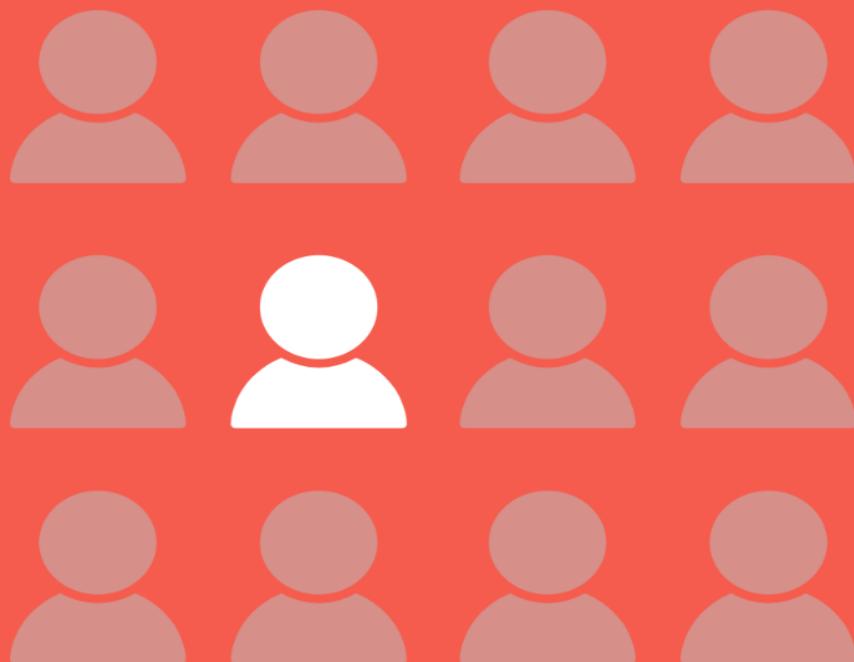


# 9 Steps To Find Profitable Niche Businesses



**NICHE  
MARKETS**  
*BY FENNEX BLOG*

## 9 STEPS TO FIND PROFITABLE NICHE BUSINESS

*In this eBook, you will get a Step By Step Niche Market Research Guide.  
This eBook is related to the [blog](#) post :*

# **“How To Do Niche Market Research To Find Profitable Niche Businesses.”**

**What you will learn from this eBook**

[How To Do Niche Market Research](#)

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## Intro

It is common to ask: what product should I choose when setting up an Amazon FBA business or any other online business, including eCommerce, dropshipping, or affiliate marketing?

The answer is quite simple; you need to choose a profitable product. However, you are asking the wrong question!

Having a long-term business strategy is essential if you want your business to succeed. So the right question would be: "[How Can I Find Profitable Niche Businesses?](#)".

A successful online selling strategy involves building a brand. Today, being a brand means being in a market where you know exactly who your customers are and what they need. Therefore, identifying a niche market is the first step towards building a successful brand.

Niche market research is fundamental if you want to build your brand and diversify your online business.

### Important Note:

If you already have a product ready to sell, and not being in a niche market doesn't mean you won't succeed.

But if you want to last in the business for a while you need to think about shifting to a niche market you can serve.

# Here's how it works

There are 5 stages to find a profitable niches:

Stage 1, **Niche Market Brainstorming**: to identify hobbies, passions, trends, and lifestyles

Stage 2, **Niche Audience Brainstorming**: to identify who belongs to your niche

Stage 3, **Problem and Solution**: to identify your audience's needs.

Stage 4, **Keyword Validation**: to make sure that the niche you choose has a substantial demand.

Stage 5, **Competition**: to see if you can compete in that niche market.

## Niche Market Brainstorming

### Step 1: Brainstorm a Niche List

1. Let's start with you. Do you have a passion, a lifestyle, are you struggling to get something done, do you have a persistent problem or an unmet need?
  - List them all
2. Go to websites, directories, and social forum such as
  - [Amazon](#)
  - [Dmoz](#)
  - [Alltop](#)
  - [Reddit](#)
  - [Aliexpress](#)
  - [Alibaba](#)
  - [GlobalSources](#)
  - [Tradekey](#)
  - [MadeInChina](#)
  - [eBay](#)
3. Develop categories, subcategories, and sub-subcategories
4. Write a list of niches that attract you; Factors you should consider:
  - A trending or evergreen topic that interests you
  - Something you have or can gain expertise in
  - Something that you are passionate about and motivated to research and write about.
  - Something you are good at

## Dmoz Use Case

**dmoz** About Become an Editor Suggest a Site Help Login

### Important Notice

Welcome to our archive of dmoz.org.

