

# **Azon Monster Sale: Finding Your Niche**

---

**Jay Boyer & John S. Rhodes**

**© Copyright 2014 J. J. Fast Publishing, LLC.** All Rights Reserved. This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions. Before you begin, check with the appropriate authorities to insure compliance with all laws and regulations.

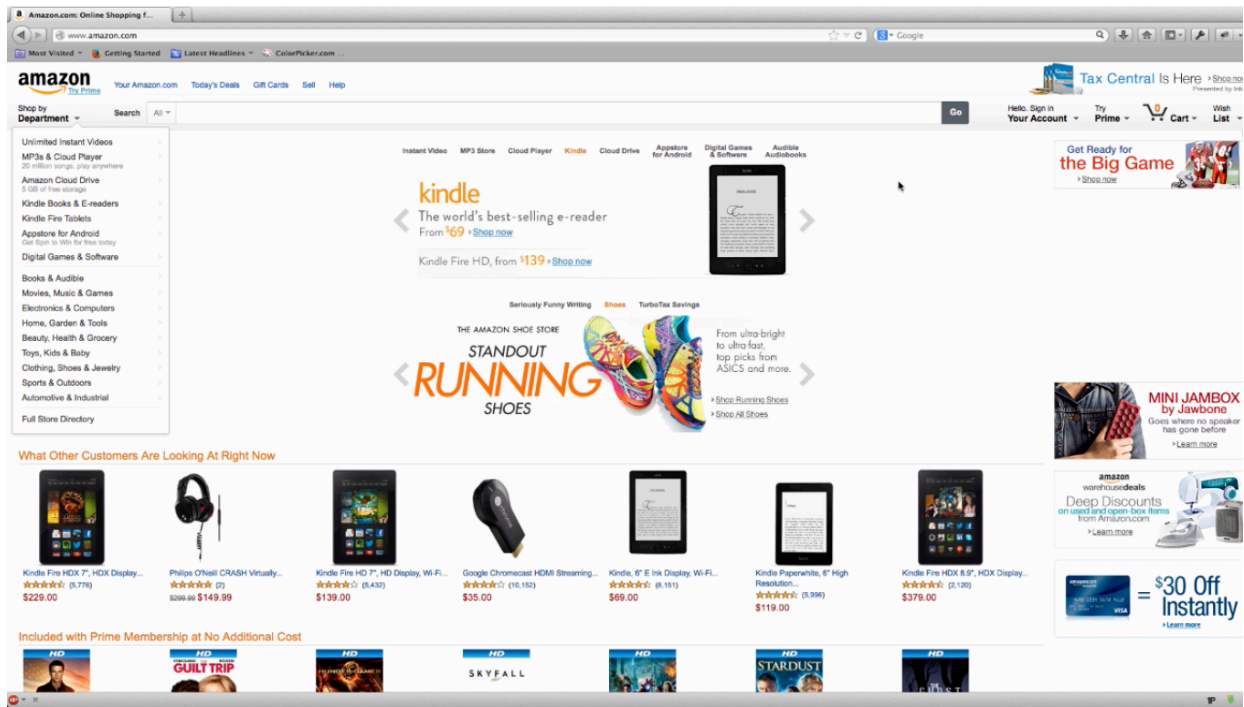
Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on online marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report, nor do we make any claims or promises of your ability to generate income by using any of this information.

## Table of Contents

See What's Selling .....	4
What to Look For .....	8
Gold Box Deals.....	13
Products vs. Niches.....	14

## See What's Selling



So far you have been given an in-depth overview of what the Amazon Associates Program is about and how it works. Soon you will learn how to build your own site and apply it to this program. Before you can do that, you need to find a niche to target.

There are a several different ways that you can go about searching for a new niche. Once you find a niche that you think you would be comfortable working within, you'll want to test it out to see if it could be profitable. You'll want to begin by opening Amazon up, but you will want to make sure that you open it up in a new tab and that you're not logged in. That way, the results of what you find aren't tainted by what products you have looked at in the past.

