

# Chapter Checklists



# Step 1 Checklist

## 1.1 – What Niches Make Money in Email Marketing?

- ✓ One of the biggest mistakes email marketers make is to select a niche without doing research into whether it is profitable or not.
- ✓ Ask yourself these four questions to select a great email marketing niche.
  - Are there always offers to promote; lots of things to buy?
  - Are customers in this niche known to buy?
  - Can you market to this niche online in a profitable way?
  - Do you like this niche?

## 1.2 – Ideas for Niches

Here are all the niche ideas that were discussed in Step 1.2

- ✓ Weight Loss
- ✓ Bodybuilding
- ✓ Food, Cooking, Healthy Eating
- ✓ Get Your Ex Back/Dating Advice
- ✓ Investing, Trading, and Personal Finance
- ✓ Real Estate
- ✓ Electronics and Gadgets
- ✓ Gaming
- ✓ Pets
- ✓ Relationship advice
- ✓ Education
- ✓ Finding a job
- ✓ Acne
- ✓ Back pain
- ✓ Travel
- ✓ Cooking
- ✓ Panic attacks
- ✓ Reiki
- ✓ Musical instruments
- ✓ Investing in precious metals
- ✓ Hypnosis
- ✓ Binaural beats
- ✓ Quit smoking
- ✓ Wine making
- ✓ Yoga
- ✓ Superfoods
- ✓ Divorce

### 1.3 – Research Niches on ClickBank.com

- ✓ ClickBank is an excellent tool for niche research.
- ✓ The gravity score tells you that there are multiple affiliates selling that product.
- ✓ Look for niches on ClickBank with multiple products that have a gravity score above 30.

### 1.4 - Research Niche on Magazines.com

- ✓ Magazines.com will help you to evaluate how popular a niche is.
  - 🔗 Remember the 3 key spots to check out on Magazines.com:
    - The Front Page
    - The Toolbar
    - The Highest Ranking
- ✓ When a niche catches your eye on Magazines.com, remember to ask yourself the four questions for choosing good email marketing niches
- ✓ Be very careful to think about whether YOU would buy products in that niche. And how often. Some niches may be fun to read about, like celebrity gossip. But you're most likely just buying the gossip – because there aren't many real products in that niche!

### 1.5 – Research Niches on OfferVault.com

- ✓ OfferVault.com will help you to easily research your niche and find offers with good payouts.
- ✓ Key terms: CPA, CPL, Network, Lead
- ✓ Research your niche by doing a specific search
- ✓ Identify lead and sales offers in that niche
- ✓ Check the payouts to get a sense of profitability
- ✓ Make sure there are some low payout, short form offers

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