

AFFILIATEX

PRESENTS

**TOP
CLICKBANK
NICHERS**

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1. The Make Money Niche

"Make Money" (also known as "business opportunity" or "work from home") is the largest ClickBank niche by far, with a vast number of promotional methods open to you. It's also one of the most interesting to talk about.

Firstly, any discussion of the "make money" niche has to start with the huge number of products available out there.

In fact there are so many that "make money" isn't really a niche, it's a collection of many smaller sub-niches (such as "make money with eBay", "make money with affiliate marketing" etc). Each of these sub-niches is huge in itself - and it would be wise to focus on a small sub-niche rather than attacking the whole thing head on.

That isn't to say that every make money product can be segmented into a smaller sub-niche - many many of the top-selling products are best put into the "general make money" category.

You can spot a general make money product by its "blind" sales letter (blind in that they talk about making money without actually specifying how they do it - eBay, SEO, whatever).

This hints at the life cycle of a typical make money customer. First, the buyer starts their journey by searching "make money" and doing very little research.

Few are ready to confront the reality of hard work at this stage, and so they will generally buy a "general make money" guide that convinces them of the promise of untold riches, without actually giving any specifics of how exactly they will profit. Some also will buy "paid survey" products at this point.

Many of these initial buyers will just buy a handful of "make money" products and then leave the market for good, perhaps disenfranchised that they didn't make easy money right away.

But some persist.

These few persistent customers inevitably do some extra research and realise that they need to focus on a particular sub-niche / subject / way of making money - SEO, ebay, etc. At this point, customers start to segment away from the mass "general make money" products into specific areas, or "make money with SEO". With time, some will segment even further (the eBay buyer will focus on dropshipping products, or eBay arbitrage or whatever), while yet more drop off and stop buying in the niche completely.

As customers move further along this funnel, they become more "niche" in their tastes - but also potentially worth quite a bit more for the smart marketer who

knows how to pitch them the right product at the right time in their life cycle.

So how do you promote these make money products?

Well, we've talked about how the make money market can be segmented into many sub-niches - and the first point is that each sub-niche needs to be approached differently.

Let's focus on the general make money market for now. This can be promoted many different ways.

Firstly, there is a huge amount of traffic that's accessible via the search engines, either paid (pay per click) or free (SEO or "organic" traffic). The obvious starting points are huge keywords like "make money" (3.3 million searches per month on Google globally), "work from home" (2.7 million), "home business" (2.2 million), "earn money" (1.5 million) -- and their long tail variations (e.g. "how to make money on the internet").

In truth, you will probably have to target even more long-tail, less-searched keywords (e.g. "how to make a lot of money" - 2,400 searches) if you want to profit with Pay Per Click or rank for keywords (SEO) in this highly competitive market.

A recent development is that Google seems to be clamping down on affiliates promoting "get rich quick" and "make money" products, so SEO seems to be stronger angle at the moment.

But even with clampdowns from Google, the good news is that search is just the tip of the iceberg with make money.

You also have a huge amount of product owners, many with lists of previous customers who they can market to via e-mail.

If you have created an info product of your own, they may promote you to their customers, potentially generating huge amounts of sales in hours. Ironically, one of the best ways to make the most amount of money as an affiliate is by having your own product and a list of customers to promote to in the first place.

By the way, even if you're an affiliate, it's worth signing up to the customer lists of these product owners. They'll promote the hottest and newest product launches to their e-mail lists. So when a new product launches, you get an early heads-up if you're signed up. Then, once you get a heads-up on the newest product you can then target the product name as a keyword on search engines (keywords like "product name" or "product name review").

Signing up to every newsletter is a good idea in any niche, but its an especially good idea in the make money niche. That;s because in the make money niche, many new products launch, selling thousands of copies, and then dissappear off the radar a few

weeks later.

It's a fast moving, innovative market and so it's vital that you stay in the loop, so you can pounce on these launches for quick "in and out" promotions. And of course stay on top of trends.