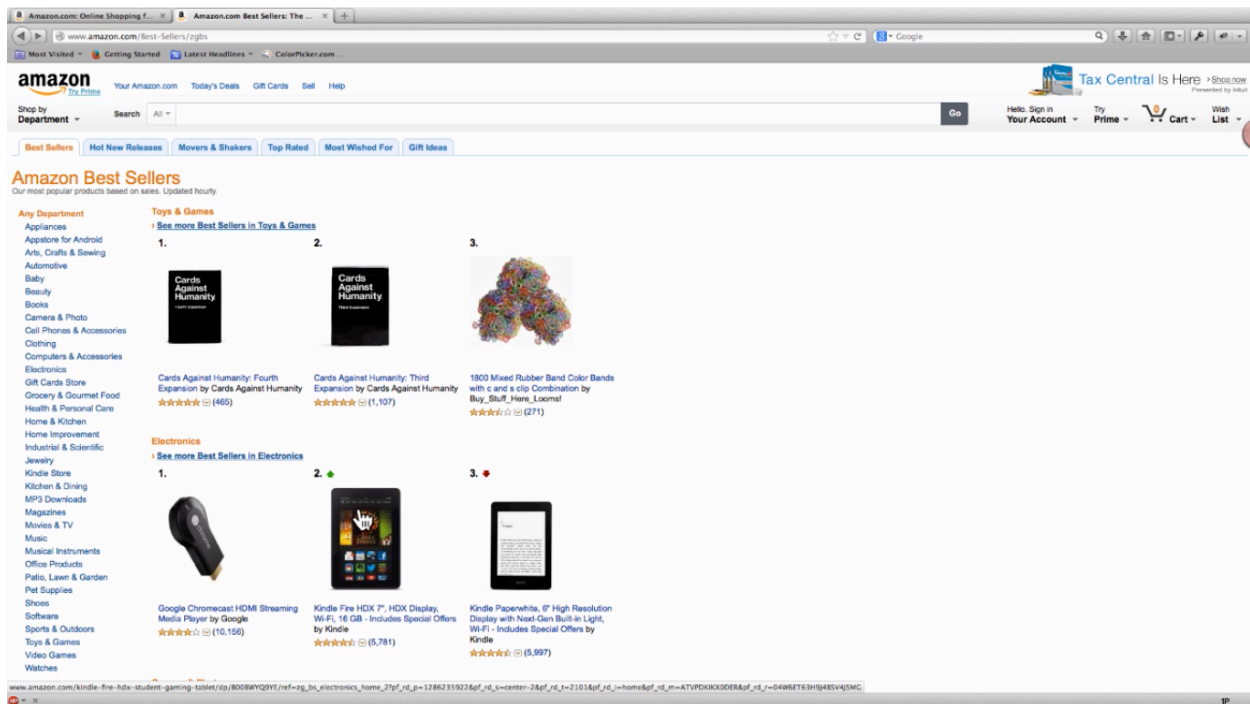
Look at the screenshot above and you will see that there is a section titled 'What Other Customers Are Looking At Right Now'. Within this section you will find some of the most popular items currently on Amazon. As you can see, there are currently a lot of Kindle tablets within this section. There is also a Google Chromecast and a pair of headphones listed here. You may also notice that beneath each item there is a star review and a number which represents how many people wrote a review on the product.

The first item shown is the 'Kindle Fire HDX 7"'. It currently has a 4 ½ star rating, which is a very good rating. It's rare to find a product rated with all five stars. All of the products listed here are

consumer electronics, which is probably the hardest niche to get into because these are the products that everyone is interested in.

Let's say that you did a search for reviews on the Google Chromecast that you see in the screenshot above. You would find that a ton of review sites show up in the results, and not only that, but the review sites listed are huge sites. This means that you are going to have a hard time with the competition if you were to choose this product. The only chance that you would have, really, is to find a special angle. This is something that's very difficult to do, especially when it comes to setting up a review site.

Your best bet is to find a product that gets a lot of traffic, but at the same time isn't very well-known. You can see that running shoes are shown in the picture above. These sell quite well on Amazon, so that might be a good niche to check into. Again, if Amazon is trying to promote a particular item, it's usually worth checking into.