Visit resource zone to stay in touch with the community

All these categories represent vertical markets in the context of online selling.

#OrganizeTheWeb

+ Search DMOZ

Arts  
Movies, Television, Music...

Business  
Jobs, Real Estate, Investing...

Computers  
Internet, Software, Hardware...

Games  
Video Games, RPGs, Gambling...

Health  
Fitness, Medicine, Alternative...

Home  
Family, Consumers, Cooking...

News  
Media, Newspapers, Weather...

Recreation  
Travel, Food, Outdoors, Humor...

Reference  
Maps, Education, Libraries...

Regional  
US, Canada, UK, Europe...

Science  
Biology, Psychology, Physics...

Shopping  
Clothing, Food, Gifts...

Society  
People, Religion, Issues...

Sports  
Baseball, Soccer, Basketball...

Kids & Teens Directory  
Arts, School Time, Teen Life...

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+ Search DMOZ

Recreation

Potential niches (sub-level 1) of the recreation market

Subcategories 48

Directories

- Antiques
- Astronomy
- Audio
- Autos
- Aviation
- Birding
- Boating
- Bowling
- Camps
- Climbing
- Collecting
- Crafts

- Drugs
- Fireworks
- Fishing
- Food
- Gambling
- Games
- Gardening
- Genealogy
- Guns
- Hiking
- Horoscopes
- Humor

- Hunting
- Kites
- Knives
- Living History
- Locks
- Martial Arts
- Models
- Motorcycles
- Nudism
- Outdoors
- Parties
- Pets

- Picture Ratings
- Radio
- Roads and Highways
- Scouting
- Scuba Diving
- Sports
- Theme Parks
- Tobacco
- Trains and Railroads
- Travel
- Whips

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**Potential niches (sub-level 1) of the outdoor market >> (sub-level 2) of the recreation market.**

This is where sites that cover all aspects of outdoor recreation are listed.

Subcategories 45

- Chats and Forums
- Directories
- Equipment
- Camping
  - Arrowhead Collecting
  - Birding
  - Boating
  - Canoe and Kayaking
  - Canopying
  - Caving (circled)
  - Climbing (blue circle, labeled '3')
  - Cooking
- Guides and Outfitters
- Maps
- News and Media
- Hiking
  - Orienteering
  - Prospecting
  - Rockhounding
  - Scouting
  - Scuba Diving
  - Shooting
  - Skiing
  - Snowbiking
- Hunting
- Schools and Education
- Survival and Primitive Technology
- Snowmobiling
- Sub Sea Tours
- Surfing
- Urban Exploration
- Whitewater Rafting
- Wildlife

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**Potential niches (sub-level 1) of the climbing market >> (sub-level 2) of the outdoors market >> (sub-level 3) of the recreation market**

+ Search DMOZ

Recreation > Climbing

Subcategories 20

- By Region
- Aid Climbing
- Bouldering
- Books and Videos
- Chats and Forums
- Gear Reviews
- Caving
  - Ice Climbing
- Guides and Schools
- Knots
- Manufacturers
- Indoor
- Mountaineering
- Organizations
- Personal Pages
- Resellers
- Retailers
- Shopping
- Rock Climbing
- Tree Climbing

Related categories 4

- Health > Medicine > Medical Specialties > Wilderness Medicine
- Recreation > Outdoors
- Reference > Knots
- Societies > Issues > Environment > Conservation and Endangered Species

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## Amazon Use Case

The image consists of two screenshots of the Amazon homepage. The top screenshot shows the main navigation bar with links like 'All', 'Best Sellers', 'Customer Service', 'Prime', 'New Releases', 'Pharmacy', 'Books', 'Fashion', 'Toys & Games', 'Kindle Books', 'Today's Deals', 'Gift Cards', 'Amazon Home', 'Registry', 'Sell', and 'Shop Back to School deals'. A red arrow labeled '1' points to the 'All' link. The bottom screenshot shows a dropdown menu titled 'Shop By Department' with options such as 'Clothing, Shoes, Jewelry & Watches', 'Books', 'Movies, Music & Games', 'Electronics', 'Computers', 'Smart Home', 'Home, Garden & Tools', 'Pet Supplies', 'Food & Grocery', 'Beauty & Health', 'Toys, Kids & Baby', 'Handmade', 'Sports', and 'Outdoors'. A red arrow labeled '2' points to the 'Outdoors' link. A red circle labeled '3' highlights the 'Outdoors' link in the dropdown menu.

