

- Art & Design
- Beauty
- Home Decor
- Fashion
- DIY & Crafts
- Wedding
- Food & Recipes
- Architecture
- Parenting
- Gardening

I Often Get Asked About These Niches:

Quotes, Spirituality, Business/Finance, and Personal Development.

I totally get why people love creating content in these spaces—they’re passion-driven and have engaged audiences.

But from my experience, here’s what you need to know:

1. These Are Smaller Niches = Strong KW Research Is Crucial

Since these niches have less overall search volume, finding the right keywords & interests becomes even more critical.

2. Lower RPMs in Quotes, Spirituality & Personal Development

Monetization can be challenging because the RPMs in these niches tend to be lower compared to others.

3. The Issue with Quotes

- Many users read quotes directly in the app instead of clicking through to the website.
- This results in lower outbound click rates + lower RPMs, making it harder to generate significant revenue.