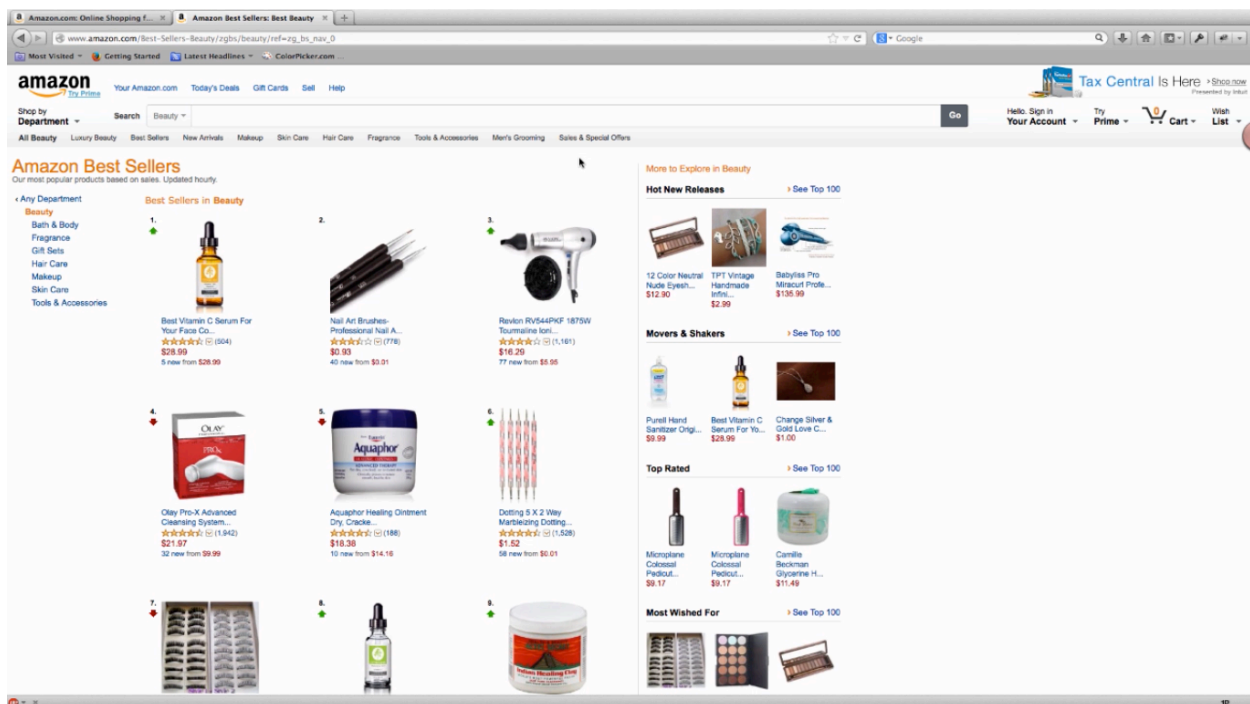


You may remember that you were shown the Amazon Best Sellers list in the previous section. This page is shown in the screenshot above. It is another great place to look when you are trying to find items to sell. As you can see, there are categories listed over on the left-hand side of the page and there are several categories and items listed on the main portion of the page. Right now the page is showing select products that are within the following categories:

- Toys & Games
- Electronics

- Camera & Photo
- Video Games
- Books
- Clothing

Out of all of the categories listed above, clothing is the only niche that's very promising. Books can be a good niche to get into as well, but they are usually priced pretty low, so they aren't your best choice. When promoting products such as these you can generally expect to have more sales per month but they don't bring in a lot of revenue.



Above you will see the best sellers in the 'Beauty' category. This is a great place to start because both men and women buy beauty products. For example, a hair dryer might be something that is used by both men and women. If someone wanted to buy a hair dryer online, they would most likely look at product reviews to try and figure out which ones are best to buy. A lot of times people like to have a table which provides a comparison of different product types. So, you might create a table like this on your site that gives the pros and cons of each.

Another example would be a humidifier. There are a number of different types that you could compare on your site. Customers may face the problem of having to choose between a hot-steam humidifier and an ultrasonic humidifier. So, they may visit your site to figure out which is best. They would probably want to know which is cheapest, which is the safest to have around

your children, and which is the most effective. You need to think about questions that people may have about the products in your niche before you begin setting up your site so that you know what information to include on your site.

'Health & Personal Product' is another category that you may want to look into. This category includes products such as razors, massagers, and whitening strips. The 'Home Improvement' category is another you may be interested in. This one includes drills, flashlights, stud finders, and things like that. This may be a better category to look into, in fact, because the price points are a little higher. For example, this category contains carbon monoxide detectors that are priced between \$23 and \$35.

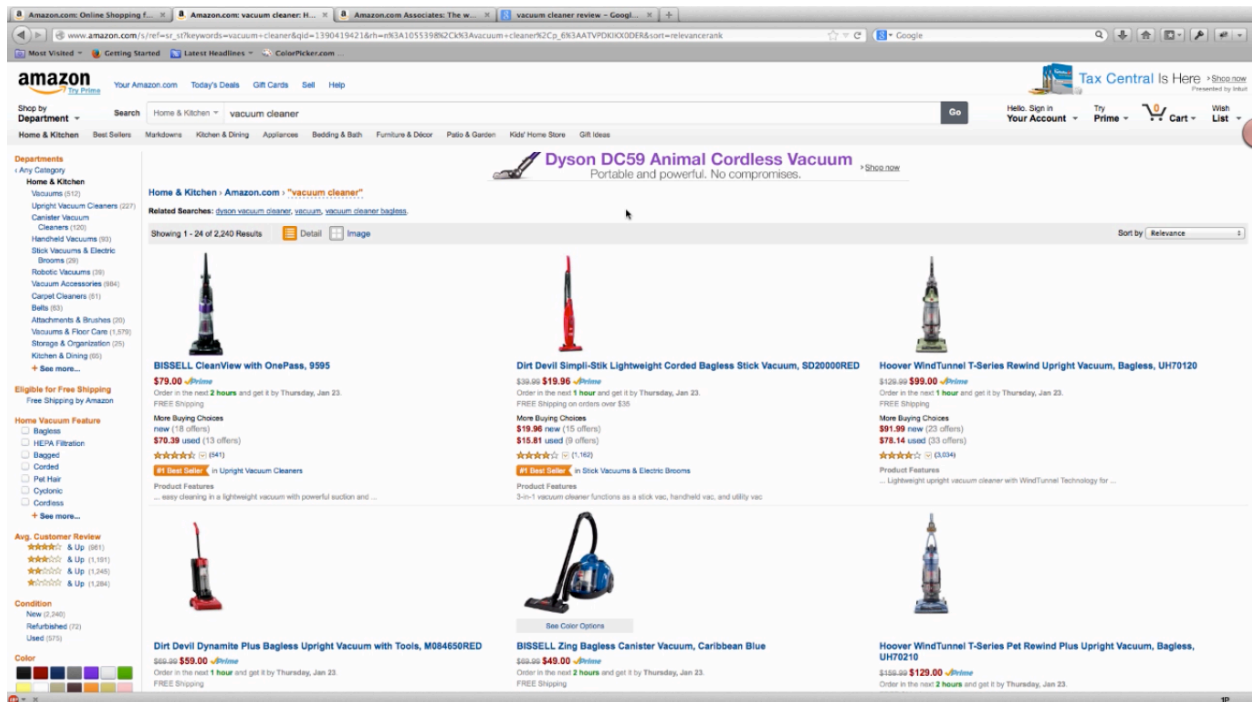
Thermostats are also included in this category. These may be a good choice because these can cost as much as \$200 or even higher. You could set up a page that provides people with information on thermostats so that they can figure out which type would work best for their home. Another great thing about thermostats is that there is a lot of variation when it comes to price. In other words, some cost \$20 while others cost \$230. This means that you could potentially offer products to a large number of customers with different budgets.

