

No Cost Video Marketing

Part 2: Niche Selection

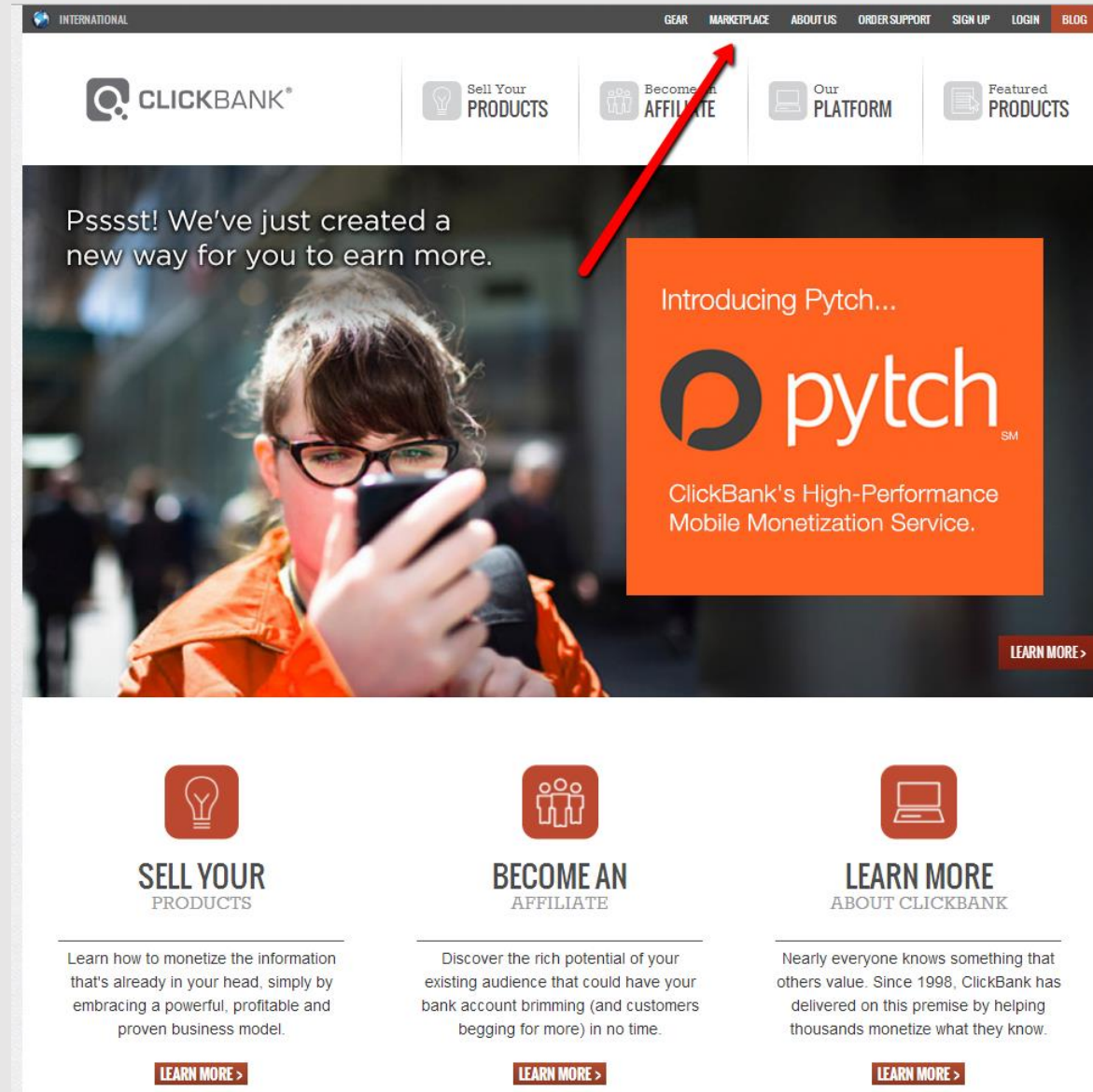
Video Marketing Step #1: Choose Your Niche

- Your niche is your target audience.
- We will cover the basics of niche research that apply to all facets of online business.
- Use YouTube to confirm your niche selections before beginning.
- Focus on niche markets where you can easily recommend a solution to a problem.
- Look for niches where you can be an affiliate for products.
 - Information products offer higher commissions typically.
 - Look for low barrier to entry as an affiliate. (No need for a website.)
- An affiliate is like an online salesman.
 - You can get a commission for referring traffic that purchases.
 - Most websites have an affiliate program.

