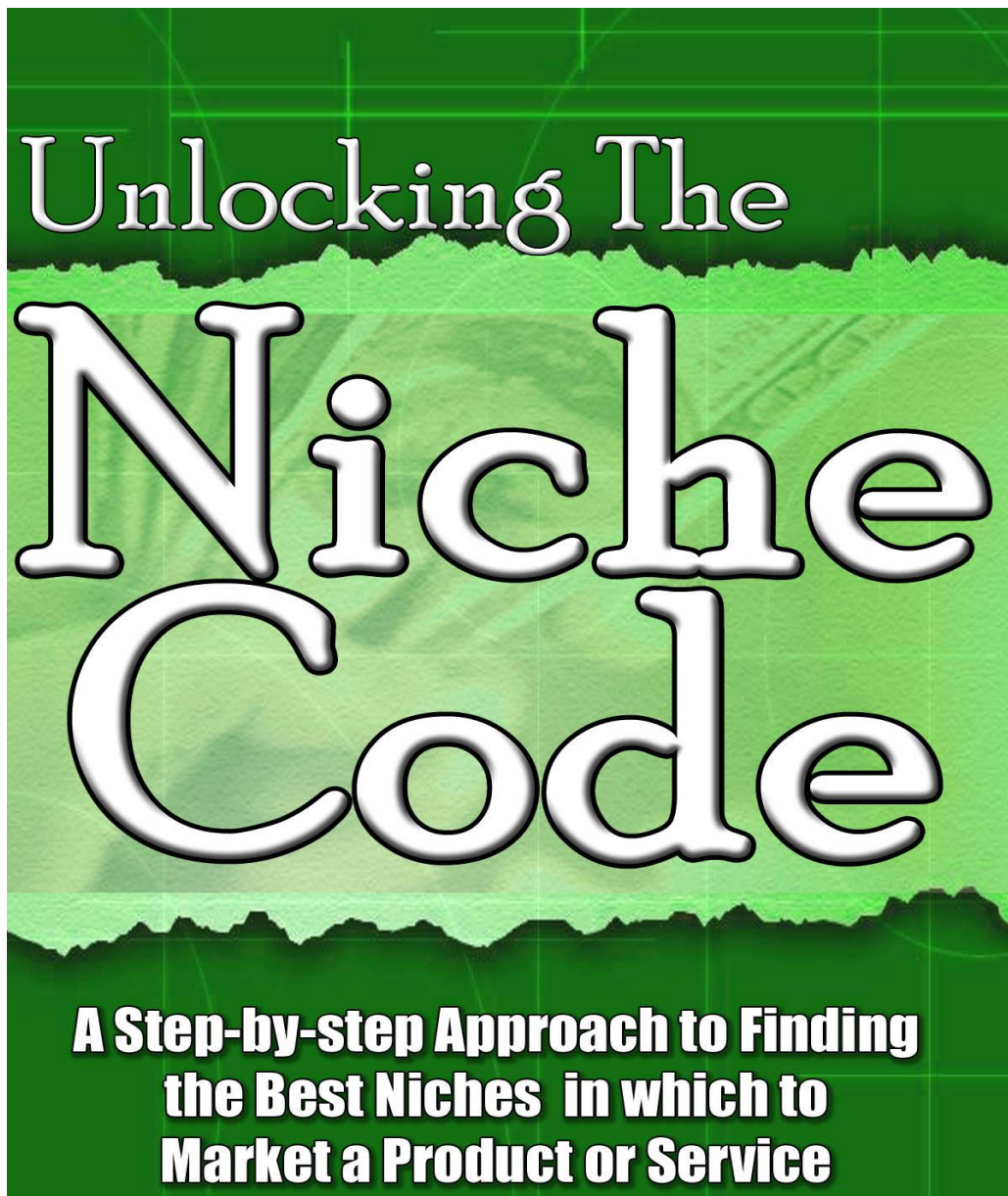




Unlocking The Niche Code

(How to Research the Moneymaking Capabilities of a Niche)

A Step-by-step Approach to Finding the Best Niches in which to Market a Product or Service

Unlocking The Niche Code:

When selling a product, a lot of people make the mistake of developing their product first, and then trying to find a market for it. Of course, the process should be reversed.

Find a market first that spends money, then find out what they want and give it to them.

It is certainly easier said than done, but there are a lot of places online where you can do your market research for free. They've done most of the work for you already. You just need to know where to go and what to do to connect all the dots.

Let me show you the process I go through when I'm trying to brainstorm for ideas.

For starters, I'm always aware of trends and current events in the real world. I read several newspapers each day, many magazines, both general and niche-specific, I watch the news, I listen to the radio. Occasionally something that I hear or read will stick with me. I may record my thoughts on my portable voice recorder; jot down some notes, whatever happens to be convenient for me. Sometimes I'll call my office voice mail and leave myself a message.

But at some point I'll have several broad ideas to research. I want to look deeper. And I want to make sure there is a good market for them before I even think about creating a product.

So I'll begin completing the following steps:

Google Zeitgeist-

<http://www.google.com/press/zeitgeist.html>

To begin with, I check out the hottest search trends at Google Zeitgeist. If I am targeting the US market, I'll click on "U.S.

Zeitgeist,” otherwise I’ll look at “Zeitgeist Around the World.” At this point I am just looking for ideas.

If I see that a particular topic is hot, I’ll make a note of it and look at more targeted sub-niches later on at more specialized sites (*which I’ll show you shortly*).