So there are many ways to target search engines like Google and Yahoo, but what about social networking?

There's more good news here too. The Twitter market is also robust in make money. Search "make money" on Twitter, and the first 10 Twitterers have a total following of 140,000. It appears that make money is also one of the biggest niches on Twitter, so start building followers, delivering quality content and tweeting affiliate links.

One lesser known angle for make money is to look for small, independent, third party websites you can advertise on. These are very often extremely cheap - and the good news is, once you get a positive ROI on one site, its yours to keep for good. Buying banner space on independent sites is also a good introduction to the really big money in this niche: buying ad space on big media networks ("media buys").

There are huge amounts of money in media buys - and literally hundreds of millions of potential customers (through buying media you can appear on many Alexa 100 sites). But you need to test offers, target and your ads and be prepared to spend a little first.

In short, there are many avenues open to you when it comes to promoting the make money niche.

2. Make Money Affiliate Programs To Promote

Affiliate Program	Gravity	\$/sale
Maverick Money Makers	135.59	43.89
Make Money Taking Surveys	163.23	20.65
Legit Online Jobs	114.99	35.54
Encuestas Remuneradas	91.41	20.31
Chris Farrell Membership	76.99	1.78
Google Slapper 2	42.68	22.79
Six Figure Yearly	119.28	38.95
Tycoon Cash Flow	76.84	24.49
Cell Phone Cash	128.21	16.95
Mass Ppv Traffic	53.19	37.21
Copy The Blueprint	74.42	53.21
Niche Blueprint 2	251.16	96.28
Zero Cost Profits	90.02	28.64
Amazon Domination	40.22	8.30
Easy Video Player	129.63	41.66
Copy Paste Systems	492.67	19.49
Shoe Money System	73.41	90.35

3. Make Money Keywords

HOT KEYWORD	TYPE	SCORE
Make Money Taking Surveys	ppc	763
ganar dinero (spanish)	ppc	425
Maverick Money Makers	ppc	361
how to make money on the internet	ppc	338
earn money online	ppc	338
make money fast and easy	ppc	338
money at home	ppc	338
home business	ppc	321
trabajar desde casa por internet (spanish)	seo	268
make money right now	seo	240
make money	seo	214
ganar dinero por internet (spanish)	seo	173
make money quick	ppc	169
make money fast	ppc	169
how to make money fast	ppc	169
fast way to make money	ppc	169
make fast easy money	ppc	169
ganar dinero con internet (spanish)	ppc	143
ganar dinero desde (spanish)	ppc	121
online money makers	seo	9

4. The Lose Fat Niche

The lose fat niche is arguably the second biggest on ClickBank at the moment - some would say the largest.

One thing's for sure: while make money has its big product launches, the fat loss market is the most mass market - and the most consistent.

According to their own affiliate page, Fat Loss 4 Idiots grossed over \$20 million in 2008. And today they only account for 20% of the total gravity in the fat loss niche. The top selling fat loss product on ClickBank is one of the 2,500 most popular sites on the Internet, an impressive feat indeed.

Could fat loss ebooks and diet plans be a \$50 million market? Perhaps. But no matter how you look at it, its big business.

Another interesting point about fat loss is that it's closely related to another huge ClickBank business, the "build muscle" market (which is dominated by products like Truth About Abs).

The build muscle products are pitched more at men who want to get "ripped" (ie. low body fat), get a six pack and build muscle.

Fat loss products, meanwhile, are less purist, and are pitched at an even broader market - anyone who wants to lose weight.

That demographic is huge, encompassing pretty much any age or sex, but it seems that the biggest buyers in fat loss are middle aged women who want to drop a dress size or lose a few extra pounds. This explains why most fat loss products are diet plans - a concept easily understand by the average, non-techie consumer.

This huge mass market appeal is the secret to the size of the fat loss market, but it also makes it harder to promote at first glance for the small time affiliate.

