

Hi there!

Thanks for downloading Drop Ship Lifestyle's [Perfect Niche Toolkit](#).

In this resource, I'm going to share with you the 4 free tools that I use when making sure there's money in a niche.

Chances are you've heard of some of these free tools. However, you probably have never used these tools in the ways I'm about to show you.

Additionally, I've included an under-the-radar tools that many people don't know about. I'll teach you how I use that as well.

If you finish this training and want to know more about Drop Shipping, you can read about my Drop Shipping Mini Course here:

<http://www.dropshiplifestyle.com/accelerated-training-explained>

It's a 10-video course that walks you through the answers to some of the questions I get asked about the drop shipping business model, such as:

- How much money you can make drop shipping
- How much time you have to commit
- How you can sell goods without ever touching the product or seeing the customer
- And more!

(Did I mention for a limited time it's only \$7?)

Anyways, enough of the sales pitch...

Lets find out if your niche is profitable!

Testing Your Niche

Before we get into the tools, let's make sure you've actually picked a niche! If you haven't you can follow my guide on niche criteria here:

<http://www.dropshiplifestyle.com/niche-criteria>

When I research a niche to start a new online store, I almost never just research one at a time. Usually, I fill a spreadsheet with as many product ideas as I can think of that fit the niche selection criteria, then go down and research them one-by-one until I'm totally happy with them.

If you only have one niche, that's fine for now! Lets go through and research that one together, and once you're done and you know how, you can add more niches to your spreadsheet and research those on your own.

NOTE: I do each of these tests in order. If the niche fails the first test, I scrap it immediately and move on to another niche to research.

Now that you have a niche to research, lets take a look at the tools.

Tool #1 - Google Keyword Planner

If you've been around online marketing, you're probably familiar with this tool. If not, it's easy to use and it's free!

You can find the Google Keyword Planner here:

<https://adwords.google.com/KeywordPlanner>

You need to create an "Adwords" account in order to use the Planner. At the time that I write this, Google requires you to give them a valid credit card in order to set up this account. Don't worry, you won't be charged for anything.

Google will walk you through the sign-up process.

Once you're inside, click on the box that says "Get search volume data and trends", and enter a top-level keyword for your niche. For instance, if you're selling garden fountains, your keyword would be something like "water features". You don't want to get super-specific like "yard water fountains for homes", because there won't be enough search volume.

Next, select the country you are planning on selling in and exclude the rest of the world.

When the page loads, click on the tab that says "keyword ideas" and you'll see the search volume for your keyword.

If the search volume in your country for your keyword is more than a few thousand per month, move on to the next step!

Tool #2 - Google Trends

The next tool we're using is Google Trends, and you can find it here:

<https://www.google.com/trends/>

Put in the same keyword, and see what the results are.

If the chart shows the keyword trending very negatively, you probably want to avoid the niche. For instance, the keyword "printing press" is probably trending down more and more, as it becomes a forgotten concept. You would probably not expect a lot of business if you chose to open up an old-fashioned printing press nowadays.

Another benefit to Google Trends is that you can tell in advance if your niche is seasonal. For example, type in "Water Features". You will see that it gets a spike in searches every May/April, so it is most likely a seasonal niche.

Tool #3 - Google Search

Now, go to Google's search feature, which you are probably very familiar with. Just in case you aren't, you can find it here:

<https://www.google.com/>

Again, type in your keyword and see what comes up.

Check out what this search for "Entryway Chandelier" turned up"

The screenshot shows a Google search for "entryway chandelier". The search bar contains the text "entryway chandelier" and a search button. Below the search bar, the text "Search" and "About 777,000 results (0.42 seconds)" are visible. On the left side, there are navigation options: Web, Images, Maps, Videos, News, Shopping, More, Cornellius, NC, Change location, and Show search tools. The main search results area is divided into two columns. The left column contains several organic search results, including "Entryway Chandeliers Sale | lightinguniverse.com", "Browse Entryway Chandeliers Today: Best Chandelier Selection Online!", "Entryway Chandeliers - 120% Low Price Guarantee.", "Foyer Chandelier Lights - Find Great Prices & Huge Selection", and "Best Selling Entryway Chandeliers - Large Modern Chandelier...". The right column contains a "Shop for entryway chandelier on Google" section, which is highlighted in pink. This section is a Product Listing Ad (PLA) and displays eight different chandelier models with their respective prices and retailers. The models and prices are: Lic Jordan Lighting 501 (\$272.90), Lic Jordan Lighting 531 (\$4999.90), Framburg Jamestown (\$1104.00), Quocel LE5018B L.e. (\$2799.99), Corbett Lighting 67 (\$2060.00), Hudson Valley Lighting Men (\$1300.65), Midtown Collection II (\$309.91), and Framburg Lighting - Be... (\$1194.00).

The area highlighted in pink contains a bunch of paid ads known as Product Listing Ads.

This is great news! The only reason that advertisers would buy ad space for these ads is if these niches were profitable.

The previous 2 tools proved to us that there was search traffic, but this tool is the first indication that there is money in the niche. Great!

Tool #4 - Wayback Machine

This tool, you may not be familiar with. It's called the Wayback Machine and it's located here:

<https://archive.org/>

Before you use this tool, you need to find at least 1 potential competitor's website. You're going to use this tool to dig deeper into their website history.

You can find competitors by googling your keyword and clicking on the ads. It's important to note that when you're researching your niche (for example, water features) there will probably be 2 types of stores carrying the item in question:

Type 1 - Stores that carry tons of other unrelated products as well (think Amazon). This are called "mall ecommerce stores".

Type 2 - Stores that *specifically* sell water features and other, very closely-related products. These are "niche ecommerce stores".

You want to research the 2nd type, niche-specific ecommerce stores. Often times, these websites will have your keyword or related keywords in their URL.

If I wanted to get into selling water features, a good example of a competitor would be 1000 Fountains. You can view their store here:

<http://www.1000fountains.com/>

Take your competitor's URL and paste it into the WayBack machine. This program will allow you to "go back in time" and see what changes they made to their website over time. It will also give you an idea of how long they've been in business.

If they've been around a while, that's a good sign. They managed to stay in business, which means they're making money.

If they've made many changes, that's also a good sign. It means they are paying attention to what their customers want, and modifying the site to improve the shopping experience. People don't optimize sites unless the sites are returning them profit.

Keep Building!

Congrats! If you've made it this far and passed all the tests, it's time for you to embark on the Drop Shipping process, and to make your first sale!

You should be very excited - Picking a good, profitable niche isn't easy.

If your niche failed the tests, don't worry - the great thing about having free tools at your disposal is that you now have the leisure to research as many niches as you would like until you have one that you're totally satisfied with.

Don't get discouraged if this is you. Keep moving forward and find a niche that works! The financial, learning, and confidence rewards are well worth putting in the effort.

Wishing you the best of luck on your exciting new journey!

Best,



Anton L. Kraly
Founder of Drop Ship Lifestyle

P.S.

Did you find this information helpful? Do you want to know more?

Then go sign up for my Drop Shipping Mini Course (It's only \$7!)

<http://www.dropshiplifestyle.com/accelerated-training-explained>

I will be raising the price soon due to demand, so you can either buy a couple of Starbucks coffees or take the exciting next step in owning an online business while it's only seven bucks!