

Hot Niche Report 2

17 More Golden Niches For Explosive Profits

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Introduction

Hello Fellow Internet Marketers,

What follows is a list of 17 different niches that have a lot of promise. Some of these you may not even be aware of. Others, you may not have thought of as a niche. But the info is here - and it is fresh.

You will notice that there is no holding back names where needed. No sense in being vague. There are numbers, and best of all, a few ideas on how to cash in on different niches.

Consider this as a starting point, as each of these niches are ideal for expanding on. Remember that just reading this list will do no good if you do not take action and put them to use.

You can get updates and much more on a regular basis when you become a member of the [ProHotList](http://www.prohotlist.com) Forum. There is a lot more inside - Learn more at <http://www.prohotlist.com>

All the best,
Michael Oksa

Anthropologie

Anthropologie is one of the big sellers on eBay. The company's target is higher-earning professional women in the 30 to 40 year old range. It is likely that people flock to eBay, and the Internet in general, to find better deals on these pricier items.

Numbers in () show the number of items in each eBay category.

Women's Clothing (2538)
Women's Accessories, Handbags (92)
Women's Shoes (53)
Necklaces & Pendants (41)
Bracelets (27)
Home Décor (26)
Bedding (16)
Earrings (14)

Related eBay Searches

anthropologie clothing
anthropologie store
anthropologie coupon
anthropologie promo code
anthropologie clothes
anthropologie product
anthropologie catalog
anthropologie outlet
urban outfitters
women's clothing
merchandise
sweaters
dresses
blouses
home decor
shoes

Average CPC: \$0.37 - at a maximum CPC of \$2.00
Estimated clicks per day: 341 - 431
With 801 'actual' competitors for the term "anthropologie".

Information: <http://en.wikipedia.org/wiki/Anthropologie>
Home page: <http://www.anthropologie.com/>

Barbie

There was no way to predict just how popular the quintessential doll would be when she was released nearly 50 years ago. One way she has stayed popular is by keeping up with the times. There are dolls that reflect current trends, and Barbie has always been perched high on the doll house.

In 1997 the Danish group Aqua released the international hit dance-pop song "Barbie Girl" and that is reflected on this list too.

The number in () is the estimated number of daily searches on Google.

barbie (6,784)
barbie girl (3,258)
barbie igrice (3,199)
barbie games (1,699)
barbie dolls (630)
aqua barbie girl (503)
barbie dress up game (493)
barbie doll (385)
barbie and ken (281)
barbie girl aqua (193)

Average CPC: \$0.27 - at a maximum CPC of \$0.67
Estimated clicks per day: 7,129 - 8,940
With 961 'actual' competitors for the term "barbie".

More Info: <http://en.wikipedia.org/wiki/Barbie>
Official page: <http://barbie.everythinggirl.com/>

CNC

Stands for computer numerical control, and is used by machines in the manufacturing of many products. People buy and sell the machines themselves, as well as replacement parts. There is huge potential, as the machines themselves can sell for a lot of money - from tens to hundreds of thousands of dollars.

One way to make some money is to connect buyers and sellers then collect a commission. Even at 10%, that could make a nice payday. Also notice that the AdSense income could be quite high, especially if you are able to provide information people are looking for (see list).

There are approximately 1,000 CNC items currently listed at eBay.

The number in () is the estimated number of daily searches on Google.

cnc (355)
cnc router (193)
cincom cnc lathe (188)
haas cnc lathe (188)
cnc lathe innovations (179)
romi bridgeport cnc lathe (179)
table top cnc lathe (179)
cnc lathe terms (169)
cnc lathe programing tips and tricks (164)
cnc ready lathe (154)

Information: <http://en.wikipedia.org/wiki/CNC>

Average CPC: \$1.06 - at a maximum CPC of \$2.68

Estimated clicks per day: 1,704 - 2,142.

With 977 'actual' competitors for the term "cnc"

Dell laptop

Laptops are one of the most popular searches online, and they are still going strong. more and more people are shifting away from traditional desktop computers. This is due to several reasons: lower cost, wireless availability and portability.

It may be difficult to compete with computer retailers, but you could sell laptop accessories (cords, peripherals, bags, etc.) for a nice profit.

The number in () is the estimated number of daily searches on Google.

dell laptops (835)
dell laptop (330)
dell laptop battery (135)
dell laptop computers (126)
dell laptop refurbished (115)
dell laptop review (106)
dell laptop batteries (85)
dell laptop parts (80)
used dell laptop (55)
free dell laptop (49)

Related terms

computer
computers
dell
notebook
laptop
toshiba
laptops
vaio
pcmcia
thinkpad

Notice that Toshiba and Vaio show up in the related terms. A site that

compares the three brands could really pay off.