Video Marketing Step #1: Choose Your Niche

- A niche is a group of people that all share a common interest or problem.
- You want to focus on people with problems for this YouTube campaign.
 - Need to lose weight.
 - Want to improve their golf game.
 - Want to earn extra income.
 - Want to get rid of acne.
 - Need to improve relationships.
 - Need help building a website or blog.
 - Need help creating a resume.
 - Want to get in better shape.
 - Want to conquer the big video games.
 - Want to quit suffering from back pain.
 - Need help finding low cost vacations.
 - Want to be better prepared in case of disasters.
 - Need more traffic to their website.
 - Want to become better at social media.
 - Want to be better using PhotoShop.

Step #1: Choose Your Niche – Clickbank.com



Step #1: Choose Your Niche – Clickbank.com

The screenshot shows the ClickBank Marketplace homepage. At the top is the ClickBank logo and a language dropdown set to 'English'. Below the header is a 'MARKETPLACE' section with the text 'Choose from thousands of great products to promote'. To the right of this text is a 'Find Products:' search bar and links for 'Advanced Search' and 'Search Help'. On the left side, there is an advertisement for 'get CASH FOR SURVEYS' with a '\$50 To All New Affiliates' bonus. Below this is a 'Resources' section with a 'Recently Removed' link. The main navigation area features a 'Categories' list on the left, which includes: ARTS & ENTERTAINMENT, BETTING SYSTEMS, BUSINESS / INVESTING, COMPUTERS / INTERNET, COOKING, FOOD & WINE, E-BUSINESS & E-MARKETING, EDUCATION, EMPLOYMENT & JOBS, FICTION, GAMES, GREEN PRODUCTS, HEALTH & FITNESS, HOME & GARDEN, LANGUAGES, MOBILE, PARENTING & FAMILIES, POLITICS / CURRENT EVENTS, REFERENCE, and SELF-HELP. In the center, there is a 'How to Find Products to Promote' section with a numbered list: 1. Browse Categories on the left. 2. Use the Find Products box above to search by keyword. It also includes instructions on how to view a vendor's Pitch Page and how to learn more about the marketplace. To the right of this section is an illustration of a man working on a laptop. Below this is a 'New to Affiliate Marketing?' section with a list of questions and a cartoon illustration of a man looking at a laptop. On the far right, there is a 'Sponsored Links' section with several promotional offers, including '\$50 BONUS For FIRST Sale', 'Best Survey Site To Promote', '\$75 FREE for Affiliates!', '\$50 FREE To Affiliates!', 'New Affiliates Get \$50!', 'Work From Home With Google!', and 'Make Extra Cash from Home'. At the bottom center, there is an advertisement for 'pytch', ClickBank's High-Performance Mobile Monetization Service. Two red arrows are overlaid on the image: one points from the 'Categories' list to the 'How to Find Products to Promote' section, and the other points from the 'pytch' advertisement to the 'Categories' list.

CLICKBANK®

English

MARKETPLACE
Choose from thousands of great products to promote

Find Products:

[Advanced Search](#)
[Search Help](#)

get CASH FOR SURVEYS
\$50 To All New Affiliates*
*\$5 sales required to claim \$50 bonus

Advertisement

Resources
[Recently Removed](#)

Categories

- ARTS & ENTERTAINMENT
- BETTING SYSTEMS
- BUSINESS / INVESTING
- COMPUTERS / INTERNET
- COOKING, FOOD & WINE
- E-BUSINESS & E-MARKETING
- EDUCATION
- EMPLOYMENT & JOBS
- FICTION
- GAMES
- GREEN PRODUCTS
- HEALTH & FITNESS
- HOME & GARDEN
- LANGUAGES
- MOBILE
- PARENTING & FAMILIES
- POLITICS / CURRENT EVENTS
- REFERENCE
- SELF-HELP

How to Find Products to Promote

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. **Stats** show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

To learn more about how the Marketplace works [click here](#).

New to Affiliate Marketing?

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.

