

Profit Potential Checklist

How can you know if a niche will be profitable for you? A little research can reveal the clues.

- START WITH YOUR FAVORITE SEARCH ENGINE -

- ☐ **Search your topic and look for “Ad” or “Sponsored” in front of the top results.** No one pays for ads if there’s no money to be made in a niche, so the presence of ads is a good indication of profitability.
- ☐ **Review the websites that show up in the search results.** How they are monetized can indicate if a similar business model is right for you in that niche. Are there...
 - Ads on the site?
 - Products for sale?
 - Coaching opportunities?
 - Ecommerce stores?
 - Memberships?
- ☐ **Pair your search term with your business model and see what shows up.** For example, if you chose digital product creation as your business model and kite building as your niche, then do a search for “kite building course” or “printable kite plans.” If you chose coaching and women’s nutrition, then search for “women’s nutrition coach.” Paid offers for your search prove that money is being made in your chosen niche and business model.

- REVIEW GOOGLE TRENDS -

- ☐ **Look for even or upward growth.** Avoid hot topics that are trending right now but that will die out quickly.
- ☐ **Watch for seasonality.** There’s nothing wrong with choosing a seasonal niche, but you do need to be aware that most of earnings for the year will happen in just a few weeks or months.

- CHECK WITH AMAZON -

- ☐ **Search for your topic in Books.** Look for sponsored placement and/or books with at least several hundred reviews. Pay special attention to traditionally published books. Big publishing houses (think Penguin, Random House, Simon

& Schuster and the like) cannot afford to back books that don't make money, so their imprint on a title indicates at least the potential for profits.