With a massive, disparate customer base, its harder to drill down and pick off tight profit opportunities and keywords. The possibilities are just too huge here.

But that doesn't mean that you can't promote fat loss products via search. You can.

In fact, the search market is ripe with opportunity and promise -- the keyword "fat loss" gets 800,000 Google searches globally each month and the monster "diet" keyword gets a staggering 16 million searches each and every month. There are also hundreds of semi-related keywords that are huge in their own right - e.g. "healthy recipe" gets almost 700,000 searches monthly.

This gives you literally thousands of angles to approach search marketing from. As always look for long tail keywords that you can dominate in SEO or Pay Per Click.

For example, "healthy recipe" may be too big for you to handle but a longer-tail term like "healthy salmon recipes" (2,900 searches) can be dominated.

Because there are so many searches in fat loss, you don't need to try to "snipe" single keywords, just base your content around the general theme and if you optimize it well, you will rank for long-tail keywords you never could have guessed people would be searching.

One possibility is to step out of the market, and create a massive amount of general content to pull in bulk traffic, traffic you can then funnel this into your fat loss offers (everyone wants to lose weight, remember?)

Another great search marketing idea is to use Image ads. Google allow image ads in various sizes on their "content network", giving you access to hundreds of millions of impressions per day. We suggest you experiment with Image ads and then look to advertise on independent websites that have advertising banner space. Both angles have proven very fruitful for fat loss affiliates and vendors.

In the long run, you can promote fat loss products with some really huge mass market methods, such as pay per view and media buying, meaning your ads can appear on some of the most visited sites on the planet. You don't need to limit yourself to fat loss related sites - women's sites, or even general interest websites are game when you're in a niche with this much broad appeal.

The twitter market is of course also huge on fat loss - search "diet" on Twitter, and the first 10 Twitterers have a total following of 2 million followers. It's only 9,000 for "fat loss" and "21,000" for "lose weight", by the way. So look to build your Twitter following and start promoting affiliate offers to them.

The only real downside to the fat loss market is that its sprawling size means many customers are disinterested and casual, just buying one product and then disappearing for good. There is little scope to sell future products of your own, or build a list to promote other's products. This means that there is little JV support in the fat loss niche.

Despite that shortcoming, the niche is huge, with so much potential that its almost intimidating at first glance. if you want to play with the big boys one day, you should keep your eye on fat loss. Just be sure to start small and build from there.

5. Lose Fat Affiliate Programs To Promote

Affiliate Program	Gravity	\$/sale
Fat Loss 4 Idiots	270.78	31.85
Fat Burning Furnace	457.44	17.70
Cheat Your Way Thin.	28.32	47.55
The Diet Solution	122.22	26.97
Every Other Day Diet	153.43	23.82

6. Lose Fat Keywords

HOT KEYWORD	TYPE	SCORE
weight loss for idiots	ppc	853
calorie shifting	ppc	701
fat loss for idiots	seo	674
idiots diet	ppc	670
idiot diet	ppc	640
fat loss system	ppc	623
shifting calories	ppc	601
weight loss for idiots	seo	565
fat loss secrets	ppc	544
fast weight loss program	ppc	532
weight loss idiots	ppc	520
quick and easy weight loss	seo	484
fat loss for idiots reviews	seo	454
fat loss 4 idiots diet	seo	454
need to lose weight fast	seo	382
diet 4 idiots	ppc	354
fat loss 4 idiots	ppc	345
fast weight loss programs	ppc	345
the fastest way to lose weight	seo	336
best weight loss diets	seo	288
easy way to lose weight	seo	253
best way to lose weight fast	seo	225
idiot proof diet	ppc	195
fast easy weight loss	seo	164
rapid fat loss	ppc	160

HOT KEYWORD	TYPE	SCORE
best weight loss product	ppc	154
quickest way to lose weight	seo	142
fbf	ppc	56

7. The Forex Niche

The forex trading market is huge and growing daily.

