# **7 little-known niches that could make you a boatload of money**

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When I started my journey into the online freelancing world 3+ years ago…

I honestly had no idea what I was doing.

At the time I was a proud MBA graduate and thought business was all about profit margins, hard sales and reverse supply chain analysis (whatever the hell that means)…

But after playing business for a few months and finally hitting a point to where I actually had to do business, well, that’s when things got tough.

No matter how hard I worked or how many credentials I had behind my name, I couldn’t land a client to save my life and after realizing I couldn’t do this on my own — I finally swallowed my pride and hired a coach who’d been in my shoes.

He started off by going through all my material, mainly so he could get a better idea of what I was trying to do, and after looking through this for a couple days…

I received an email with a lot of suggestions, but one thing really stuck out to me:

“**What niche are you targeting?”**

This caught me off guard as I was a new freelancer and wanted to get all the business I could get (duh Danny)…

So I simply replied to his email, telling him I could work with any business that did less than $5M/year in revenue. Pretty defined, I know.

After seeing this I think he realized how lost I was, so he sent me an entire info packet explaining the importance of niches, positioning and the right target market…

All things I’d heard of throughout my years of education, but not something that was ever on a test, so I hardly paid attention to it.

Anyway, I was confused why he was so worried about this, but at the same time, I didn’t really know what else to do…

So we went through a short interview and determined I was going to become a Copywriter for Tax Firms.

I was scared about limiting my opportunities at first, but I figured if I could get at least one client then it’d be worth it (and I could always expand out later)…

So I moved forward with this new niche, and to my surprise, over the next week I landed 2 clients:

### **Excited, yet still somewhat skeptical on niches…**

I reached out to my coach asking why this works so well.

He went onto tell me all about the underlying psychology of this, and how in the simplest terms, people don’t really care about experience or credentials…

They care about relevance and how much you understand their exact situation.

This made sense to me as I had a good understanding of Tax (IRS Enrolled Agent) and could talk about it all day, so even though I was competing against other writers who had 20 more years of experience than me…

None of them had the same relevance (because I was positioned as a copywriter for tax firms)….

And that’s what helped me get my first gig, in a brand new category.

### **Then I started applying this to other businesses**

After seeing these results and realizing there were legitimate ways of making money online, I started digging into things and seeing what other businesses I could create.

I came across a plethora of information, like creating a blog, getting adsense, affiliate marketing and every other form of business out there…

But the one thing that really stuck out to me was dropshipping.

I guess I’m not sure why I was so obsessed with dropshipping, but I really liked how I could set something up and let it operate on its own (yes, I read the [4-Hour Workweek](https://www.amazon.com/dp/B002WE46UW/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1) right before this)…

So I applied my existing knowledge of niches, created a Chicago Cubs store, and started “selling” free W flags.

My friends laughed at me for doing this and asked why I’d limit my opportunity as I could easily just make an MLB store, but I knew that was too vague of a niche so I went forward with it anyway…

And within 48 short hours, I’d gained over 50 sales and had an e-commerce store that was already profitable.

Long story short, there’s a lot of things I’d like to tell new entrepreneurs, but one of the most important things that can help you quickly expedite your results is a powerful niche.

Now I’m at a good place in my career and really don’t need a new niche to help me stand out, but I can’t help but constantly look for new niche ideas that could help aspiring freelancers make money….

And here’s 7 of them that you should take advantage of right away:

### **Niche #1 — LinkedIn Profile Creator**

2 years ago I laughed every time I saw this type of job posting, today I think something’s wrong if I don’t see one every 3 minutes.

It seems like everybody and their dog understands the importance of LinkedIn profiles anymore, and if you can create a profile that attracts prospective employers…

Helping them land a job and in turn, more money — then they’re going to pay you a good chunk of change for it.

How can you get started on this?

From an actual LinkedIn standpoint, I honestly have no idea as I’ve never really looked into it, so it might not hurt to take a quick course on [Udemy](https://www.udemy.com/)…

But I do know that with any profile (LinkedIn or otherwise), you always want to make it about your reader.

This will obviously differ depending on who you’re targeting (i.e. client vs employer), but simply telling them how your skills will benefit their company goes a long way…

And the easiest “hack” to ensure this is by using “you” more than “I” in all aspects of your profile.