Sponsored Links

\$50 BONUS For FIRST Sale
Top new 'Get Ex Back' Offer
[www.HowToGetExBack.com](#)
Avg Comm 75%; [Promote Now](#)

Best Survey Site To Promote
Make \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$
[www.SurveysPaid.com](#)
Avg Comm 75%; [Promote Now](#)

\$75 FREE for Affiliates!
Top Rated, 75% Payout +Bonuses!
[www.PennyStockProphet.com](#)
Avg Comm 75%; [Promote Now](#)

\$50 FREE To Affiliates!
Promote the #1 survey site.
[www.GetCashForSurveys.com](#)
Avg Comm 75%; [Promote Now](#)

New Affiliates Get \$50!
Who Else Pays You To Join?
[www.RealWritingJobs.com](#)
Avg Comm 75%; [Promote Now](#)

Work From Home With Google!
Sign Up Today - Paid Monthly!
[www.The7dayTest.com](#)
Avg Comm 75%; [Promote Now](#)

Make Extra Cash from Home
Best Converting Lotto System
[www.thelottoblackbook.com](#)
Avg Comm 60%; [Promote Now](#)

pytch
ClickBank's High-Performance Mobile Monetization Service
[Learn more](#)

Advertisement

Step #1: Choose Your Niche – Clickbank.com

MARKETPLACE
Choose from thousands of great products to promote

Find Products: [Advanced Search](#) [Search Help](#)

☒ All Categories ☐ Current Category

Results [Marketplace Help](#)
Displaying results 1-10 out of 1560 (pg. 1 of 156)
Results per page: 10

E-business & E-marketing

Sort results by: ☐ Low to High ☒ High to Low
Popularity

Get Cash For Surveys - \$50 Bonus To New Affiliates! (view mobile)
Getcashforsurveys.com/aff/ - Earn Up To \$148.50 Per Sale!
Geotargeting, 1 Click Upsells, Downsells, And More! Followup Emails
With Your CB Id To Give You Credit! -> Grand New Spanish Version:
Ganandodineropencuestas.com/aff/

Avg \$/sale: **\$25.37**

PROMOTE

Stats: Initial \$/sale: **\$25.37** | Avg %/sale: **75.0%** | Grav: **285.84**
Cat: **E-business & E-marketing : Paid Surveys**

All New Pitch For 2014! Crazy Conversions & Best \$/per Sale (view mobile)
Google Sniper - It's Proven. We've Paid Out Over \$5,000,000 Because
Affiliates Promote Us Time And Time Again For A Reason: Huge \$140
To You Per Sale, 14 Percent Refund Rate, And Rebill Commissions
For Life. See Video Proof: <http://gsniper2.com/affiliates>

Avg \$/sale: **\$110.96**

PROMOTE

Stats: Initial \$/sale: **\$23.95** | Avg %/sale: **60.0%** | Avg Rebill Total: **\$115.80** | Avg %/rebill: **34.0%** | Grav: **267.17**
Cat: **E-business & E-marketing : Affiliate Marketing**

No Cost Income Stream And The Real Coaching Club (view mobile)
These Three Real-life Internet Marketers Are Bucking The Trend, And
Shunning The "push Button" Systems. Instead You'll See How We
Make Real Money Online. We're Personally Going To Coach You To
Success! Affiliates - www.realguysrealmoney.com/affiliates

Avg \$/sale: **\$25.60**

PROMOTE

Stats: Initial \$/sale: **\$170.98** | Avg %/sale: **50.0%** | Avg Rebill Total: **\$94.86** | Avg %/rebill: **30.0%** | Grav: **170.98**
Cat: **E-business & E-marketing : E-commerce Operations**

Salehoo Wholesale Sources / eBay® Directory - #1 Affiliate Program (view mobile)
Extremely High Number Of Niche Keywords That You Can Promote

Avg \$/sale: **\$89.36**

pytch
ClickBank's High-Performance Mobile Monetization Service.
[Learn more](#)

Resources
Recently Removed

Reset Filters and Attributes
Filters

Gravity
0 100+

Avg \$/sale
\$0 \$150+

Initial \$/sale
\$0 \$100+

Avg Rebill Total
\$0 \$200+

Avg %/sale
1% 75%

Avg %/rebill
1% 75%

Date added to marketplace
2013-11-3 2014-3-3

pytch [More](#)
Advertisement

#1 Paid Survey Site
4% Conv. 75% Comm. Upsells.
www.SurveysPaid.com
[Avg Comm 75%: Promote Now](#)

