

EVERGREEN INTERNET PROFITS



GUIDE 2:

How To Find an Evergreen Niche You'll
Stick With

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Building a business is hard. Finding an evergreen niche you want to build your business on is even harder. Sure, you can just go and pick a random niche anytime you like, but would you be able to devote or spend the time necessary to grow your business?

If you answered no, then you might have chosen the wrong niche. If you answered yes, then you might have a gem on your hands. After all, finding success in an evergreen niche can mean a passive income stream for you for many years to come.

How To Find The Right Evergreen Niche

There are literally thousands upon thousands of niches and sub-niches you can choose for your business. Not everything's going to be profitable though. And certainly, not all niches are evergreen. Some may be seasonal, while some fad niches may last only a few weeks or a few months – these aren't the niches you're looking for.

Evergreen niches are those that don't depend on the time of year, or even the year itself. Popular evergreen products continue to sell years, or even decades, after it was first sold. If you find the right evergreen niche, and target the right audience with the right product, you could be making a lot of money.

When looking for the perfect evergreen niche for your business, you basically have two options: Profit or Passion. Different people will give you

different answers, so you'd have to really look inside yourself to find the right answer. There's no right or wrong answer, mind you, but to help you weigh your options, here are the pros and cons of each.

Option 1. Choose A Niche You're Passionate About

Most beginners actually choose this option. Why? Because they are already passionate about a particular topic, and they are confident they can write long-form articles or content around the subject.

If you have a favorite hobby or something that really perks you up every time you come across that subject, then you might want to look deeper and see if you can create a business off of that. You know what they say, right? Do what you love, and you'll never work another day in your life.

You can write a 5,000-word article on the subject every week and publish it on your site, that's how passionate you are about the topic. Or if you're into publishing info products, then having the commitment and the passion to producing quality content regularly will contribute greatly to your success.

Having the passion for your subject is obviously important. Otherwise, your interest is going to fizzle out after a few weeks when you realize just how hard it is to build a business from scratch!

But your passion will see you through, and carry you through the rough days. Because yes, there will be rough days. It's just a fact of life that not even passion niches can escape from.

Now, one of the downsides to choosing a niche based on passion is that after a while – no matter how much you love the subject – you may eventually start to resent the work. During the course of your research, or

after you've written a hundred thousand words on the topic, you'll feel burnt out.

If you have the money, however, the option to outsource the grunt work is always there. But generally speaking, beginners who choose to go this route don't usually have the budget.

Another downside to option 1, depending on the hobby or interest you're building an evergreen product for, is that there may not be a whole lot of people interested in the subject.

While you could potentially make sales year-round, the volume may not be up to par as compared to choosing a niche for profit. If you'd like to cut to the chase and build a business on a profitable niche, then read the next section for ideas.

Option 2. Choosing A Niche For Profit

The second option will take a lot more work than the first. You'd have to do plenty of research to identify a potentially profitable niche. You'd have to study trends, do plenty of keyword research, and generally have your ear to the ground to find out what's popular and making sales.

You have to pay attention to the news and look for something that will grab your attention and make you go, "I can sell that!"

When choosing a niche for profit, you might think it's going to be hard creating content for something you may not know anything about. You can, of course, do plenty of research – you can do desktop research by going on Google, or if you want first-hand information, you can even interview industry experts!

Doing this may take you plenty of time. If you want to avoid the long wait, you may want to consider hiring an expert in the subject area. Or hire a freelancer who can do the research and the write-up for you. Of course, choosing the right freelancer will also take time.

They're also not going to come cheap, so you'd need to consider this as well. But if money's not an issue, then going for option 2 is a very smart business decision.

Choosing a niche for profit takes a lot of uncertainty out of the equation. Unlike choosing a passion niche which may or may not translate to a nice volume of sales, choosing a profitable niche is designed to help you make the most amount of profit.

With luck, you may even find a profitable niche that you're interested in – this is the best of both worlds! For best results, a *profitable* evergreen niche you're *passionate* about is something you should strive to look for.

Remember, at the end of the day, you're creating a business to make money. It makes sense to choose a niche you know is going to be more profitable than a niche you may love but is not going to be as profitable.

The Top Evergreen Niches You Should Consider For Your Business

In this section, I will show you some of the most popular niches that always sells and are always popular. These are massive niches where you can find plenty of sub-niches. If you drill down far enough, you're going to find a sub-niche not many people are talking about and offering solutions to.