**Pros of this niche:** A LOT of opportunity and very few people are positioned as LinkedIn profile creators, so you’d never have troubles finding work.

**Cons of this niche:**It’s not really consistent work so you’d be spending a little more time “hunting”, but you can just charge a little more and overcome this hump.

Also, most people like to see exact results…

So I could see that being a little bit of a challenge, but if I was ever going to enter this niche, I’d just optimize my own profile then show prospective clients how many recruiters or employers had reached out to me afterwards.

### **Niche #2 Explainer Video Script writer**

I don’t know if you’ve noticed this or not, but videos are HOT right now.

It seems like every business is trying to connect with prospective customers via video, and one of the most common ways is “explainer videos”.

If you’ve never heard of an explainer video before, it’s one of those 1 minute videos that gives a quick intro to a product (or service):

And something most people don’t realize is how a script has to be made for every video…

Which is awesome in itself, but here’s the best part(s) — they’re really not that hard to do and people pay a lot of money for them.

Don’t believe me?

Well, my first script writing job (when I had zero experience) paid me $75/hr…

And all I did was read, [“Story: Style, Structure, Substance, and the Principles of Screenwriting by Robert Mckee”](https://www.amazon.com/Story-Structure-Substance-Principles-Screenwriting-ebook/dp/B0042FZVOY)…

Then created a few examples I could share with prospective clients, and voila — they loved them so much they hired me right away.

**Pros:** A lot of work, easy to do, very few people know about it. It’s also “quick work” so you’d be able to build reviews right away.

**Cons:**Like LinkedIn profiles, it’s not always consistent work so you might be doing a little more “hunting” in the beginning…

But once you become established, people usually come to you, so I wouldn’t let that deter you too much.

### **Niche #3 — “Medium” Ghostwriter**

That’s right my fellow Mediumites, over the recent months I’ve started to see a lot of people asking for “Medium” ghostwriters.

Part of me hates this as I don’t want to see Medium clogged up with “junk” created by shitty copywriters who think every blog should be a press release, but at the same time, I also know Medium does a good job of “self policing” articles that don’t provide value…

So at the end of the day, we should be alright, and that’s why I think you should look into this amazing opportunity.

Really the only thing you need to do is show some success on Medium (I’d advise at least 1K followers), and once you show this to prospective clients…

They’ll be practically begging to work with you, giving you an amazing source of income for doing something you’re already doing (well, kinda).

**Pros:**Consistent work, easy entry for experienced Medium bloggers.

**Cons:** People usually don’t pay AS much for blogs, but at the same time, it’s consistent work so that’s something to consider as well.

### **Niche #4 — Resume/cover letter creator**

When I first started freelancing, I thought all the work would be for other companies…

But after being on Upwork for a couple years and seeing all sorts of different job postings everyday, I’ve learned that’s not the case.

Just like how people are looking for LinkedIn profile optimizers to help them stand out and get jobs, other people are looking for “resume” creators to help them land interviews.

Now again, personally speaking, I have no idea how to optimize a resume. I’m one of those “unemployable” people who believes in entrepreneurship too much to ever have a job again (trust me, I’ve tried, and every employer tells me this)…

But at the same time, there’s certain people that I trust, and if you wanted to learn how to create a resume that practically makes employers begging to work with you (or your clients)…

Then I’d highly advise looking into [Overnight Resume Makeover by Ramit Sethi.](http://go.overnightresume.com/)

Why?

Because I’ve taken a few of his courses, and I can assure you, they work.

**Pros:**Again, a lot of opportunity. I can’t explain how many of these job postings I see everyday, and if you can show results — then you’ll never be without work.

**Cons:** This is just me, but it sounds boring as hell.

### **Niche #5: Landing page designer (Unbounce/Instapage/LeadPages)**

If there’s one niche that I advise to any aspiring freelancer, it’s becoming a landing page designer for a specific software.

Why?

Because there’s a crazy amount of opportunity for landing pages out there, and I’ll be honest with you, I think it’s only a matter of time before landing pages are the new website.

