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How To Find A Niche For Your Business

1. The more you niche...
 - a. The more money you make
 - b. The less hours you need to work
 - c. The higher your prices can be
 - d. The more word of mouth business you will receive
 - e. The more you will be perceived as an expert
 - f. The easier it is to target your advertising (examples)
2. Open Brainstorming (20 Questions Technique)
 - a. What are some market niches that I have worked with in the past?
 - b. What are some market niches that I've heard of or know of?
 - c. What niches interest me?
 - d. What are some market niches that I've heard people complain about?
3. Online Business Directories
 - a. Craigslist, Yellowpages.com, Yelp, Thumbtack, etc.
4. Old-School Yellow Pages
5. Other websites
 - a. Clickbank, Amazon, Ebay, Stumbleupon, Yahoo Trending, Magazines.com, Overstock.com, Findaforum.net
6. SIC Codes or NAICS
 - a. NACIS.com or Siccode.com, NACIS probably better
7. Industry Burrowing
 - a. Start with an industry (sports, cars, medicine, whatever)
 - b. Burrow down into that industry's niches
 - c. (do one live)
8. Competition Research
 - a. Pick a niche
 - b. Google companies in that niche and look at their sites'
 - c. What are they selling? What are the NOT selling? What are they NOT doing? What are they doing WRONG? What are they doing RIGHT that you can duplicate to a different niche?
9. Keyword Research
 - a. Google trends, Google Keyword Planner, Keywordplanner.net
10. Niche Scan
 - a. For the next 3 days, as you go through life, make a note of all the niches you see and record them in your voice notes app on your phone.
11. News scan
 - a. Sit down and watch news videos or read news articles (Google news, CNN.com, Wall Street Journal Online, Business Insider, etc) and make a list of all the niches you see. You'll see many!
12. Associations
 - a. Go to association website of any industry (toy resellers, chiropractors, etc), look at the types of businesses in the registry and look at the businesses that SELL to these businesses.
13. Interviews
 - a. Sit down with any older man or woman (including your dad) with some notes and go through his entire career starting from when he was young. Ask questions about each job he had. Make a list of niches.