Make MONEY while you SLEEP!
\$47 Down & \$17 Monthly!
www.HealthBizInABox.com
[Avg Comm 75%: Promote Now](#)

#1 Work At Home Offer
2014 Update = Increased Sales!
www.LegitOnlineJobs.com
[Avg Comm 75%: Promote Now](#)

Step #1: Choose Your Niche – EzineArticles.com

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▪ Computers and Technology	▪ Finance	▪ Food and Drink
▪ Gaming	▪ Health and Fitness	▪ Home and Family
▪ Home Based Business	▪ Home Improvement	▪ Insurance
▪ Internet and Businesses Online	▪ Investing	▪ Kids and Teens
▪ Legal	▪ News and Society	▪ Pets
▪ Real Estate	▪ Recreation and Sports	▪ Reference and Education
▪ Relationships	▪ Self Improvement	▪ Shopping and Product Reviews
▪ Travel and Leisure	▪ Womens Interests	▪ Writing and Speaking

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Earn \$150 Per Hour: The Most PROFITABLE Niche For YOU! (Do What You LOVE for a Living)

I'm going to start this article off with a short confession. Some of the most PROFITABLE online marketing strategies I've used, have been... [more](#)

The Search for SLS Free Toothpaste

Search no more for an SLS free toothpaste, we can give you a simple and stress free solution. SLS, or Sodium Lauryl Sulfate, is a foaming agent generally used to remove oily residues and stains. SLS is a

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New Expert Authors

David from Boulder, United States joined us 12 minutes ago

Ron from Australia, Australia joined us 23 minutes ago

Lauryn from Dallas, United States joined us 26 minutes ago

Ajeet from Mumbai, India joined us 28 minutes ago

Sheree from Marine City, United States joined us 45 minutes ago

Author Spotlight

Jake Weston
Diamond Author
92 Articles

A recording engineer and musician, Jake grew up in Los Angeles and now lives in San Antonio. He has worked with Raven Boy Music, producing and... [more](#)

Sue Clement
Diamond Author
70 Articles

A dynamic speaker, trainer, entrepreneur, and business coach Sue Clement is known for expediting business success. With over 30 years experience in... [more](#)

Lisa Angelettie
Diamond Author

Step #1: Choose Your Niche – Amazon.com

The screenshot shows the Amazon Kindle Store interface. On the left is a vertical list of categories under the heading 'Department < Kindle Store'. On the right are promotional banners for 'More Items to Consider', 'Kindle Select 25: 25 Exciting Books This Week', and 'New & Noteworthy Kindle Books'. Three red arrows originate from the left and point to the 'Kindle eBooks' category, the 'History' category, and the 'Kindle Select 25' banner.

Department < Kindle Store

- Kindle eBooks
 - Arts & Photography (143,749)
 - Biographies & Memoirs (111,829)
 - Business & Investing (154,172)
 - Children's eBooks (132,741)
 - Comics & Graphic Novels (24,824)
 - Computers & Technology (45,071)
 - Cookbooks, Food & Wine (35,611)
 - Crafts, Hobbies & Home (48,976)
 - Education & Reference (156,280)
 - Gay & Lesbian (24,626)
 - Health, Fitness & Dieting (154,564)
 - History (145,246)
 - Humor & Entertainment (68,882)
 - Literature & Fiction (757,209)
 - Mystery, Thriller & Suspense (133,333)
 - Nonfiction (1,468,009)
 - Parenting & Relationships (49,173)
 - Politics & Social Sciences (169,649)
 - Professional & Technical (202,182)
 - Religion & Spirituality (258,680)
 - Romance (168,305)
 - Science & Math (149,650)
 - Science Fiction & Fantasy (145,999)
 - Self-Help (64,005)
 - Sports & Outdoors (43,659)
 - Teen & Young Adult (50,254)
 - Travel (37,220)
 - Foreign Languages (345,593)

More Items to Consider

You viewed

Rush Revere and the Brave Patriots...
Rush Limbaugh
★★★★★ (2,664)
List Price: \$49.99
Kindle Price: **\$10.05**
[View or edit your browsing history](#)

Rush Revere and the First Patriots...
Rush Limbaugh
List Price: \$49.99
Kindle Price: **\$9.78**

George Washington's Secret Six: The...
Brian Kilmeade, Don Yaeger
★★★★★ (1,276)
List Price: \$27.95
Kindle Price: **\$12.99**

