



the
BLOGGING BUDDHA

The Niche Profit Algorithm

First let's define what a niche is because "the riches are in the niches".

Niche –*A distinct segment of a market, a specific demographic or a specialized segment of the population based on certain distinguishing characteristics.*

Finding your niche is probably the most important part of the process in developing a profitable blog.

If you downloaded this this **Niche Profit Algorithm** sheet then I'm guessing that's what you want to do...build a blog that's going to going to be profitable.

Making money from your blog can be a real challenge unless you know the one most important secret which is:

"Provide a solution to a burning problem for a starving audience."

For instance my blog is providing the solution to people who are interested in know how to build a blog.

So hear we are...below I'm going to help you identify a few potential niches by running through a few basic tests.

Finding The Right Niche To Make Money

Below we are going to determine if there is a market (niche) that you can tap into while at the same time have the knowledge, desire, and ability to do so.

This process is simple... we have two categories **Pain Points** and **Desires**.

A **Pain Point** is obvious..it's something that is bothering us. The **Desire** is something that we crave or want to move toward.

Here are some examples:

Example of Urgent Pains	Example of Pressing Desires
Trying to lose weight so you can live a healthy life.	Trying to find the right outfit to make you look attractive to the opposite sex.
Saving enough money so as not to work for until old age.	A football player who wants to make it to the NFL.
Figuring out how to make enough money to provide for you family.	Researching online recipes to become a better cook.

Now listen to this. Someone with the aforementioned problems above would **pay you money** if you were able to offer the precise solution they wanted.

If you can find the starving audience first, they will gladly tell you the exact solution they want.

There are two parts to this algorithm and the other is understanding the nature of the problem we are trying to find the solution for.

The following table contains examples of starving audiences and a burning issue which each face.

For instance:

Starving Audience	Burning Problem
Nurse in their final year of medical school	Needs to pass the boards exam so they can become a registered nurse.
Mothers with toddlers who need help watching their children	How to find qualified reliable babysitters who can be trusted.
An aspiring YouTube personality who wants to build an audience and make money	How to find the right equipment and tools necessary to create and edit videos footage.

Now it's your turn. You are going to create a few lists based on what is called the **Ikigai Concept**.

I'm going to ask you 5 different questions designed to help you brainstorm and find the perfect profitable niche specifically for you.

I recommend doing this exercise in Google Sheets, MSword or some other digital processor but paper works just as well.

#1 – That which you love and are personally passionate about
example: Teaching other people about WordPress

Audience	Problem/Desire

#2 – List of things which you are good at and can help other people with

example: Understanding how combustible engines work

Audience	Problem/Desire

#3 – List of things you would be or are motivated to learn more about.
example: Content Marketing, Blogging

Audience	Problem/Desire

#4 - List of things you can get paid for
example: Graphic Design

Audience	Problem/Desire

#5 – List markets where you already know there is a demand
example: Nutrition

Audience	Problem/Desire

“Niching Down”

Now we need to get more specific because remember the *“riches are in the niches”* and the defined your niche is the better chance of making money.

It’s essential to define the target market if we want to be successful. Success and failure are determined here.

We need to drill down at least twice so we can **create a detailed buyer persona** and build our blog around catering to the needs of this demographic.

Audience Idea	Niche Down Once	Niche Down Twice
Fathers	Fathers with children	Fathers with male sons
College students	Students Attending USC	Students attending USC for nursing
People who want gain muscle	Women who want to gain muscle	Women who want to gain muscle and win a competition
People who don’t eat meat	People who don’t eat meat or dairy	People who don’t eat meat, dairy, or fish.

Remember what we established at the beginning...There is only one secret to making money online and it is:

“Provide a solution to a burning problem for a starving audience.”

At this point you should have established an audience that you are excited to work with.

Now we need to determine if that audience will actually bring you income.

The market needs to be:

1. Actively looking for a solution to their problem online.
2. Willing to pay money for that solution.

There is a really simple rule that we need to follow to make sure our audience will bring us money.

The same rule that seasoned prospectors used to find nearly guaranteed pay dirt. And that is...

“Go where the gold has already been found”

Simply put you just need to find a given niche where people are already making money and tap in.

The Money Test

Make a list of keywords and phrases that your target audience might search for when looking for a solution to their problem.

We are going to run a few simple tests using those key phrases.