Google Zeitgeist: Search patterns, trends, and surprises [Press Center | Google.com](#)

2005 Year-End Zeitgeist
[Zeitgeist Archive](#)
To get the story behind some of today's top queries, visit [Google Current](#)

Zeitgeist This Week
Gaining Search Queries: Week Ending July 17, 2006

1. [zidane headbutt video](#)
2. [xbox](#)
3. [syd barrett](#)
4. [israel news](#)
5. [chi magazine](#)
6. [barbaro](#)
7. [lebanon](#)
8. [natalie gulbis](#)
9. [danica patrick](#)
10. [pamela rogers](#)
11. [christie brinkley](#)
12. [rosario dawson](#)
13. [valerie plame](#)
14. [avril lavigne](#)
15. [project runway](#)

Zeitgeist Home

- [U.S. Zeitgeist \(Monthly\)](#) — United States
- [Zeitgeist Around the World \(Monthly\)](#) — Worldwide

Zeitgeist Explained
zeit-geist | Pronunciation: "tsit-"gist, "zit" | Function: noun | Etymology: German, from Zeit (time) + Geist (spirit) | Date: 1884 | Meaning: the general intellectual, moral, and cultural climate of an era.

More about the Google Zeitgeist

Pulling together interesting search trends and patterns requires Google's human and computing power together. Search statistics are automatically generated based on the millions of searches conducted on Google over a given period of time - weekly, monthly, and annually. With some help from humans, and a [pigeon or two](#) when they have time, these statistics and trends make their way from the depths of Google's hard drives to become the Google Zeitgeist report.

Lycos Top 50 - <http://50.lycos.com>

The Lycos Top 50 is another site, like Google Zeitgeist, where I will review the latest trends and look for hot topics to explore further. I will also look at Yahoo! Buzz for ideas as well (see below).

Yahoo! Buzz - <http://buzz.yahoo.com>

eBay Pulse – <http://pulse.ebay.com>

The eBay Pulse site is a great place to start looking at sub-niches. What I will do is select the category first (using the topics I’ve gathered from looking at the previous sites), then look for profitable sub-niches by then selecting a sub-category.

The best chance for success is if I am as specific as possible with my niche selection. In the example below, I don't want to sell to the "crafts" niche.

I want to sell to grandmothers who enjoy giving their latch rug hooking gifts to their families and friends. Whatever. You get the idea.

The screenshot shows the eBay Pulse page for the 'Crafts' category. The page has a green header with 'eBay pulse' and 'Crafts'. Below the header, there's a 'Category' dropdown set to 'Crafts' and an 'Update' button. The date 'Monday, July 24, 2006' is displayed on the right. The main content area is divided into two columns: 'POPULAR SEARCHES' and 'LARGEST STORES'. The 'POPULAR SEARCHES' column lists 10 items: stampin up, scrapbooking, creative memories, fabric, beads, sizzix, yarn, rubber stamps, crafts, and scrapbook. The 'LARGEST STORES' column lists 5 stores: FabricGuru, SURFDOLLY, Moonwishes Sewing and Crafts, charlesbing jewelry supply, and IMO Scrapbooks. A red circle highlights the 'LARGEST STORES' column. A red arrow points from the 'Crafts' category dropdown to the 'LARGEST STORES' column. Another red arrow points from the 'LARGEST STORES' column to the 'POPULAR SEARCHES' column. A red arrow points from the 'LARGEST STORES' column to the 'Summer STYLE STARTERS' sidebar.

home | pay | register | site map

Buy Sell My eBay Community Help

Start new search Search

Advanced Search

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Hello! Sign in or register.

Home > Buy > eBay Pulse > Crafts

eBay pulse Crafts

Category Crafts Update

Monday, July 24, 2006

Welcome to eBay Pulse, a daily snapshot of current trends, hot picks, and cool stuff on eBay. Learn more.

POPULAR SEARCHES by number of searches

1. stampin up
2. scrapbooking
3. creative memories
4. fabric
5. beads
6. sizzix
7. yarn
8. rubber stamps
9. crafts
10. scrapbook

Check out the largest eBay stores as well to see what they sell.

LARGEST STORES by number of active listings

1. FabricGuru fabricguru (23964)
2. SURFDOLLY tealeafer (5575)
3. Moonwishes Sewing and Crafts moonwishes (1627)
4. charlesbing jewelry supply charlesbing (4833)
5. IMO Scrapbooks imojoe (13891)

Summer STYLE STARTERS

Get the Celebrity Look!

1. Bermuda Shorts
2. Nude Blouses
3. Drop Earrings
4. Studded Bags
5. Designer Sunglasses
6. Gauchos
7. Wood Necklaces
8. White Jeans
9. Skin Glow Products
10. Leather Sandals

Shop more clothing

Also, I'll always check the largest stores as well to see what they're selling. There has to be a reason they are the largest stores. They must be doing something right.

eBay also puts out a PDF report of their hottest categories each month, available at <http://pages.ebay.com/sellercentral/hotitems.pdf>.

Now that I have some potential sub-niches to work with, I want to see how much of a market there is there.

Just because a sub-niche is popular doesn't mean people spend money on it.

Unlocking the Niche Code

You have just read the first pages of this ebook.

The full product includes the complete PDF, the editable source file, cover graphics and a private label rights licence. Edit it, put your name on it and sell it as your own.

Get it for £2.99

<https://plrshop.shop/internet-marketing-general/213-unlocking-the-niche-code.html>