Hello, Sign in

MAIN MENU

**Outdoors**

- Outdoor Clothing
- Camping & Hiking
- Climbing
- Cycling
- Scooters, Skateboards & Skates
- Water Sports
- Winter Sports
- Accessories
- All Outdoor Recreation

4 Save on overstock shoes

All-new fire HD10 hands-free with Alexa Now shipping

Read with Pride: YA picks and more

Sign in for the best experience

Grant a few birthday wishes Shop gift cards

amazon Deliver to United States Min...

Outdoor Recreation

All Best Sellers Customer Service Prime New Releases Pharmacy Books Fashion Toys & Games Kindle Books Today's Deals Gift Cards Amazon Home Registry Sell Shop Back to School deals

Outdoor Recreation Camping & Hiking Cycling Clothing Skates, Skateboards & Scooters Winter Sports Water Sports Climbing Outdoor Deals

Outdoor Clothing Men Women Boys Girls

Camping and Hiking Backpacks and Bags Tents and Shelters Sleeping Bags and Camp Bedding Camp Kitchen Camp Furniture Footwear Hydration and Filtration Knives and Tools Lights and Lanterns Navigation and Electronics Personal Care Safety and Survival Trekking Poles

Climbing Ropes, Cord, and Webbing Harnesses Belay and Rigging Carabiners and Quickdraws Footwear Helmets Climbing Protection Bouldering and Wall Equipment

Cycling Bikes

All these subcategories of the "Outdoor Market" are potential "Niche Markets"

Outdoor adventure awaits  
Shop the prAna store

amazon Deliver to United States Min...

Climbing Equipment

All Best Sellers Customer Service Prime New Releases Pharmacy Books Fashion Toys & Games Kindle Books Gift Cards Amazon Home Today's Deals Registry Sell Low prices on school supplies

Outdoor Recreation Camping & Hiking Cycling Clothing Skates, Skateboards & Scooters Winter Sports Water Sports Climbing Outdoor Deals

1-24 of over 10,000 results for "Climbing Equipment"

Sort by: Featured

Potential Sub-niches Of The Climbing Niche Market

Eligible for Free Shipping

Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Department

Any Department Sports & Outdoors Outdoor Recreation

**Climbing Equipment**

- Climbing Hardware
- Climbing Harnesses
- Climbing Carabiners & Quickdraws
- Bouldering & Wall Equipment
- Climbing Protection
- Climbing Rope, Cord & Webbing

Avg. Customer Review

4.5 stars & Up

4.5 stars & Up

4.5 stars & Up

4.5 stars & Up

Brand

- PETZL
- TBPOY
- FULLSOFT
- XBEN
- GR CLIMBING

Perantib Battle Rope with wear-Resistant Nylon Protective Sleeve Heavy Battle Rope for Strength Training, Workout Gym Climbing Rope...  
4.5 stars 617 prime

Perantib Outdoor Climbing Rope for Fitness and Strength Training, Workout Gym Climbing Rope...  
4.5 stars 1,010 prime

Price and other details may vary based on size and color

amazon Deliver to: United States Min...

Climbing Hardware Climbing Hardware

Hello, Sign in Account & Lists Returns & Orders Cart

All Best Sellers Customer Service Prime New Releases Pharmacy Books Fashion Toys & Games Kindle Books Gift Cards Amazon Home Today's Deals Registry Sell Low prices on school supplies

Outdoor Recreation Camping & Hiking Cycling Clothing Skates, Skateboards & Scooters Winter Sports Water Sports Climbing Outdoor Deals

1-24 of 863 results for "Climbing Hardware"

Sort by: Featured

**Eligible for Free Shipping**  
 Free Shipping by Amazon  
 All customers get FREE Shipping on orders over \$25 shipped by Amazon

**Department**  
 Any Department  
 Sports & Outdoors  
 Outdoor Recreation  
**Climbing Equipment**  
 Climbing Hardware  
 Climbing Pulleys  
 Climbing Ascenders  
 Climbing Belay & Rappel Equipment

Avg. Customer Review  
 ★★★★☆ & Up  
 ★★★☆☆ & Up  
 ★★☆☆☆ & Up  
 ★☆☆☆☆ & Up

Brand  
 AOKWIT  
 PETZL  
 GM CLIMBING  
 Wild Country



Shop PROND >

PROND Swing Swivel 35kN Safest Rotational Device, Swing Spinner, Carabiner Swivel, Cli... PROND Locking Carabiners, Heavy Duty Carabiner, 316 Stainless Steel Screw Lock C...