For all of these reasons, thermostats are a great example of a product that you may want to go with. However, you would need to do some research before choosing it. If you find that there are a lot of review sites online that review thermostats, then you are going to have a hard time competing with this product. If you find that there isn't much competition, you could create a site where you offer this type of product in a number of different forms for a variety of different prices.

Another great category you might choose to look into is 'Kitchen & Dining'. Mixers and coffee makers are popular items that you can find in a number of different forms and they often vary in price as well. Products like these allow you to have more content on your site because you can make some great comparisons. These are also products that you will be able to offer at a range of different prices.

The best seller lists on Amazon is a great place to begin your search for products that you may want to sell. Not only does it show the most popular items within any category all on one page, but it also makes it easy to see related items that you may be able to add to your site as well. Again, you don't have to find really expensive items to try and market, but it does help to choose something that has a higher price point because you'll make a lot more commission in a shorter period of time with items such as these.

## What to Look For



In the previous section, you learned the basics about finding a niche. In this section, you will be introduced to some key elements that you need to look for when selecting a niche. Knowing these will help to ensure that you find success. Of course, there's no way of predicting that any particular product will work. However, utilizing this information will definitely increase the chances of your success in picking the right product(s).

In the picture shown above, you will see the search results for a search for 'vacuum cleaners'. You could drill down deeper into a niche if you like. For instance, over on the left-hand side of the page shown above, there are more subcategories listed that you could look into. You could look into canister vacuum cleaners, handheld vacuum cleaners, and robotic vacuum cleaners if you wanted to. Eventually, you could probably create pages that include all of these products. Statistics show that upright vacuum cleaners are the most popular, however; so this would probably be a good product to start with.

The first thing that you'll want to look for is multiple similar products on Amazon. In the screenshot above, multiple types of vacuum cleaners are shown. If you were to click on one of these items, you will be brought to the product's sales page. Over on the right-hand side of the page, it will say whether the product is shipped by and sold by Amazon.



If you were to scroll down to the bottom of the page shown above, you will see that you are given an option for selecting the seller. If you select 'Amazon.com', the results that come up will only show products sold by Amazon.com. It is still a good idea to double-check and make sure that any product you choose is sold by Amazon.

Another thing that you want to look at is whether or not a product qualifies for Amazon Prime shipping. You will find a link on the left-hand side of the page that says 'Free Shipping by Amazon'. If you click this, your search results will only include products that qualify for free shipping.

Once you have a list of products that are both sold by Amazon and qualify for free shipping, you'll want to look at their different price points. Your first product should be priced between \$50 and \$200. Ideally you will want to look for products that are priced at \$100 or above, and you also want there to be some variance in the price point itself. Again, look at the left-hand side of the page and you will find the option to filter the results further. Under 'Price' there are a number of price range options to choose from, and you even have the option of entering in your own,