I know for me personally I’ve taken down all my websites and replaced them with separate landing pages that are targeted specifically to that visitor (which I know where they’re coming from, because each link is different for every blog or ad I have)…

And specializing in a certain software is just an easy way of capitalizing on the power of a niche while taking advantage of this amazing opportunity.

If I had to give one software that I’d advise over the others, I’d say Unbounce is the most popular…

But at the same time, there’s still plenty of opportunity for the other two ([Instapage](https://instapage.com/) or [Leadpages](https://www.leadpages.net/)), so don’t be afraid to try those either.

**Bonus hint:**If you can do copywriting with the design, clients will open their wallet for you. I’ve gotten jobs that’ve paid upwards of $195/hr before.

**Pros:**Really not that hard to do. The software makes it easy and once you’re able to get results under your belt, then you’ll never have trouble finding jobs. Oh, and did I mention this pays well?

Here’s a link that helps you learn how to design this pages: <https://workshops.unbounce.com/ecourses/>

**Cons:**Little bit of pressure. When clients are looking for landing page design/copy, they usually have some high standards for conversion rates…

So just make sure you’re able to get what they’re looking for before accepting the contract.

### **Niche #6 — Business plan writer**

Before I jump into this one, I gotta let you know — this one has a little bit of significance to me.

After working as a Commercial Lender for 5 years and understanding the importance of a good business plan, I actually started my freelance career in this field and got paid pretty well for it.

My first couple clients were Real Estate Investors looking to get financing from their bank, and I was able to easily help them do just that…

But after helping these guys and taking on different clients over the weeks, I started to hate this niche.

Why?

Well, it seemed like 50% of the people I was working with didn’t really need a business plan, and instead, they were just the type of entrepreneur that tried to overcomplicate everything and “play” business in the beginning…

Which is somebody I can’t stand working with.

My favorite example was a dropshipping business who wanted a business plan, and when I asked why — they told me it was something that was going to keep them on their “mission”…

Like they had experience and knew what next week was going to bring, let alone next year.

With all that said, there’s plenty of opportunity out there for this and I don’t think it’s going away anytime soon.

My one piece of advice for this niche is to at least have a good understanding of creating pro-forma financials, as that’s one of the most important parts of a business plan (that’s going to be used for funding)…

But other than that, the actual business plan itself isn’t that hard to learn (most of them are literally 92% bullshit).

**Pros:**Pays well and the projects are always a good length. It seems like you can make a good living making 4–5 business plans a month, which allows you to focus on paid work as opposed to finding new clients.

**Cons:** Maybe it’s just me, but some of these new entrepreneurs can be frustrating to work with (because they read a book and think they’re Elon Musk).

### **Niche #7 — “About Me” Copywriter**

Last, but certainly not least…

And for some reason, my absolute fave — the “About Me” Copywriter.

The niche is exactly how it sounds, where you specialize in creating about me pages for companies (or freelancers)…

And I’m not going to lie, this is probably one of the favorite niches I’ve worked in.

Why?

I really don’t know, but if I had to guess, I’d say it’s because it’s the biggest profit leak for most companies and if you know what you’re doing, you can dramatically improve their results with less than 1,000 words.

I wrote an article about this a few weeks back, and you can learn more about that [here](https://medium.com/swlh/struggling-for-sales-fix-your-about-me-page-3f54a14e5c19)…

But long story short, there’s a lot of business out there for this and people pay well. Here’s one example:

**Pros:**It’s not that hard and you’re providing a lot of value for the company/freelancer, which means they’ll pay well. There’s also a lot of opportunity.

**Cons:**Maybe I’m just not looking hard enough, but it seems like it’s hard to find enough of these in one industry.

What I mean by this is that I don’t see a lot of tax firms looking for about me updates, or a lot of ketogenic diet blogs looking for about me pages…

So that variety can make it a little more difficult as you’re forced to learn different industries.

At the same time, I can see this being a good thing as you’re not getting bored with one line of work…

But something I wanted to mention either way.

### **Just remember…**

These 7 niches are ones I’ve constantly seen and I know you could make good money off any of them, but the true importance is just finding a niche.

I try not to be too binary on a lot of things, but I can guarantee you won’t survive any type of online business as a generalist…

And if you’d like to learn more about starting an online freelance side hustle, [check this out](https://goo.gl/E1aP9m).