Kindle Select 25: 25 Exciting Books This Week

The Misremembered Man
Christina McKenna
★★★★★ (1,829)
List Price: \$43.95
Kindle Price: **\$1.99**

Revenge Wears Prada: The Devil Returns
Lauren Weisberger
★★★★☆ (759)
List Price: \$25.99
Kindle Price: **\$2.99**

All Joy and No Fun: The Paradox of...
Jennifer Senior
★★★★☆ (42)
List Price: \$26.99
Kindle Price: **\$9.99**

The Captain: The Journey of Derek Jeter
Ian O'Connor
★★★★★ (73)
List Price: \$14.95
Kindle Price: **\$9.99**

[See all Kindle Select 25](#)

New & Noteworthy Kindle Books

Step #1: Choose Your Niche – Dummies.com

The screenshot shows the Dummies.com website interface. At the top, the header includes the 'FOR DUMMIES Store' logo, a 'United States' location selector, a 'Search the Store' bar, and a 'Search' button. Below the header, a navigation bar contains links for 'Go to Dummies.com', 'Your Account', 'Store Help', and 'Shopping Cart'.

On the left side, there is a 'Store' sidebar with a list of categories: All Titles, Arts & Photography, Automotive, Business, Investing & Careers, Computers & Internet, Cooking & Entertaining, Crafts & Hobbies, Education, Electronics, Fitness, Games, Green Living, Health, Home & Garden, Music, Para Dummies, Parenting, Pets, Religion & Inspiration, Self-Help & Relationships, and Sports. A red arrow points to this sidebar.

The main content area is titled 'Featured Titles'. It lists three books:

- LinkedIn For Dummies, 3rd Edition** (E-book also available)
Don't be left out—link up with this fully updated introduction to the Internet's hottest professional networking tool
With more than 225 million members from over 200 countries and territories worldwide, LinkedIn.com is an unbeatable self-marketing tool. *LinkedIn For Dummies* teaches you how to make the most of your LinkedIn.com profile and build connections and relationships within the world's largest professional network. This thorough introduction ... [Read More](#)
US \$24.99 [Add To Cart](#)
- iPad For Dummies, 6th Edition** (E-book also available)
The ideal companion for getting the most out of your iPad, updated and in full color!
The possibilities that exist with Apple's amazing iPad are seemingly endless, and each release brings even more incredible features to this incredible device. If you're ready to have the world at the tips of your fingers, then this is the book for you! Mac experts and veteran author dream duo Edward C. Baig and Bob ... [Read More](#)
US \$24.99 [Add To Cart](#)
- Crocheting For Dummies, 2nd Edition** (E-book also available)
An updated classic covering the latest techniques and trends in crocheting
Are you hooked on the art of crochet? Looking for a fun new hobby that you can take with you virtually anywhere? *Crocheting For Dummies, 2nd Edition* gives you easy-to-understand

On the right side, there are two promotional banners. The top one is 'Around the World' with 'Other Dummies Editions' and 'Translations' links, accompanied by a globe icon. The bottom one is 'WIN \$500. EASY.' featuring images of various Dummies books and a 'DUMMIES.com Enter for a chance to WIN' button. Below this is another banner for 'Get Official Dummies Merchandise' with the text 'PRICED FOR ANY BUDGET' and a 'Shop Now >>' button, featuring the Dummies character.

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(0) \$0.00

Checkout >>

All Categories Best Sellers Women's Men's Children's Teen's Gifts

Q

HURRY! Coupon expires on 2/23/14!

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Over 190 titles to choose from
Shop Now! >>

Home | Magazines

Magazines

- ▶ Animals & Pets (85)
- ▶ Antiques & Collectibles (40)
- ▶ Art & Photography (158)
- ▶ Auto & Cycles (220)
- ▶ Business & Finance (240)
- ▶ Children (86)
- ▶ Computers & Electronics (101)
- ▶ Cooking, Food & Beverage (111)
- ▶ Crafts (91)
- ▶ Education (82)
- ▶ Enrichment (39)
- ▶ Entertainment & TV (132)
- ▶ Ethnic (55)
- ▶ Fashion & Style (248)
- ▶ Health & Fitness (94)
- ▶ History (71)
- ▶ Hobbies (294)
- ▶ Home & Gardening (227)
- ▶ Humor (2)
- ▶ International (1,754)
- ▶ Journals (490)
- ▶ Lifestyle (468)
- ▶ Literary (46)
- ▶ Local & Regional (185)
- ▶ Medical (51)
- ▶ Men's (421)
- ▶ Music (84)
- ▶ News & Politics (93)
- ▶ Newspapers (6)
- ▶ Parenting (63)
- ▶ Psychology (14)
- ▶ Religion (59)
- ▶ Science & Nature (89)
- ▶ Sports & Recreation (320)
- ▶ Teen (163)
- ▶ Women's (393)