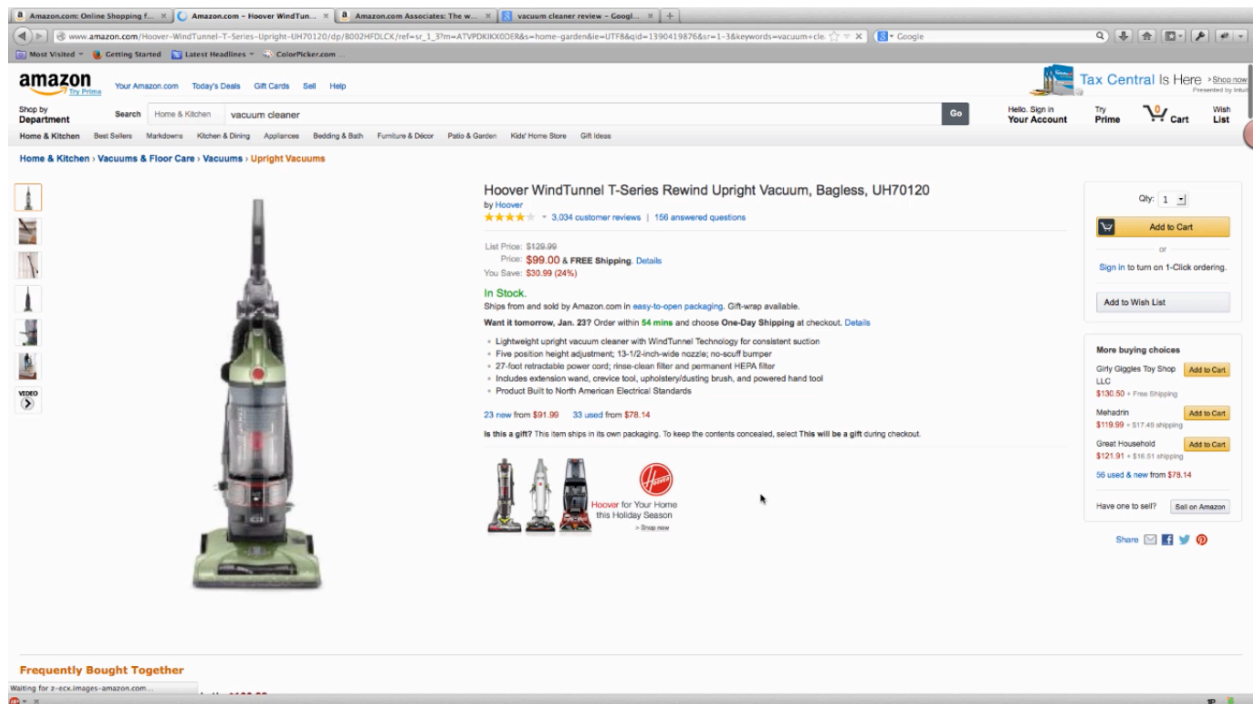
At first, you'll want to sort your results to only include items priced between \$100 and \$200. However, later on you might want to choose 'Under \$25' so that the search results bring up accessories for the main product you have chosen. For example, you may decide to create a page on vacuum cleaners at first, but later on you might want to create pages for vacuum cleaner accessories such as vacuum cleaner belts and bags.

Most of the time people are going to stumble onto your page when they are researching a particular product or type of product. So, the site that you set up will need to include the type of information that people would be looking for when deciding which product to purchase. For this reason, it's a good idea to concentrate on products that have a four-star rating or above. It's difficult to find products that have a five-star rating, but if you can find one, it would be wise to add it to your page.

It's also a good idea to select products that are labeled a #1 Best Seller. The picture above depicts several #1 Best Sellers. Each of them is marked with an orange #1 Best Seller ribbon; it is located beneath the price in the listing. This is also where you will find a graphic representation of the product's star rating. By the way, if you hover over these stars with your mouse, a popup will appear that shows more information about the types of reviews the product has gotten.

If you look over on the left-hand side of the page, you will also see that you have the option to sort the results so that only certain star-ratings are shown. In this case, if you chose to filter the results so that they only include products priced at \$100 or above and those

