



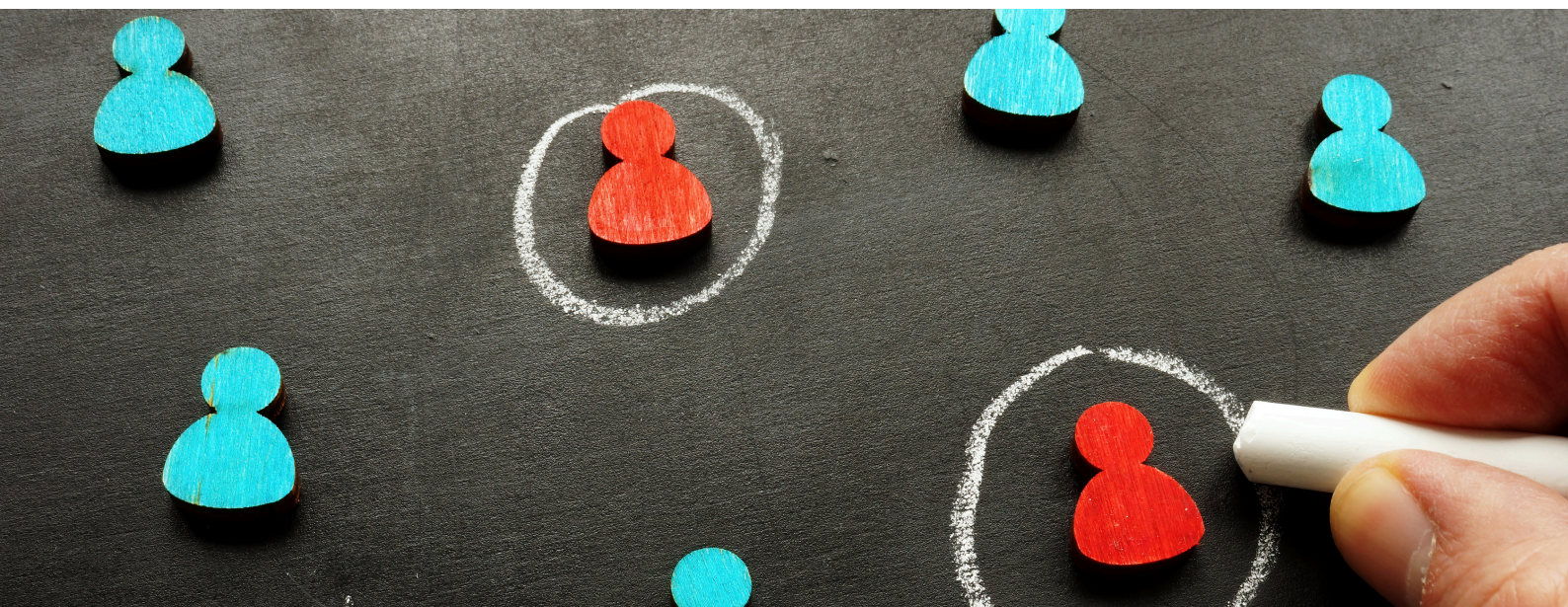
Choosing the right niche is just as important as choosing the right affiliate program to join. Many beginners start out just making affiliate marketing websites for the first topic that enters their minds. Three months into the project, they are no longer motivated to work on the topic. This is one of the primary reasons why beginner affiliate marketers quit on their project. In this section, we will discuss how you can choose the best niche for you:

MAKE A LIST OF YOUR HOBBIES INTERESTS AND PASSION

First, you will need to make a list of the hobbies, interests and passions you have in life. Consider the things that you spend the most of your time in. You could also include a topic about your occupation if you enjoy talking about it. Also, think about the topics that you would like to learn. Choose at least 15 topics and list them down.

ARRANGE THE TOPICS YOU'VE CHOSEN ACCORDING TO HOW MUCH YOU ENJOY TALKING ABOUT THEM

Next, you should arrange the topics based on how much you enjoy it. Right off the bat, you will notice that there are some topics that you enjoy more than others. Look into these topics first when you are deciding on an affiliate marketing niche.



SURVEY OTHER PEOPLE'S INTEREST ABOUT THE SUBJECT

Starting with the first topic on your list, you should start researching the interest of other people in the topic. You want to start working on a topic that people are interested in. You can start by surveying the content in your big traffic sources (Google Search, Facebook, Twitter, and Instagram). You could do a quick Google search about the topic and take note of the content that comes out. You could also look into the content marketing accounts in social networks that deal with this type of content. You can guess the popularity of a topic based on the number of engagement they get in social media.

SURVEY THE COMPETITION

If you are satisfied with the amount of interest that a topic gets, you should check the competition in the market about it next. You probably already encountered some of your content marketing competition when you were doing the previous step. Any website that is doing some sort of content marketing is one of your competition because they are trying to take your target audience's attention away. The more competition you have, the harder it will be for you to stand out in the content market place.



Ideally, you should pick a topic with the least amount of competition. However, at times, you can succeed in a high-competition niche by narrowing your content's focus only on the more profitable topics. With the topic recreational running for example, you could choose to focus only on the topic of running gear. You could share content about the latest and best running shoes, clothing and gadgets in the market.

FIND THE MOST COMMONLY SEARCHED PROBLEMS ABOUT THIS NICHE

Now that you have a niche in mind, start planning the types of content that you will create. You should start writing about the content before you even set up your affiliate marketing website. This way, you will be able to start promoting the moment the website is live.

To find topics to talk about, you should start with the problems that people interested in the niche face. If you are just learning about the topic yourself, you should look into the problems that beginners tend to run into. This way, you will also be writing with a beginner's point of view.



FIND AFFILIATE PRODUCTS THAT CAN SOLVE THE PROBLEMS IN THESE NICHE

After choosing the niche based on its popularity and the amount of competition in the market, you should look into the available affiliate products you can sell in that niche. You could start by looking for products that will solve the problems established in the previous step.



The easiest way to start is to look for products and brands in Amazon. Amazon sells pretty much everything. If you cannot find the product that you would like to promote in other companies, there is a good chance that it will be available in Amazon.

Amazon though has a low commission rate. To get better commission rates, you should check if the product you want to promote can be found in other affiliate networks discussed previously.