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Renew, give a gift subscription or start a new magazine subscription at Magazines.com. Manage all of your magazine subscriptions, including addresses, payment methods and auto-renew preferences with our Subscription Manager tool.

Showing 1 - 15 of 3,701 Results

1 2 3 4 5 ▶ ▶

Items per page: 15

Sort By: Best Matches

PEOPLE From: \$30.00 - \$132.00 You Save 68% ★★★★★	Us Weekly From: \$33.54 - \$132.01 You Save 78% ★★★★☆	Time From: \$16.00 - \$60.00 You Save 88% ★★★★☆	Sports Illustrated From: \$26.00 - \$78.00 You Save 86% ★★★★★	Real Simple From: \$23.88 - \$40.56 You Save 75% ★★★★★
The Economist From: \$49.99 - \$127.00	Entertainment Weekly From: \$15.00 - \$59.95	Popular Science From: \$12.00 - \$18.00	Men's Health From: \$9.97 - \$43.98	TV Guide 56 Issues: \$20.00

Step #1: Choose Your Niche – YouTube.com

The screenshot shows the YouTube homepage with the search bar at the top containing the text "acne". The search results are displayed on the right side of the page, showing a list of videos related to acne. The left sidebar contains navigation links for "What to Watch", "BEST OF YOUTUBE", and "CHANNELS FOR YOU".

Search Results:

- Acne In Motion** by CSMclients • 1 year ago • 487,598 views
New high definition video of the inner workings of acne. Acne breakouts don't just appear anywhere. This is because acne begins ...
- ♥ Clear Skin Tips: How I Got Rid of Acne for GOOD (& What I Did WRONG!)** by RachhLoves • 10 months ago • 224,432 views
After years of testing ways to clear my blemishes, I FINALLY came up with a) what was causing the acne spots b) easy steps to ...
- Acne Coverage Foundation Routine** by ElaineMokk • 10 months ago • 10,689,153 views
I'VE SEEN A DOCTOR ALREADY AND AM ON ACCUTANE. • THIS IS THE RESULTS OF TAKING BIRTH CONTROL PILLS AND ...
- Extreme Acne Treatment, Laser and Pus Fly Widely** by coonlakeproductions • 2 years ago • 1,660,614 views
Extreme Acne Treatment, Laser and Pus Fly Widely? What does it mean when a laser shoots out of your zits?
- How I Cured My ACNE Naturally (10 Tips)** by Joanna Soh • 1 month ago • 66,011 views
Please READ this box for more info. I am not an expert in skin care, in fact I have very limited knowledge in skincare and makeup.
- The Tyra Show: Treating Severe Chronic Acne and Acne Scars** by DrAvaMD • 2 years ago • 174,068 views
Dr. Ava helps a young woman with her severe acne and acne scars on Tyra, using lasers, photodynamic light, aesthetic ...

Video Marketing Step #2: Finding Affiliate Programs

- Clickbank.com
 - Has the most variety of products.
 - Easy to get started as an affiliate.
 - Probably your best bet for this plan.
- JVZoo.com or RapBank.com
 - Easy approval.
 - Requires Paypal account.
 - Limited to information products.
- Amazon.com
 - Lots of options for products to promote.
 - Some states are not allowed to be affiliates.
 - Be prepared to have a free website setup with quality content.
- ShareASale.com Affiliate Network
 - Variety of products to promote.
 - Be prepared to have at least a free website ready. Requires approval.
- CJ.com – Affiliate By Conversant (AKA: Commission Junction)
 - Tons of categories to promote.
 - Be prepared to have at least a website ready. Most offers require approval.
- HotelsCombined.com
 - Quality travel deals search engines.
 - Easy approval.
 - www.hotelscombined.com/Affiliates.aspx

Watch Video for Niche Best Practices