

# Niche Discovery Worksheet



## Step 1: Product Exploration

### 1. Browse Affiliate Marketplaces:

- ClickBank: <https://www.clickbank.com/view-marketplace/>
- OfferVault: <https://www.offervault.com/>
- ShareASale: <https://www.shareasale.com/info/>

### 2. Identify Products of Interest:

- List 3-5 products or services that genuinely interest you and have decent commissions.
- Product 1:
- Product 2:
- Product 3:

### 3. Validate the Offers:

- Research each product/service to ensure its legitimacy and value.
- Look for reviews, testimonials, and potential red flags.
- Product 1 Validation:
- Product 2 Validation:
- Product 3 Validation:

## Step 2: Keyword Research

### 4. Use SEO Tools:

- Ahrefs: <https://ahrefs.com/>
- Semrush: <https://www.semrush.com/>
- SpyFu: <https://www.spyfu.com/>

## 5. Identify Relevant Keywords:

- For each product, find relevant keywords, search volume, and competition levels.
- Product 1 Keywords:
- Product 2 Keywords:
- Product 3 Keywords:

## Step 3: Audience Research

### 6. Identify the Target Audience:

- For each product, determine the target audience's needs, pain points, and online presence.
- Product 1 Audience:
- Product 2 Audience:
- Product 3 Audience:

## Step 4: Niche Consideration

### 7. Broader Niche Exploration:

- Does the product fit into a broader niche you can explore?
- Can you find other related products or services to promote to this audience?
- Product 1 Niche:
- Product 2 Niche:
- Product 3 Niche:

## Step 5: Bucket Creation

### 8. Tools Bucket:

- Compile valuable tools, resources, or content for your target audience.
- *Examples:* Checklists, PDFs, calculators, templates, mini-courses, free apps.
- Tools Bucket Ideas:

## 9. Money Bucket:

- Gather all monetizable offers you can promote to your audience.
- Include the initial product and any related products or services discovered.
- Money Bucket Ideas:

## Step 6: Leverage Expired Domains (Optional)

### 10. Find Expired Domains:

- Use platforms like [Spamzilla](#) or [GoDaddy](#) to locate relevant expired domains.

### 11. Analyze Domain Metrics:

- Look for domains with existing traffic, backlinks, and good domain authority.

### 12. Match Domain to Product:

- Choose a product that aligns with the domain's existing content and audience.

### 13. Build Out Content/Redirect Traffic:

- Create new content, update existing content, or redirect traffic to your main site.

## Additional Tips:

- **Focus:** Concentrate your efforts on one product or niche to develop expertise and efficient marketing.
- **Value:** Provide value upfront through "lead magnets" to entice people to join your email list.
- **Consistency:** Make consistent progress in building your niche and promoting your offers.
- **Adaptation:** Be willing to adapt and refine your approach as you learn and grow.