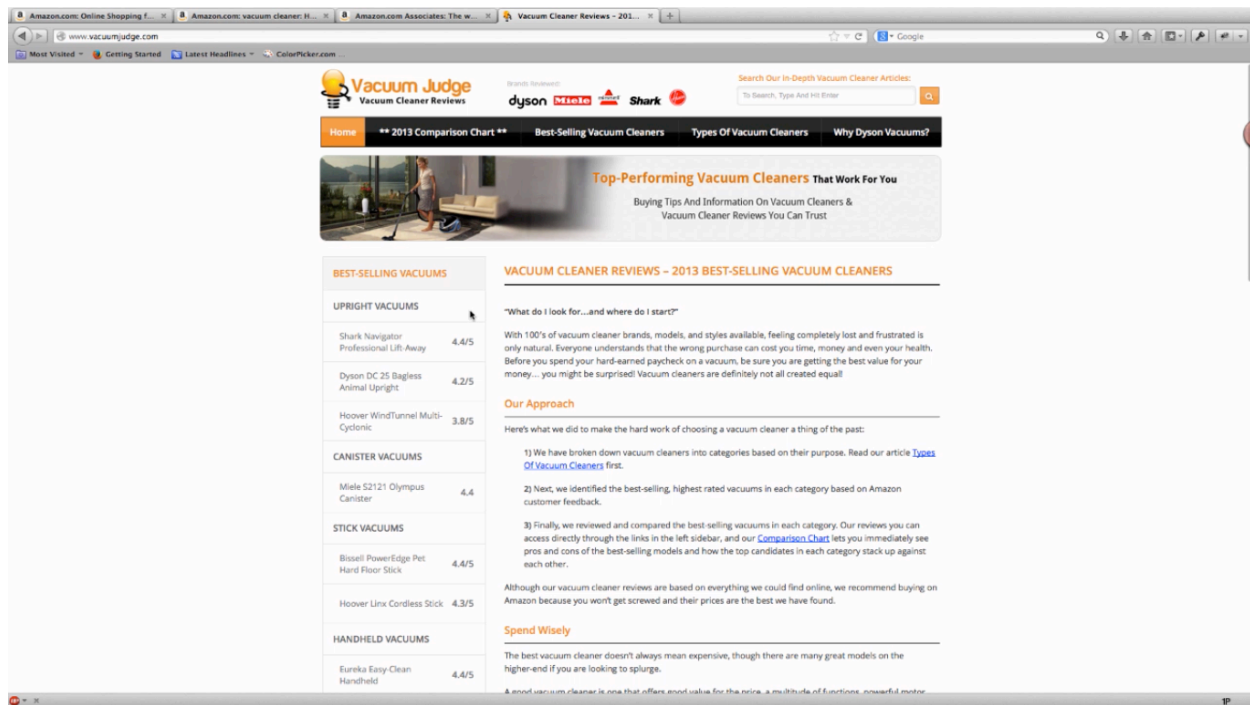
that have 4 or 5-star ratings, then there would only be 97 vacuums left to look through. Obviously, sorting your results in this way can be very helpful and can save you a lot of time.



The vacuum in the screenshot above would probably be a good one to choose. It's priced within the recommended price point. Well, it usually is anyway. Right now it is priced at \$99, but it usually sells for \$129.99. It is also shipped from Amazon and sold by Amazon, which means that this product is eligible to be sold as an affiliate product.

Sometimes you'll run across 'Amazon Exclusive' products. If a product is marked as an 'Amazon Exclusive', that means that you can only buy it from Amazon. The percentage that you earn is usually higher when it comes to these items. These items, by the way, are usually marked with Amazon's logo, but not always. Products that are exclusive to Amazon are also normally priced lower than other similar products listed. So, these products are good products to choose for multiple reasons.

Another factor that applies in choosing a product is the competition. You really can't find out a lot about this factor when looking at a product on Amazon. You can, however, find out a lot about a product by searching for it on Google and things like that. You'll learn more about this further on in the lesson. For now, just know that this is an important factor to think about when choosing a product.



If you were to perform a search on Google using the words 'vacuum cleaner reviews', you'll find that a number of sites appear which provide reviews on this type of product. One of the pages that come up is VacuumJudge.com. This page is shown in the picture above. This is likely a site created by an affiliate who specializes in vacuum cleaners. Therefore, it is a good example of the type of page you are going to create.

As you can see, the website above does contain a good amount of content, but at the same time it's a pretty simple page. The site only contains five pages, one being the homepage itself. The homepage lists several types of vacuums, and you can click on any one of these items to find out more information about each. It's likely that these vacuums and the information about them were just pulled in from their own Amazon listings.