With over 6 million global searches, "Forex" is basically about teaching people and companies how to profit with foreign currency trading.

The Forex markets are huge, with over \$4 trillion traded daily. Most of this is traded by huge organisations - central banks, hedge funds and the like - but individuals can also trade Forex, and it's these individuals that the "how to trade with Forex market" caters to. Teaching people is big business - the top product on ClickBank, FAPTurbo claims to have sold over 100,000 copies.

Now for a quick bit of market history.

In 2008, manual systems were popular (that is systems which no automation that you have to manually trade with).

However, since then the market has exploded and now "forex robots" and "forex signals". Forex robots (18,000 global searches) are scripts that plug into a trading platform and automatically trade - these are now the norm. Just look at the Google trends results for "forex robots" - it literally comes out of nowhere mid 2008.

Forex signals (60,000 searches) are similar to robots except they don't trade automatically - they send the trader an automated "signal" which describes what and when to trade. The Forex trading market for the last 2 years has been dominated by robots and signals, and manual systems are appearing less and less (why would anyone do something manually when it can be automated for them?).

Forex is similar to the "make money" niche in that there are many regular "product launches", where a new Forex robot or signals service suddenly launches, does thousands of sales, then disappears off the radar. This presents huge opportunities (the obvious one being that "product name" keywords on the search engines can generate huge profits in a short period of time).

The reason these launches do so well is that many customers are repeat buyers who will buy not just one Forex system or robot, but dozens and dozens.

This demand for more and more systems then gives rise to a very well developed network of "joint venture partners" - product owners with massive lists of customers who they can promote new launches to via e-mail.

In fact, the JV network for Forex is arguably the best in any market, perhaps only slightly less developed than "make money" but with each lead being worth more.

Unfortunately, this massive potential isn't found in the PPC markets. The vast majority of Forex related keywords are dominated by Forex brokers and trading

platforms. These guys can make thousands from a single customer, meaning they can outbid anyone selling forex systems or robots.

Having said that, there are still many lower volume keywords to go after - and because the Forex customer is so hungry, these can still be profitable. It can also be extremely profitable to advertise on the "content network" and Yahoo's publisher networks.

The organic (seo) market is much more open, with thousands of potentially profitable terms to go after (the forex brokers might bid on anything related to Forex but they don't deliberately target terms like "forex robot" or "make money with forex" organically).

Also, there are thousands of independent forums and authority sites to advertise on. These are generally very low cost and easy to target.

Finally, there are many opportunities on the social networking sites. Search "Forex" on Twitter and the the top 10 Twitterers have over 150,000 followers.

8. Forex Affiliate Programs

Affiliate Program	Gravity \$/sale	
Forex Megadroid	211.89	60.36
Fap Turbo	273.55	77.61
Forex Automoney	132.36	3.17
Amazing Automated Forex Robot - The No Loss Robot.	28.50	89.74
Forex Neutrino	60.63	36.42
Usdbot	169.43	65.55

9. Forex Keywords

HOT KEYWORD	TYPE	SCORE
usdbot	ppc	991
forex broker comparison	ppc	984
usdbot review	ppc	812
forex robots review	seo	765
www.usdbot.com	ppc	741
fap turbo	ppc	683
forex neutrino	ppc	681
ivybot	ppc	584
forex robot	ppc	575
forex signals	ppc	550
automated forex trading software	seo	466
forex mutant	ppc	446
fx signals service	ppc	340
forex scalping	ppc	304
online forex trading platform	seo	303
automatic forex trading	ppc	261
best forex signals	ppc	258
best forex robot	seo	254
fap turbo discount	ppc	243
automated forex trading system	seo	215
best forex robot	ppc	211
forex trading strategies	seo	126

	HOT KEYWORD	TYPE	SCORE
	fap turbo robot	ppc	109
	forex trading strategy	seo	59
	fap turbo reviews	seo	54
	fap turbo review	seo	41