This is what you came here to find. I'm going to try my best and point you in the right direction so you can start thinking about the niche you'd eventually like to build your business on!

Health Niche

This is one of the biggest niches where successful entrepreneurs make millions and even billions of dollars annually. And I'm not even talking about those huge pharmaceutical companies – I'm talking about the small and medium-sized entrepreneurs and startups.

If you'd like a share of this money-making pie, then dive into this niche!

Here are some of the sub-niches you can focus on:

- **Fitness and weight loss/gain** – there will always be people interested in getting fit and losing or gaining weight. I am pretty sure that everyone, at one point in our lives, has researched about ways to lose weight or build muscles – that includes you and me!
- **Diet and nutrition** – another extremely popular sub-niche. Some diets have stood the test of time. Others not so much. With so many people wanting to know the easiest way to lose weight, different diet programs will continue to crop up for years to come!
- **Cures for diseases** – there are so many ailments that befall the human body. If you know of a solution to a specific condition that not too many people are discussing, then you may want to develop a product based on that!

- **Exercise** – there are plenty of exercise routines and exercise equipment that are available to the public right now. If you like this niche, you can create exercise videos and grow your business around it.

You can upload your videos to YouTube and monetize it there, or you can create a membership program on your website and give members exclusive access to your videos.

Feel free to explore and go even deeper in the health sub-niches. Think outside the box. The more specific the health problems you can address, the less competition you'll have, and the easier your road to success will be.

Wealth Niche

Everyone wants to learn how to make money. Without money, we can't live the life we want to live. We can't reach for our dreams. We'll be forever tied to low paying jobs and caught in the never-ending rat race. Wealth gives us the freedom to do the things we love with the people we want to share the moment with.

Just like the health niche, there are plenty of sub-niches you can tackle in the wealth niche. Here's a few of them:

- **How to make money online** – in this niche, you'll find plenty of competition. There are countless ways to make money online – you can build a blog, create info products, work as a freelancer, teach English as a second language to overseas students, sell merchandise online, dropship, and so much more. If you know of a proven way to make money online, don't be afraid to share your knowledge with the world.

- **How to make money offline** – not everyone's into making money online. Some people are still into traditional ways of making money offline. If you've got ideas on how you can help people earn some extra dough without using the Internet, share it! It just may be your next passive income stream.
- **Personal Finance** – being financially fit is an important topic that people from all walks of life can benefit from. We all need money. And knowing how to save and spend money wisely is a topic that will remain relevant for as long as we use money in our daily lives.
- **Investments** – there's a lot of risks involved with any kind of investment, but there will always be people interested in knowing the different techniques in trading and investing in various commodities. If you've got specialized knowledge or experience in these areas, you may want to consider building your evergreen product in this niche!

Personal Development Niche

Another very popular evergreen niche is the personal development niche. This is a vast niche simply because there are so many areas we want to improve ourselves on.

We are constantly looking for ways to improve our attitude, our appearance, our organizational skills, our personal and professional relationships, self-discipline, and so much more.

The thing with personal development is that it's a lifelong process. You want to build yourself and your skills for the long haul – that's why it's called

development. It's a work in progress, so to speak. You're making a conscious effort to develop yourself so you can reach your long-term goals.

If you'd like to build your business in this niche, here are some good sub-niches you may want to consider:

- **Leadership skills** – people respect and look up to leaders whether it be in a professional setting, a religious setting, political, etc. Leaders often make good decisions and are in the position to solve problems, both big and small. If you think you can teach other people how to become a great leader, then this might be the perfect niche for you.
- **Communication skills** - having excellent communication skills can open many doors for you. This includes knowing how to listen and how to speak in public. You can teach people how to get ahead of their competition by simply working on their communication skills.
- **Confidence** – everyone needs confidence. Shy and meek people may not get very far in life because they're too shy to jump on an opportunity. When you're confident, it's easier for you to succeed because you believe in yourself – you can easily overcome your fears and your doubts.

When you exude confidence, you appear more trustworthy, and people feel they can trust whatever it is you're saying.

- **Job interview skills** – in order to land your dream job, you need to have excellent job interview skills to stand out from the competition. You need to have the confidence and the communication skills to snag that job.

If you think you have what it takes to teach people how to ace job interviews, then this might be the right niche for you.

Finding the right evergreen niche to build your business on will take time.

You have to invest in the right tools, and you need to have the patience to uncover those special niches which will generate everlasting profits for you.