops out.



E-How

[Starts at 00:00:32]

The screenshot shows a video player window titled '2009TDCHD01e_Finding_A_Niche_3.mov.qt'. Below the title bar, there's a search bar with a magnifying glass icon and a dropdown menu. The search results are displayed in a list format. The first result is 'How to Read a Fretboard for a Lap Steel Guitar' with a thumbnail of a hand playing a guitar. Below the title, there's a brief description: 'Reading the fretboard on a lap steel guitar can be rather challenging, particularly for an experienced guitar used to thinking of the fretboard facing away from his body. A lap steel guitar is...'. Other results include 'How to Become an Actor or Actress', 'How to Network and Become a Movie Director', and 'How to Apply to Film School'. At the bottom of the search results, there's a video player for 'How to Play the Flute' from 'www.ThirtyDayChallenge.com'. The video player shows a progress bar at 00:01:02 and standard playback controls (play, pause, stop, previous, next).

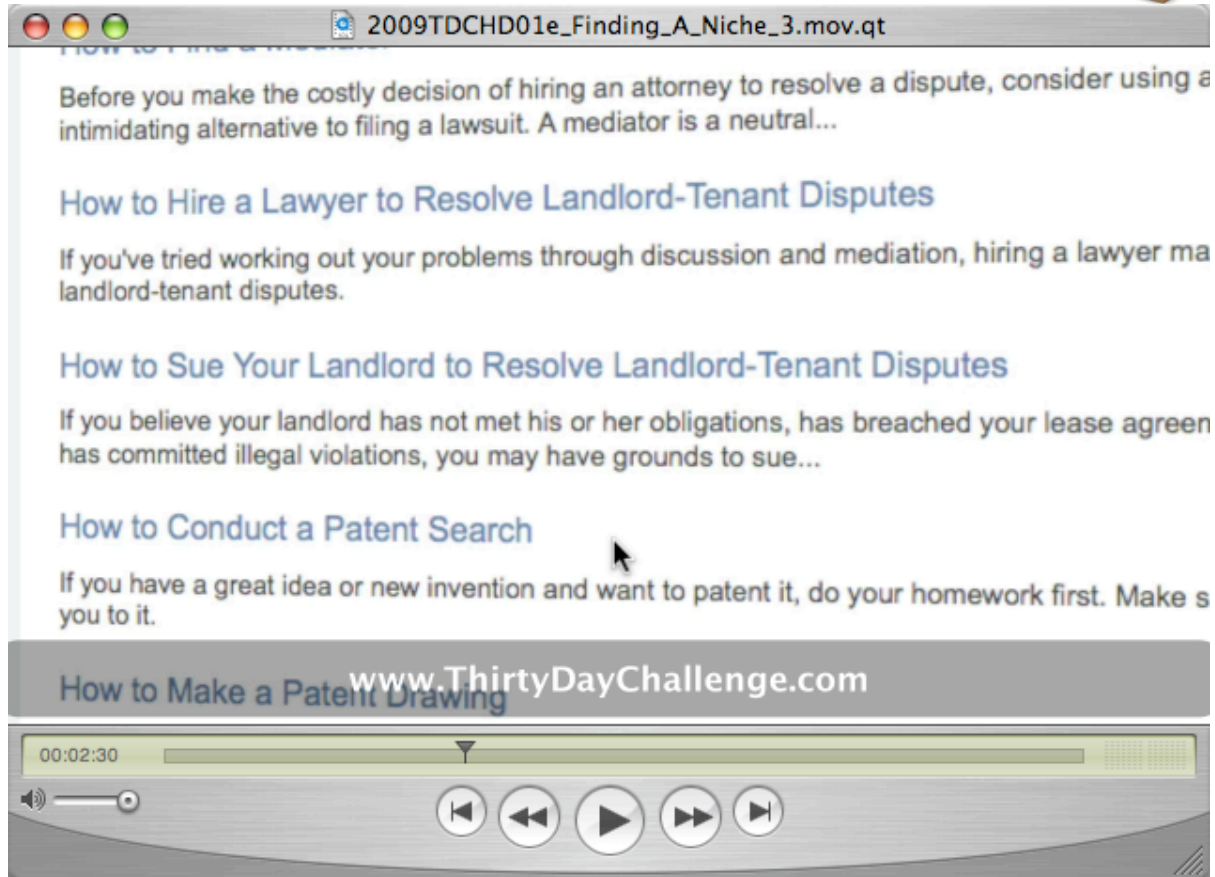
Let's have a look at the "Arts and Entertainment" section.