★★★★★ 256 prime ★★★★★ 312 prime

Sponsored

Price and other details may vary based on size and color



GM CLIMBING Zipline Gears 1/2" Double Speed Trolley Zipline Pulley Sheave for Rope and Cable CE UIAA Certified, 15"/38cm Zipline Handle Bar, for Outdoor Backyard Play Zipline Rigging System

★★★★★ 75

Each Of These Niche Markets Is Sub-niche Of The Climbing Hardware Niche Market, Which Is Itself Sub-niche Of The Niche Climbing Market.

## Climbing Niche Use Case: Niche Listing

Source	Market	Niche	Market Sub-Level	Parent Niche
Dmoz	Recreation	Outdoor	1	Recreation
Dmoz	Recreation	Climbing	2	Outdoor
Dmoz	Recreation	Aid Climbing	3	Climbing
Dmoz	Recreation	Bouldering	3	Climbing
Dmoz	Recreation	Ice Climbing	3	Climbing
Dmoz	Recreation	Tree Climbing	3	Climbing
Dmoz	Recreation	Rock Climbing	3	Climbing
Dmoz	Recreation	Climbing Equipment	3	Climbing
Amazon	Outdoor Recreation	Climbing Hardware	4	Climbing Equipment
Amazon	Outdoor Recreation	Climbing Pulleys	5	Climbing Hardware

Amazon	Outdoor Recreation	Climbing Ascenders	5	Climbing Hardware
Amazon	Outdoor Recreation	Climbing Belay & Rappel Equipment	5	Climbing Hardware
Amazon	Outdoor Recreation	Climbing Harnesses	4	Climbing Equipment
Amazon	Outdoor Recreation	Climbing Carabiners & Quickdraws	4	Climbing Equipment
Amazon	Outdoor Recreation	Bouldering & Wall Equipment	4	Climbing Equipment
Amazon	Outdoor Recreation	Climbing Protection	4	Climbing Equipment
Amazon	Outdoor Recreation	Climbing Rope, Cord & Webbing	4	Climbing Equipment

## Step 2: Groupe Niches

1. Groupe niches by typologies :
  - Niche Audience vs Niche Product
2. Then group niches into 3 categories:
  - Passion vs Lifestyle vs Problem vs All

## Climbing Niche Use Case: Niche Grouping

Source	Market	Niche	Market Sub-Level	Parent Niche	Niche Typology	Niche Category
Dmoz	Recreation	Outdoor	1	Recreation	Niche Audience	Passion / Lifestyle
Dmoz	Recreation	Climbing	2	Outdoor	Niche Audience	Passion / Lifestyle
Dmoz	Recreation	Aid Climbing	3	Climbing	Niche Audience	Passion / Lifestyle
Dmoz	Recreation	Bouldering	3	Climbing	Niche Audience	Passion / Lifestyle
Dmoz	Recreation	Ice Climbing	3	Climbing	Niche Audience	Passion / Lifestyle

Dmoz	Recreation	Tree Climbing	3	Climbing	Niche Audience	Passion / Lifestyle
Dmoz	Recreation	Rock Climbing	3	Climbing	Niche Audience	Passion / Lifestyle
Dmoz	Recreation	Climbing Equipment	3	Climbing	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Hardware	4	Climbing Equipment	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Pulleys	5	Climbing Hardware	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Ascenders	5	Climbing Hardware	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Belay & Rappel Equipment	5	Climbing Hardware	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Harnesses	4	Climbing Equipment	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Carabiners & Quickdraws	4	Climbing Equipment	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Bouldering & Wall Equipment	4	Climbing Equipment	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Protection	4	Climbing Equipment	Niche Product	Passion / Lifestyle
Amazon	Outdoor Recreation	Climbing Rope, Cord & Webbing	4	Climbing Equipment	Niche Product	Passion / Lifestyle

### Step 3: Refine the Niche List

Run your list through the niche criteria below and cross off any that aren't aligned.

