

Product Creation Brainstorm

Finding a profitable niche for your new product...

Want to know how to become a **Product Creation Hero**?

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Introduction

One of the most asked questions of Internet Marketing is:

“How Do I Find Profitable Niches”

If you want to create your own products to sell products online, the first step is to find the right niche.

While there are many different ways to find niches, I decided to write this short report to share with you some of the ways I use to find hot markets.

Now, I will be the first person to tell you that getting in the perfect niche is not always easy. Most people get stuck in this part of internet marketing, but you don't have to!

Finding niches can actually be very fun and very easy...if you know how to Niche Brainstorm.

Also, sometimes the perfect niche is not always glamorous. You may find a niche that is Very Profitable around a topic such as “How To Make Money With eBay” and then again, your profitable niche might be “Dumpster Diving For Fun And Profit.” 😊

Whatever the niches you come up with, the main purpose of Niche Brainstorm is simply that...to brainstorm only! This isn't a report about analyzing profitable niches...that's for another time.

Your primary goal is to fill up a notebook (or your favorite word processor) with tons of ideas that you can go back and spend some time analyzing.

Don't think an idea is too “out there” to write down. Everything that pops in your head as you Niche Brainstorm should be written down, because you never know when one of those strange niche ideas might lead you to a Very Hot Niche of its own.

So...Are You Ready???

Let's Begin!

Freelance Sites

[Elance.com](#), [Freelance.com](#), [Rentacoder.com](#), [Getafreelancer.com](#),
[Guru.com](#)...are you seeing a pattern here?

Yes, they are all freelance sites; that's true. But...they all have people looking for products and services based around a certain niche.

This is a little bit of a **sneaky** tactic, but it is a very good way to brainstorm for niche ideas.

Go to one or more of these sites and look around at the projects that have been posted looking for freelancers to bid on. Each project represents a niche that someone is working in.

In most cases, if the niche is not profitable, no one would be looking to create products or services in that niche.

Go to the writers section and look at any projects that are posted looking for writers. Many of them will actually name the niche so that the freelancers can make a more educated bid on the project based on research. Use this to your advantage. Pick up those niches and put them into your notebook.

Like I said...it's sneaky, but it works! 😊

Article Sites

One of the easiest methods for niche brainstorming is by visiting article directories. Sites like [Ezine Articles](#), [Go Articles](#), [Article Dashboard](#) – but there are many others. Think about it for a moment...marketers use article directories to drive traffic to their web sites. Many of these articles point directly to a niche site that you may be interested in.

Please do ignore the urge to read everything you come across. If you don't, you will find yourself a few hours later without any work done.

The best way to come up with niche ideas from article directories is to find the link that says something like “most viewed” or “top articles” or similar. Most article directories have something like this.

You can browse through these articles, hitting the titles and/or looking for key words. Even better, copy the URL to any article you find into a Keyword Density tool, such as the one at <http://tools.seobook.com/general/keyword-density/>

This will help you decide what keywords are being targeted for that article and help you narrow down to other niche ideas.

This is a great method to build up your niche ideas list very quickly.

Here is another great technique that will get you lots of niche ideas from article directories. In the search box type in any generic question like 'how to', or 'get rid of' or 'how can I' and you'll get a list of hundreds of articles in different niches. The real beauty of this is that these are all about 'problem solving' which is exactly what you want - identify a problem that people are looking a solution to, then provide a solution.

Not only that but if you click through to the actual articles you'll be able to see what products they are promoting - a lot of the market research is already done for you.

Amazon

Amazon is an amazing source of niche marketing information. If you are intending to promote Amazon products as an affiliate, then of course Amazon itself is the place to do your market research. But even if you are going to concentrate on promoting information products, you can still get great niche ideas from Amazon, particularly in the book and magazine sections.

There are different ways to look for niches on Amazon, so each can throw up it's own niche ideas, but one of the best is to use **Amazon bestsellers**

<http://www.amazon.com/gp/bestsellers>

The tabs along the top of this page give you easy access to many useful areas of their site for niche research, including:

- Best Sellers
- Top Rated
- Hot New Releases
- Movers and Shakers
- Gift Ideas
- Most Wished For

In each tab, you can get a list of best sellers, top rated products, etc for every category – just choose from the category list on the left hand side. Each of these categories will give you tons of ideas on potentially profitable niches.

In the Best Sellers section, it says above each product how many days it has been in the Top 100. The longer this product has been a best seller, the more likely you have found an evergreen niche.

The magazine category is particularly good, as you can get lots of ideas about niches you probably would never think of. Again, drill down through the categories and sub-categories. Remember, if there is a magazine published in a particular niche, then there are buyers. Buyers mean a profitable niche.

Conclusion

The foundation of successful product creation is finding a good niche. I hope that at least one of these three methods will work for you in helping you brainstorm new niches.

Pick one method and use it. If you find that it isn't working for you very easily, then move on to another method. But...spend some time with whatever method you choose, because that perfect niche idea might be just around the corner.

Again, keep in mind that you are only in the brainstorming phase with these methods. While you could potentially research each niche individually as you think of one, you will actually waste more time and effort this way.

Use your time right now to write down every single niche idea that pops into your head. Like I said, everything is worth writing down, no matter how dumb you think it might be. People strike it rich all the time with a 'dumb' idea. 😊

Thanks for taking the time to read this short report. I'm hoping it has been helpful to you. If you can learn at least one thing that you didn't know before you read this report, then I have accomplished my mission.

If you would like to learn how to take your product creation to the next level, go here:

[Product Creation Hero](#)