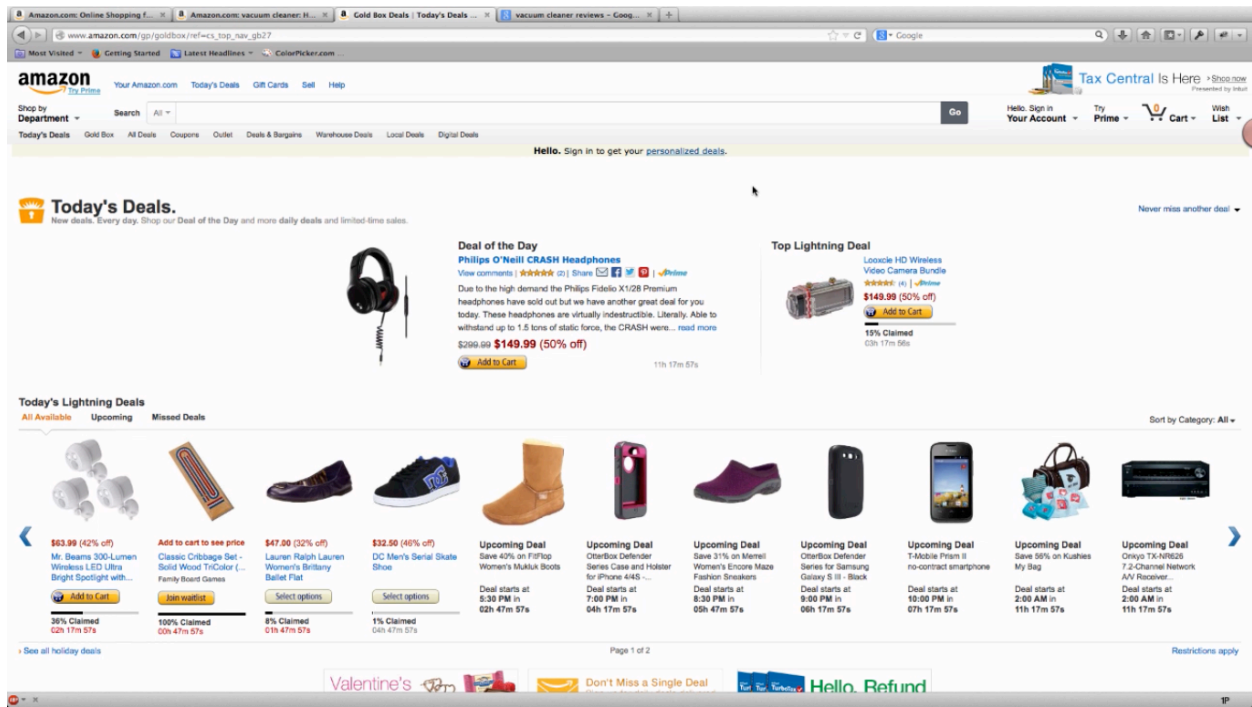
The fact that there is an affiliate page listed among larger pages about vacuums shows that this product has low competition levels that you can compete with. You will still need to use some search engine optimization (SEO) tactics and fill your site with some quality content in order to get it to show up in Google; however, you would have a pretty good chance of beating out the rest of these pages and get on the first page.

Furthermore, that one page would be the only one you would have to compete with on this first page because most people wouldn't look at these larger pages for reviews. For instance, most people wouldn't look at CNET.com for reviews on vacuum cleaners because CNET is a site that mostly reviews electronics. There's also a 'Consumer Reports' page, but most people would steer clear of that because you have to pay for consumer reports.

Finally, remember that you never want to promote a copyrighted product name. In other words, you never want to use a copyrighted product name in your title and things like that. In fact, you never want to use a specific product name unless it's being used in a review. Also, you don't want to select a particular brand as your product niche. For instance, you would want to create pages on only Dirt Devil products. Instead, you'll want to promote 'upright vacuum cleaners', and then you may review and list some Dirt Devil vacuums.

You have been given some tips on what to look for when selecting a product. Now let's look at some special pages on Amazon that will help you to make a great choice. This is a way that you'll want to go about identifying hot niches on Amazon.

