



- ✓ Step 1: Hot Niche Research
- ✓ Step 2: Main Affiliate Product Research
- ✓ Step 3: Additional Affiliate Products Research
- ✓ Step 4: Squeeze Page Set up
- ✓ Step 5: Autoresponder Set up
- ✓ Step 6: Advertising
- ✓ Step 7: Get the most out of your traffic



# Step 1: Hot Niche Research



- Who
- What
- Where
- How
- Why



- Who is my audience?
  - ✓ It's important to know your audience
  - ✓ Who they are? How large they are? What they need?
  - ✓ Businesses make the mistake of promoting a product
  - ✓ If you know your audience you will have longevity in the niche



- What is my angle?
  - ✓ There will be a number of affiliates
  - ✓ Avoid becoming involved in an unprofitable niche
  - ✓ Set yourself apart from the competition
  - ✓ Make sure there is a strong point of difference between you and the competition



- Where is the traffic?
  - ✓ [Adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
  - ✓ [www.bing.com/toolbox/keywords](https://www.bing.com/toolbox/keywords)
  - ✓ [www.wordstream.com](https://www.wordstream.com)
  - ✓ [Raventools.com](https://Raventools.com)
  - ✓ [Semrush.com](https://Semrush.com)



- How can I break through this niche?
  - ✓ This is extremely important
  - ✓ What affiliate marketing tricks are usually used?
  - ✓ What info channels are used?
  - ✓ What traffic channels bring you the most benefits?



- Why should I choose this niche?
  - ✓ The answer to this question should be easy
  - ✓ You feel strongly that you can succeed
  - ✓ You must be confident this is going to really work
  - ✓ If it has worked for others it should definitely work for you too