Average CPC: \$5.01 - at a maximum CPC of \$22.45

Estimated clicks per day: 1,033 - 1,293

With 836 'actual' competitors for the term "dell laptop"

Egypt

This North African nation is culturally significant as one of the birthplaces of modern civilization. The Pyramids still draw visitors from around the world. Egypt is a popular topic in school, and appeals to adults as well.

egypt (5418)
ancient egypt (4305)
ancient egypt pyramids (639)
map of egypt (446)
egypt central (348)
map of ancient egypt (319)
egypt map (316)
prince of egypt (305)
ancient egypt map (220)
egypt music (198)

Related Searches

egypt for kids
modern egypt
egypt travel
facts about egypt
history of egypt
egyptian food
king tut
nile river

Average CPC: \$1.01 - at a maximum CPC of \$2.66
Estimated clicks per day: 6,984 - 8,782
With 909 'actual' competitors for the term "egypt".

More Info: <http://en.wikipedia.org/wiki/Egypt>

Golf clubs

Golf is a sport whose adherents become nearly rabid in their pursuit of the perfect game. Just about any aspect of the game can be used to generate income online. Golf clubs are no exception.

Sell them, review them, write about them, use AdSense or make videos. Whatever you choose, by just applying some basic marketing principles, you will be reaching out to a market that is not afraid to spend money.

The number in () is the estimated number of daily searches on Google.

golf clubs (1376)
discount golf clubs (488)
used golf clubs (405)
hybrid golf clubs (339)
clone golf clubs (286)
womens golf clubs (260)
taylormade golf clubs (238)
golf hybrid clubs (226)
left handed golf clubs (219)
ladies golf clubs (204)

Average CPC: \$0.95 - at a maximum CPC of \$1.88

Estimated clicks per day: 5,204 - 6,515

With 964 'actual' competitors for the term "golf clubs".

More info: http://en.wikipedia.org/wiki/Golf_club_%28equipment%29

Gucci

Gucci is an Italian based designer. They make many different products, but are often the target of counterfeiters due to their cost, status and popularity. Their logo is a distinctive 'GC', but it is not ornate, and easy to copy. Obviously, trying to make money with Gucci this way is wrong - ethically and legally. However, offering tips to people to identify the real thing could go over well.

The number in () is the estimated number of daily searches on Google.

gucci (1459)
gucci timberland boots (1080)
gucci handbags (324)
gucci bags (193)
gucci sunglasses (176)
gucci watches (169)
gucci shoes (126)
gucci purses (116)
discount gucci handbags (109)
authentic gucci handbags (108)

Average CPC: \$0.69 - at a maximum CPC of \$1.51

Estimated clicks per day: 25 - 30

With 900 'actual' competitors for the term "gucci".

More Info: <http://en.wikipedia.org/wiki/Gucci>

Official page: <http://www.gucci.com/>

Guitar Hero

Guitar Hero is a wildly popular video game that uses a guitar-shaped controller in place of the standard one. There are different versions of the game, and they are available on different gaming platforms.

Some have called it a phenomenon, whether that's the case or not is irrelevant. What is relevant is that a lot of people want to know more about the game - what it is and how to play it.

The number in () is the estimated number of daily searches on Google.

guitar hero (8471)
guitar hero 3 (7166)
guitar hero iii (1383)
guitar hero 3 cheats (1373)
guitar hero 2 (1026)
guitar hero cheats (874)
guitar hero songs (696)
guitar hero song list (666)
guitar hero wii (559)
wii guitar hero (495)

Average CPC: \$0.52 - at a maximum CPC of \$0.97

Estimated clicks per day: 2,021 - 2,532

With 818 'actual' competitors for the term "guitar hero".

More Info: http://en.wikipedia.org/wiki/Guitar_Hero_%28series%29

Official page: <http://www.guitarhero.com/>

Hannah Montana

When Hannah Montana debuted in March of 2006, nobody had any idea that it would be as successful as it was. Of course, with the "Masters of Marketing" that Disney are, some success was expected.

The show proved to be a goldmine. With merchandising being unleashed in late 2006. The real surprise was the success of "The Best of Both Worlds" concert tour, which generated a huge buzz (and some controversy) of its own. In fact, the tour itself garnered a separate Wikipedia entry...

http://en.wikipedia.org/wiki/Best_of_Both_Worlds_Tour

With something as popular as Hannah Montana it should not be difficult to cash in. After all, there are tons of searches. Do some basics to get seen, and you will be found (I know, it sounds obvious). PPA offers such as ringtones is a natural fit.