Now, remember guys, when you are going through this process you are actually looking for ideas, what you really want to be looking for is - we'll take the first example [reading page], "How to Read a Fretboard for a Lap Steel Guitar" - other ideas that spark from that process as well, so you know, we've got "how to play guitar", "guitar strings", "vintage guitars", "rare guitars".

Again, just popping out ideas as soon as they come to your head, just write them down. They don't have to be directly related to the actual thing you're looking at, but if it inspires and makes you come up with a new niche idea or a micro-niche idea, just write them down.

OK, what else have we got? [reading page] We've got "How to Become and Actor or Actress", so that makes me think how to be an actor in a movie, then "how to pass a screen test", "how to do an audition", "how to appear on reality TV". "How to become a Movie Director" is here. So, again we're back to "how to write a screenplay", "How to submit a screenplay", "Marketing your videos".

What else have we got? [scrolls page] We've got various other musical instrument ones here.



Lets pick another quick category. Let's go to "Legal". OK, first one [reading from page]: "How to Apply for a US Visa" (think "Getting a Green Card application", "getting Immigration Lawyers", "Working Abroad", "How to travel around the world", "how to work your way around the world"). [reads] "How to Hire a Lawyer to Resolve Landlord-Tenant Disputes" (then you can think Legal documents here, so "Tenancy Agreements", "Landlord Agreements"). [reads] "How to Conduct a Patent Search" (think: "filing a Patent", "Patent Attorneys", "How to do drawings for Patent", "How to protect your Patent").

[reads] "How to Track Down a Deadbeat Parent".

OK, let's go and pick one last category. Let's have a look at "Parties and Entertaining".

[reading] We've got "How to Cater a Dinner for 50 people", (so you think "catering", then "how to start a catering business up", "how to have a mobile food wagon"), [reads] "How to Propose a Toast", (think "writing a toast", "writing speeches", "public speaking"). Here's "Baby Showers", (also think "Wedding Showers").

That's more my thing, "How to Throw a Wine-Tasting Party" (well, Vodka-tasting, anyway!)

So I hope you see there where I've basically come up with a couple of ideas just from an initial spark.

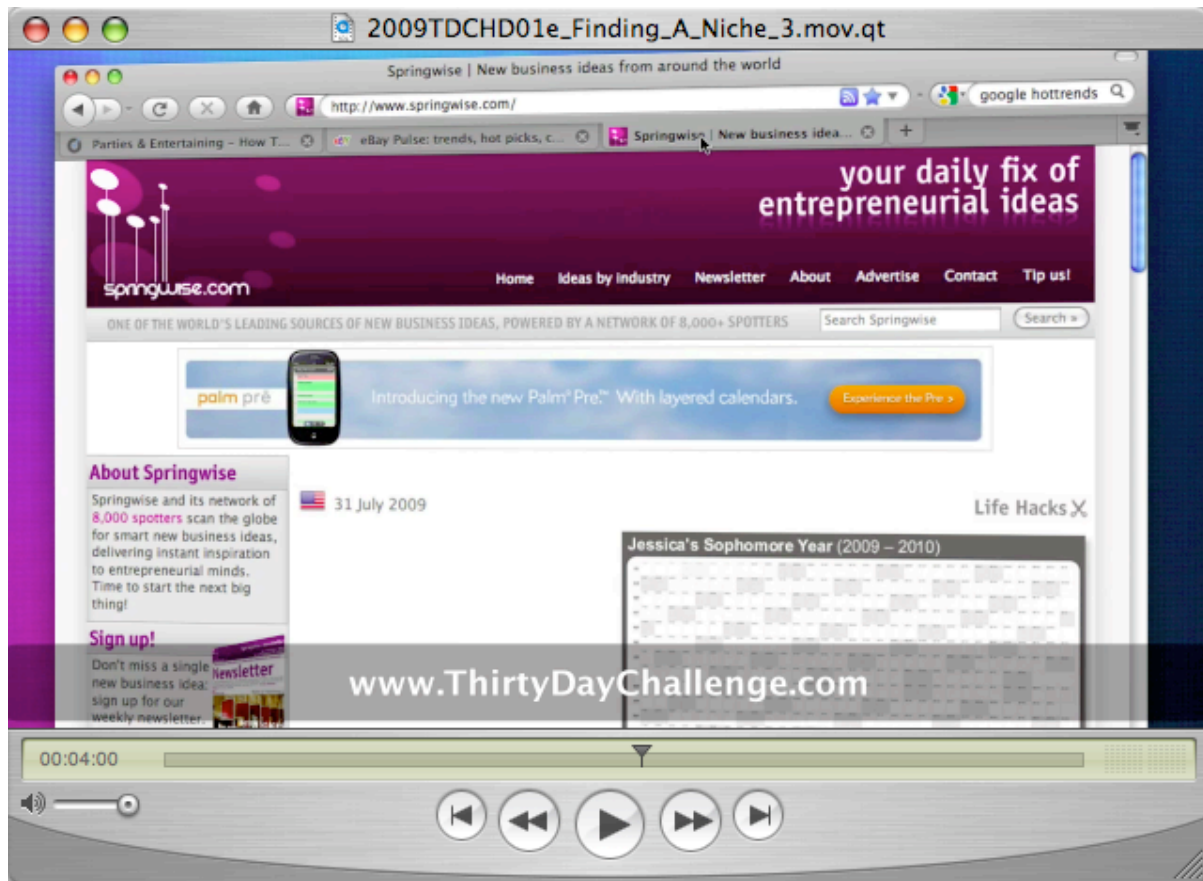
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Springwise