TEST #1: The Amazon Kindle Test:



1. Go to the [Amazon Kindle store](#).
2. Type your main keyword phrase into the search.
3. Click on the first few books listed.
4. For each, look at the “Amazon Best Sellers Rank”. If that number is 150,000 or over and the ebook has an actual price tag, then you know there is adequate volume.
5. If you plug in 4 or 5 of the most obvious keyword phrases into Kindle search and the results show less than 150,000 ranking, then your idea has failed this test.

TEST #2: The Google Test:

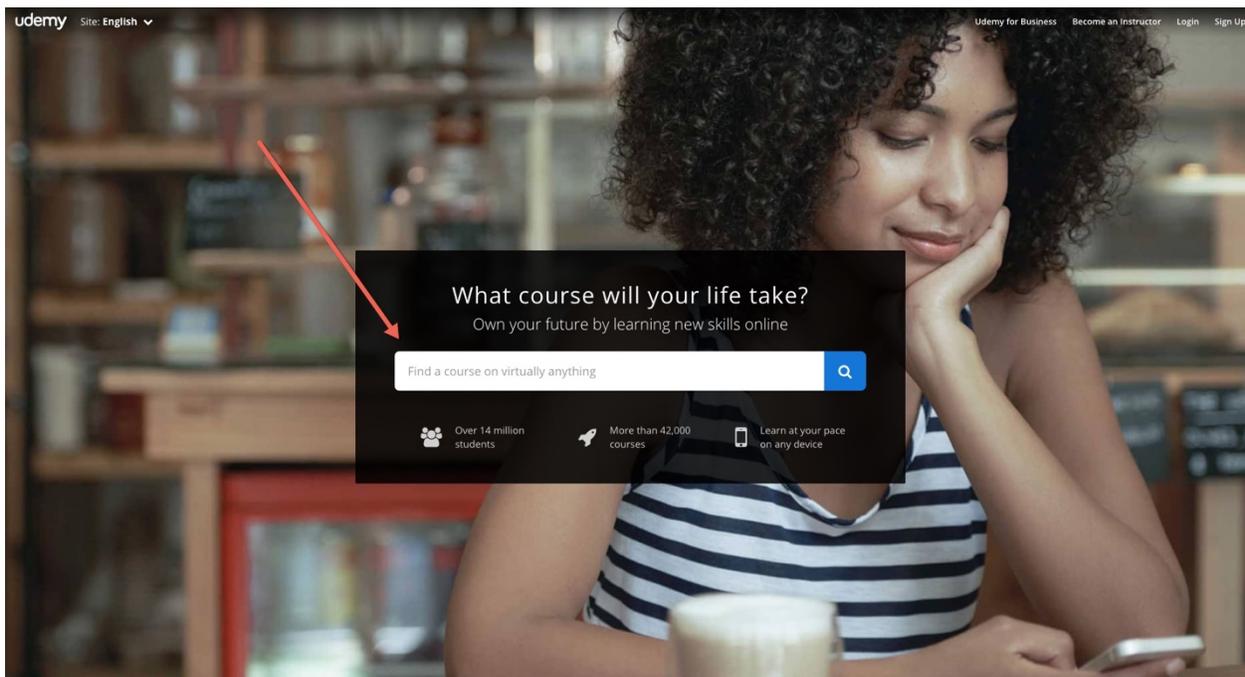
1. Make a short list of keyword phrases that this test market would [enter into Google](#) if they were looking for a solution to their problem.
2. Enter each search phrase into Google, but add the word “ebook” to it, or the word “course”.
3. Look at the top 10 each results, as well as any ads which appear at the top.
4. Check out the results. Anything for sale?
5. If you try this on your 5 keyword list and you can’t find anything being sold to this market, then it doesn’t pass this test.

TEST #3 - The Udemy Test:

[Udemy](#) is an active marketplace for online training courses. So, it is an ideal place to get a feel for market demand.

1. Go to [udemy.com](#)
2. Search for your first keyword phrase.
3. Look for a course which is not free, but has active students.
4. Finding courses which cost money and have active students means this test passes. If not, it fails.