The number in () is the estimated number of daily searches on Google.

hannah montana (33061)
hannah montana lyrics (2448)
hannah montana casting (1275)
hannah montana mp3 (1035)
hannah montana tickets (555)
hannah montana movie (548)
hannah montana guitar (401)
hannah montana clothes (389)
hannah montana music videos (379)
hannah montana songs (301)

Average CPC: \$0.61 - at a maximum CPC of \$1.51

Estimated clicks per day: 2,182 - 2,731

With 900 'actual' competitors for the term "hannah montana".

More Info: http://en.wikipedia.org/wiki/Hannah_Montana

Official page: <http://tv.disney.go.com/disneychannel/hannahmontana/>

Hard drives

One of the most popular searches on eBay is for hard drives. It makes sense that people would turn to an Internet entity to find computer hardware and peripherals. There are currently 12,773 listings in the Drives, Controllers & Storage (a subcategory of Computers & Networking).

There are several ways you could monetize this, but if you are an eBay affiliate, then this would be a natural.

Numbers in () show the number of items in each eBay category.

Drives, Controllers & Storage

Desktop & Laptop Accessories (1918)

Laptops, Notebooks (197)

Desktop & Laptop Components (400)

Desktop PCs (75)

Apple, Macintosh Computers (236)

Software (243)

Networking (201)

Video Games

Accessories (627)

Systems (168)

Consumer Electronics

DVD & Home Theater (60)

Apple iPod, MP3 Players (132)

Gadgets & Other Electronics (31)

MP3 Accessories (88)

Google

The number in () is the estimated number of daily searches on Google.

external hard drive (693)

hard drive (598)

external hard drives (523)
hard drives (410)
best external hard drives (231)
external hard drive reviews (178)
laptop hard drives (163)
portable hard drive (158)
xbox 360 hard drive (148)
hard drive recovery (141)

Average CPC: \$2.06 - at a maximum CPC of \$5.71

Estimated clicks per day: 4,317 - 5,127

With 833 'actual' competitors for the term "hard drives".

More Info: http://en.wikipedia.org/wiki/Hard_drive

How-To

There are lots of things people want to do and this list of the top "how to" searches on Google reflects that. There are many ways to capitalize on these. You will notice an entry for "how to save a life" pops up twice. It just so happens to be the name of a hit song. Who knows, maybe even musicians understand marketing to the how-to niche.

The number in () is the estimated number of daily searches on Google.

how to save a life (2,586)
how to (2,279)
how to kiss (1,668)
how to tie a tie (1,468)
how to make origami balls (1,454)
how to clean a penny (1,373)
how to make excuse letter (1,110)
the fray how to save a life (1,084)
how to draw cars (1,069)
sedu hairstyles how to (1,035)

Average CPC: \$0.82 - at a maximum CPC of \$2.72
Estimated clicks per day: 146,979 - 184,250
With 918 'actual' competitors for the term "how to".

p.s. Do not underestimate the power behind this seemingly simple list. When people want to know how to do something, they are usually willing to pay for that information in some way.

iPod

Even with the unveiling of the iPhone, Apple's iPod still remains the more popular item overall. Perhaps it is due to the fact that you do not have to pay several hundred dollars and lock into a two contract to use an iPod.

You can refer to the Top 10 Google searches and focus on one of them as a source of making money. For example, 'ipod cords' gets over 2,000 searches per day. If you have a way to provide, and specialize in, them then you could do quite well.

Alternately, you could drill down into the eBay categories listed here to find semi-related niches where people may be looking for iPods, but are not having their needs met. Hungry markets tend to be very profitable.

First is the listing of eBay categories where iPods can be found. followed by the Top 25 Google search terms that contain the term 'ipod'.

iPod

eBay Items

The number after each related search term shows the number of iPod entries currently listed in that category.

- Apple iPod, MP3 Players (11003)
- Apple iPod (10542)
- MP3 Accessories (57162)
- Car Electronics (1596)
- Wholesale Lots (33)
- A/V Accessories & Cables (879)
- Portable Audio/Video (343)
- Home Audio (162)
- Gadgets & Other Electronics (118)
- Batteries & Chargers (72)

The number in () is the estimated number of daily searches on Google.

ipod (12,628)
ipod nano (4,171)
ipods (3,925)
ipod touch (3,606)
ipod cords (2,956)
apple ipod (2,145)
ipod shuffle (1,336)
ipod accessories (1,136)
ipod movies (841)
ipod classic (766)

Average CPC: \$1.22 - at a maximum CPC of \$7.30

Estimated clicks per day: 51,011 - 63,591

With 915 'actual' competitors for the term "ipod".

More Info: <http://en.wikipedia.org/wiki/iPod>

Official page: <http://www.apple.com/ipodclassic/>

Naruto

Very popular Japanese manga and anime series. Notice the massive numbers of searches per day. 1,202,490 searches/month just for 'naruto'. And considering there are less than 900 serious competitors, it really should not be hard to get some good positioning with some SEO skills.