# Gold Box Deals

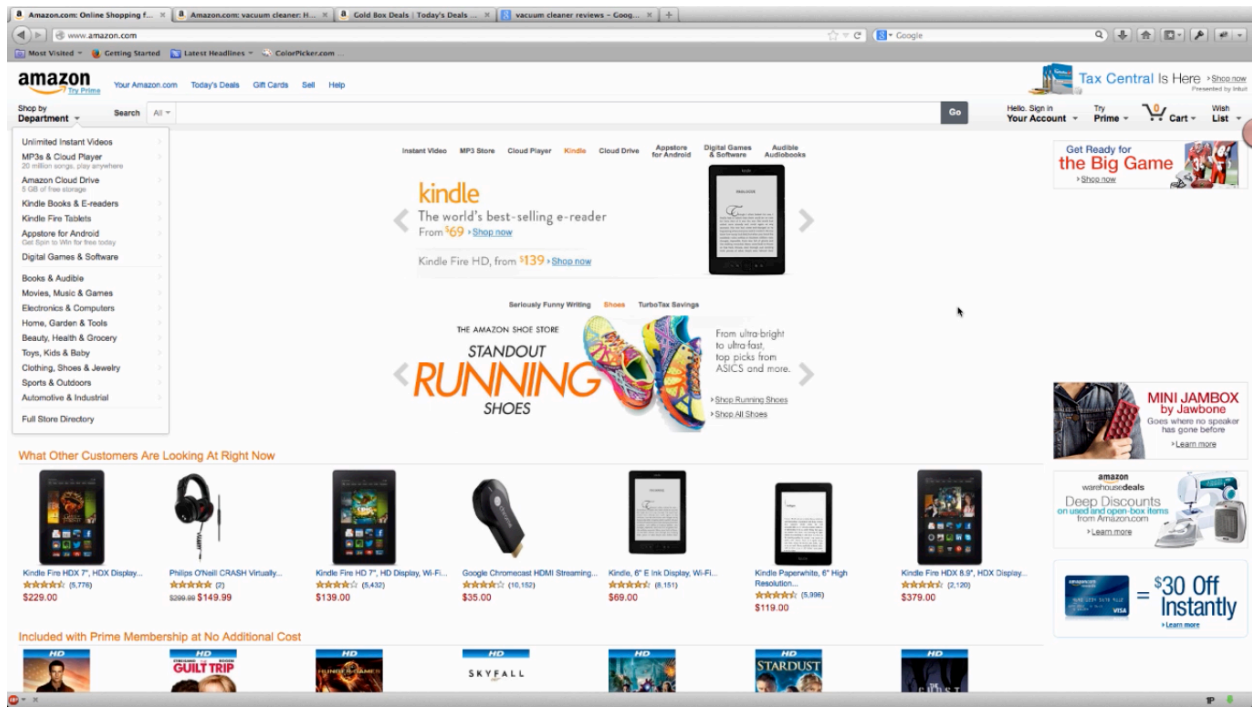


You might remember the page above from the previous portion of the lesson. It is important that you understand that these Amazon 'Gold Box' pages can be a powerful tool for you to utilize. These pages give you an overview of popular products in many different categories. This is a great place to find a wide array of products that Amazon sells all on one page, so it allows you to get a better sense of all the different products that Amazon has.

Another great thing about this page is that it lists products that are on sale. That means that these products are all going to get a boost in sales, which means that soon they will have a lot more reviews and they are going to be higher in the search results. Therefore, these items are not only popular but they are going to continue to sell well.

It is advised that you use these pages in your niche research when you are trying to find your initial products. It's very possible that you will discover a niche you may have never thought of before when you look at this page. For instance, you might have decided that you want to sell vacuum cleaners but then change your mind when you get to this page because you see the sewing machine that's listed. In fact, when you look into it a little further, you might find that sewing machines have a lot less competition when it comes to getting ranked on Google, yet they are higher priced, so you could potentially make more in commission.

## Products vs. Niches



Before you can decide on a niche, you'll have to do a little research. However, you can decide on a few niches that seem promising before moving on to do further research on them in Google. You may have to return to Amazon once more before you make a final decision, but this should be a trivial process if you did well with your preliminary research.

There are a ton of niches to choose from on Amazon, so narrowing in on just a few can be quite difficult. One thing that will help you in your decision is to understand the difference between products and niches. A 'product' is the item that you are trying to sell. A particular product would belong to a certain niche. For example, the Kindle Fire HD 7" is a product that is within the 'Tablet' niche. This product may also be considered part of the 'Kindle Reading Device' niche, which would be considered a micro-niche or a laser-targeted niche.

You don't really want to choose a specific product when doing your research. Instead, you want to choose a specific category or niche. At the same time, you don't want to choose a niche that's too small. You want a niche where you have some versatility but also one that is narrow enough that the marketing isn't too difficult. So, you may have to drill down into a micro-niche. For example, instead of just choosing the 'upright vacuum' niche, you might choose to only market only the ones that are bagless as well.

In any case, you want to concentrate on a specific product type instead of a single product. The reason why you want to handle it this way is because if someone lands on your site, it is unlikely that they will be looking for a specific product. Usually a person who lands on a review site is either looking for more information about a specific type of product or they are looking to validate information about a product that they have already chosen. Therefore, having a review page that contains information about a certain type of product would be more helpful to most than having a site about one specific product.

Let's say, for example, that you were specializing in vacuums and had a review page about them. The people who visit your page are going to be looking for a vacuum not a Dirt Devil. If they were looking for a Dirt Devil in particular, they wouldn't be visiting your site to make a comparison. If they come to your site, it means that they need a vacuum and don't really know which one is right for their needs.

It used to be that if people needed a vacuum, they would just go to a local store and choose from the ones that the store has available. That's changing. You can't try vacuums out at the store, and you can't find reliable reviews to look at in a store. The same concept applies to many other types of products. So, people are turning to the Internet to find the right product more and more. The thing to keep in mind is that people don't always start searching for review on Amazon; most of the time, people start with Google. That can make your page very valuable because it's going to be what leads people to Amazon.

Again, when people come to a review page, it's usually to compare different products of the same type. The best way to help people make this comparison is to use a table to present this information. You should include information that people would want to know about a product prior to purchasing. When it comes to vacuums, this might include price, life expectancy, parts, user rating, weight, etc.

The main purpose of your site should be to help people make the right decision about what product is right for them. If you help someone to find the product that best fits their needs, they are going to be less likely to return that item and more likely to return to your site or refer others to your site. Over time, this will mean more sales and commission payments for you.

In the next portion of this training, you are going to learn how to use Google to perform even more niche research. You are also going to learn how you can utilize keywords to get your page(s) a better ranking on Google. After you do this research, you'll finally be able to decide on a particular niche and move on to build your site.