[Starts at 00:03:50]



I'm going to show you quickly another site I particularly like. This is actually a really great site. What it is, it's literally new trends, new entrepreneurial ideas which are out there at the moment, this site covers them. I go there every day, it's an absolutely fantastic read and if you've got the time definitely go through all the previous posts, or the last couple of years, there are some absolute gems in there.

So, let's have a quick gander through this one. [Reads] "Customized Wall Planners", (think "personalized stationery", "posters", "personalized gifts"). Lets see what else we've got. [Reads] "Online Invitations", again that whole market is an interesting market, perhaps there's some good affiliate products out there for wedding stationery and things like that.

"Self-Service Bars", that's what we want!

Let's see what's next. [Scroll down]. Let's have a look. [Reads] "Pet Sitting", "Putting a Smile on Household Energy Bills", so I think "Green Energy", "Solar Power", "putting power back into the grid".

Next page. [Reads] "Eco-Friendly Moving Boxes", "Car Rental". Oh wow, "Photo Tarpaulins Transform Garage Doors" - that's great! Again, "Garage Doors", think "garage door openers", "garage door opening kits", "converting your garage", "tools". [Reads] "Razor Blades delivered by subscription" - that's freaky!

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Let's have a look at the next page. Story about "cashmere", that kind of thing. "Free Mochas on Mondays to promote McCafé Brand", so think "Ice-cream makers", "coffee machines", Specific Brands of coffee and things like that. All these are potential ideas, again we're going to show you all this on another day so after you've researched the ideas.

Just get them down on paper for now. But for now it's a blank canvas, just stick as many ideas down as you can and we can definitely go back and re-visit those ideas. Think about it.

Now one thing I do want to say here is that when you're going through the PDF of my mind map I really don't want you guys to get bogged down. All I want you to do is have a browse around and come up with a few ideas. The whole Thirty Day Challenge process is all about testing markets, and it's case of dipping your toe in the market, seeing if something works and hopefully we'll find an affiliate programme for those, for example if we look at the coffee machines or the ice-cream makers you can almost guarantee that there's an affiliate programme out there which we can use to test the market to make sure the key words are right and that there's enough market interest.

Over the next couple of days we'll be showing you how to find the various different affiliate programmes, but for now just write it all down, write every idea down and have a good time. I hope you have a great day coming up with loads of different niche ideas.

I'll be back tomorrow and I'll speak to you all soon.

Summary:

- Visit E-How – <http://www.ehow.com>
- Visit Springwise - <http://www.springwise.com/>
- Browse Categories and Topics
- Brainstorm Ideas
- Take Notes, write everything down
- Don't get bogged down

Links:

E-How – <http://www.ehow.com>

Springwise - <http://www.springwise.com/>

Niche Idea Mindmap (PDF) - <http://bit.ly/2009tdcpdf01b>

Niche Idea - Top Sites (PDF) - <http://bit.ly/2009tdcpdf01c>

Niche Ideas (PDF) - <http://bit.ly/2009tdcpdf01a>