Note the entry for 'which naruto character are you', this shows how strongly people identify with the series - and how loyal a related site's visitors may be.

The number in () is the estimated number of daily searches on Google.

naruto (38819)
naruto mp3 (2411)
naruto shippuden (2334)
naruto wallpaper (2238)
naruto yaoi (2091)
naruto shippuuden (1028)
naruto characters (1009)
naruto series 2 (1003)
which naruto character are you (950)
naruto comic (921)

Average CPC: \$0.42 - at a maximum CPC of \$2.61
Estimated clicks per day: 3,051 - 3,820
With 854 'actual' competitors for the term "naruto".

More Info: <http://en.wikipedia.org/wiki/Naruto>

Nikon

Nikon was founded in 1917 as a maker of optical equipment. This includes cameras, binoculars, telescopes, industrial applications and others. It continues to be one of the top manufactures for such products. As a side note, Nikon is a part of the Mitsubishi Group.

The number in () is the estimated number of daily searches on Google.

nikon (2065)
nikon binoculars repair (1399)
nikon action binoculars (1248)
binoculars nascar nikon (1219)
nikon d80 (1179)
nikon d300 (1091)
nikon d40 (1078)
binoculars compact nikon (935)
binoculars nikon (898)
nikon and binoculars (858)

Average CPC: \$0.85 - at a maximum CPC of \$3.47

Estimated clicks per day: 17,294 - 21,619

With 508 'actual' competitors for the term "nikon".

More Info: <http://en.wikipedia.org/wiki/Nikon>

Official page: <http://www.nikon.com/>

Photoshop

The premier graphics application for the home user, as well as professionals. Photoshop has different packages of its product, many of which include other Adobe products.

This quality is not cheap, but for most users there is nothing that quite matches Adobe Photoshop's range. There is a free trial for those who want to try it before spending several hundred dollars. For those considering something else, it's worth noting that there are more free tutorials available online for Photoshop than any other graphics program.

The number in () is the estimated number of daily searches on Google.

photoshop (2730)
adobe photoshop (1714)
photoshop tutorials (716)
free photoshop (511)
adobe photoshop elements (506)
photoshop elements (495)
portable photoshop cs3 (366)
photoshop tutorial (299)
photoshop brushes (296)
photoshop cs3 (260)

Average CPC: \$0.93 - at a maximum CPC of \$3.51

Estimated clicks per day: 6,111 - 7,646

With 864 'actual' competitors for the term "photoshop".

More Info: <http://en.wikipedia.org/wiki/Photoshop>

Official page: <http://www.adobe.com/products/photoshop/index.html>

Raw Food Diet

Raw food diets are really more of a lifestyle than a simple diet. Raw foodists, as they are called, often need special ingredients or equipment to get the full benefit from the diet.

There are many reasons why people choose raw foods, but once they start there is a whole new world waiting for them. Some of it may seem a bit 'new-aged' for some, but raw foodists may be the true definition of a 'hungry' market.

The number in () is the estimated number of daily searches on Google.

raw food diet (329)
raw food (221)
raw food recipes (220)
raw dog food (134)
raw foods (93)
raw food health (60)
raw cat food (44)
raw food for dogs (38)
raw food diet for dogs (36)
raw food weight loss (30)

Related terms:

raw food recipes
enzymes
cooked food
sprouts
weight loss
digestion
fruits and vegetables
nutrition
dried fruits

nuts
beans
grains
vegan diet
raw foodism
health improvements
raw foodists

TIP: If you are writing articles about raw foods, try to add some of the above words for more keyword impact.

Average CPC: \$1.18 - at a maximum CPC of \$2.45

Estimated clicks per day: 93 - 97

With 759 'actual' competitors for the term "raw food diet".

More Info: http://en.wikipedia.org/wiki/Raw_foodism

Official page: <http://www.rawfoodweightlossdiet.com>

Snowboards

Snowboarding was accepted as a sanctioned Olympic event in 1998 Winter Olympics. Even the Olympic committee had a hard time ignoring how popular the sport had become.

Snowboards come in many different styles and sizes. This niche appeals to those who are physically active (and usually) a bit younger. The sport has a lingo of its own, so when marketing be sure you know it very well, or don't use it at the risk of sounding 'unhip'.

The number in () is the estimated number of daily searches on Google.

snowboards (1299)
snowboard (991)
burton snowboards (548)
how to snowboard (191)
ride snowboards (178)
spletna prodaja snowboard (176)
snowboard boots (173)
k2 snowboards (163)
snowboard bindings (161)
forum snowboards (134)

Average CPC: \$0.66 - at a maximum CPC of \$1.34

Estimated clicks per day: 382 - 478

With 902 'actual' competitors for the term "snowboards".

More info: <http://en.wikipedia.org/wiki/Snowboards>