1. Prefer niche audiences (niches you want to keep) upon niche products
2. Personal Interest (niches you want to keep)
  - A trending or evergreen topic that interests you
  - Something you have or can gain expertise in

- Something that you are passionate about and motivated to research and write about.
  - Something you are good at
3. Broad Market (niches you want to eliminate)
- Is it a broad domain?
    - Is it a general category, with many subs & sub-subcategories?
    - Markets like Sport, Health, Recreation, etc
    - You need to go deeper
  - You should always avoid Mass markets
    - Where customer needs and wants are more "general" and less "specific"
    - Markets like (Phones, Laptops, Accessories, etc).
4. Tiny Market (niches you want to eliminate)
- Be careful with domains that are too restrictive
    - With a small audience (few potential customers)
    - Without any sub-categories, or
    - Don't have any adjacent categories
  - Keep only niches with growth potential

## Niche Audience Brainstorming

### Step 4: Brainstorm Audiences

1. First, look at you, are you in your target audience?
  - Do you have a passion for that niche?
  - Are you adopting the lifestyle of this niche?
  - Did you once face the same struggles or challenges?
  - Do you hate that niche? Why?
2. Brainstorm where you can find/access groups of people in your niche?
  - Check out Facebook groups, YouTube videos, trending forums, search engines, etc...
  - Go to places where people share their experiences, such as Reddit, and research your niche.
  - List all of the places where you have found your niche audience.

### Step 5: Segmentation

3. Explore the results and Use Needs-Based Segmentation / Benefits-Based Segmentation / Job-To-Be-Done-Based Segmentation
  - With this approach, you divide the market into customer segments that each have distinct needs, desires, or goals to achieve
  - i.g. for the climbing market, segments would be
    - i. Beginner climbers who require safety equipment for Bouldering.
    - ii. Expert climbers who need performance hardware materials for Wild Rock Climbing.

- iii. Young climbers who grew up in the boulder gym and are looking for performance and competition.
- iv. Computer savvy nomad climbers looking for climbing destinations via weather forecasts and videos of must-do climbs on the internet.

***Tip!***

*At this stage, don't overwhelm brainstorming: you want to go fast. Your goal is to understand how easy it is to find and access your audience. Elsewhere, building a relationship with your customers will be hard.*

Once you decide on a niche, you'll refine the target audience.

## Problem and Solution

### Step 6: Analyse The Problems and Needs

1. Are you your target audience? If so, what are your problems and needs?
2. List your audience's problems (based on the audience list from the previous stage).
  1. Visit Facebook groups, forums, and blogs to see what your niche audience is saying.
  2. Explore niche communities on Reddit and see what problems people are facing.
  3. Use a site like Quora to research your niche and find out what people are asking about it.
  4. Look up negative customer reviews on Amazon for your niche.
3. Start listing many problems your target audience has that you discover
  1. What are the pain points?
  2. What are the wants and needs?
  3. What is difficult that you can make easy?
  4. What problems can you provide a solution for?

### Step 7: Define The Solutions

1. Ask yourself, what products or services did you use (or are using) to help you through your niche problems?
2. Check out what solutions your audience uses or wants for their problems.
  - Use FB groups or forums to ask the following question: "What's the most recent purchase you've made that has helped you the most pertaining to [your niche/keyword]."
  - Investigate [your niche/keyword] problems on Quora and Reddit to find out what people are using as a solution, and what products they want.
3. List the related products/services
  - they already purchased or using,
  - they are talking about or they want a review about,
  - or any other solutions you think are a good fit for the problems listed above.
4. Google search

- From the step above, extract keywords related to your niche and products/services
- Use Google search and keywords tools to discover other products/services

## Keyword Validation

### Step 8: Keyword Research

1. Use a Keywords Research Tool
2. From the niche shortlist, Explore each Niche idea to extract Keywords.
3. For each keyword extracted above, check for the following 3 things:
  - Head (Seed) Keyword ⇒ This is the topic description
  - Buying Keyword ⇒ Best “head keyword”
  - “allintitle” Buying Keyword ⇒ A variable from KGR method
4. Analyze search volumes; Eliminate low potential niches.
2. Check niche trending with [Google Trends](#); Eliminate down-trending niches.

## Competition

### Step 9: Check Your Top 10 KW

1. Search your topic on google/FB and analyze the type of proposed/available resources for your target audience
  1. What are others doing?
  2. news, videos, images, forums, etc
2. Use your KW Tool and Do SERP
  1. Check the Top 10 domains
  2. Is there any large organization or a big brand?
  3. Check the DA score of the top 10 SERP
  4. Check the top 10 posts
  - Check the PA score
  - What is the content quality?
  - Ask yourself the question, Can I Do Better?

*For more information visit the [Fennex Blog](#).*

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