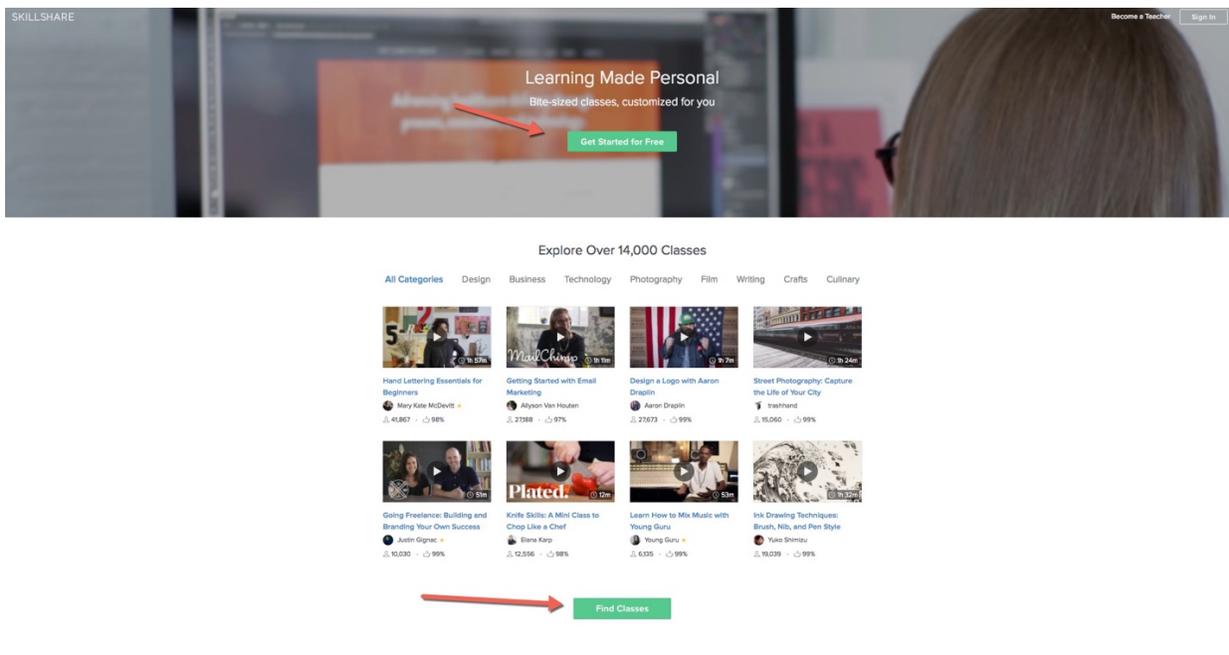
Keep in mind, the price tags on Udemy aren't necessarily an indicator of the market. Udemy relies heavily on coupon codes to drive sales, so there's a good chance that the active students being tallied for a course didn't actually pay the stated price. Still, a non-zero price is a good thing.



TEST #4 - The Skillshare Test:

[Skillshare](#) is another online marketplace for training products, similar to Udemy. Perform the exact same test that you performed on Udemy.

Note: You need to create a free account to search.



TEST #5 - The Clickbank Test



1. Go to the [Clickbank Marketplace](#)
2. Type in your keyword phrase.
3. Look for products which have a gravity score of 40 or more. “Gravity” is a Clickbank specific metric that refers to the velocity of sales. In other words, how frequently it sells. The higher the gravity, the more it is selling.
4. If you don't find any products with a gravity over 40, it doesn't pass this test.

I Found a Profitable Niche Now What?

At this point, you should have a list of audiences and their matching problems or desires.

You should have also gone through each audience and drilled it down at least 2 levels.

Lastly, you should have run each pairing through the 5 niche evaluation tests and made a record of whether it passed or failed.

Keep in mind, you really only need one of the tests to pass to show there is potential there. If more than one test passes, that's even better. If all tests failed, then this is a strong indicator that the market is weak and you should probably move onto another idea.

I encourage you at this point to do more research if you are still uncertain about the niche you have chosen and if that niche is profitable.

You will probably always have lingering doubts and uncertainties about your blog making money with the niche you selected until you actually make your first sale or commission.

I encourage you to always follow your intuition which will rarely steer you in the wrong direction.

Now that you have found a profitable niche for your blog it's time to start building your online empire.

This is going to be the fun part!

Creating a blog is really exciting and is a great creative outlet.

Remember. This is a learning process, an unfoldment and a journey. I can point you in the right direction but you have to take that first step.

Inside the [Blog Academy](#) I will teach you exactly how to build a website using WordPress.

So what are you waiting for [let's get started!](#)

The Blogging Buddha *Niche Profit* *Algorithm*

