

Niche Targeting Guide

Where the Easy Wins Are

Let's talk about where the money hides.

Because yeah, you **can** chase the same tired niches as everyone else: make money online, crypto, AI tools, weight loss.

But if you're smart — and you're reading this, so I'll assume you are — you'll go where the **volume is high**, the **payouts are solid**, and the **competition is either asleep or nonexistent**.

This isn't about going obscure. It's about picking fights you can actually win.

RULE #1: Launches Are Everywhere

Your software already finds launch calendars across every industry:

- JVZoo, WarriorPlus, ClickBank
- Amazon + Barnes & Noble (books = great launch content triggers)
- SaaS platforms
- Podcasts with guest authors
- Facebook groups hyping up upcoming tools

Your job is to **pair launches with niche pockets that pay**.

BIG 4 NICHES (Evergreen + Competitive)

These are big, profitable, and noisy — but if you're willing to carve out a sub-angle, there's still gold here.

1. Make Money Online / AI / SaaS

- High volume, high payouts, very saturated
- Best angle: New AI launches, automations, tools with monthly recurring

2. Health / Fitness / Weight Loss

- Especially if you go niche (e.g. keto for moms, fitness over 50)
- Best angle: Sell courses, supplements, or affiliate coaching programs

3. Relationships & Self-Help

- Dating advice, marriage repair, parenting help, manifestation
- Best angle: Courses or coaching offers with emotional hooks

4. Finance & Investing

- Stock alerts, crypto tools, budgeting apps
- Best angle: Promote tools with recurring or high-ticket options

Underrated, Under-crowded Niches

These are where your competitors aren't looking — but the buyers **are**.

Hobby Niches

- Woodworking, guitar, watercolor, puzzle solvers
- Low refund rates, passionate buyers, launchable content

Pet Niches

- Pet training courses, exotic pets, breed-specific products
- Tip: Aquarium, reptile, or bird niches = zero competition, real products

Niche Fitness

- Powerlifting, kettlebells, cycling, bodyweight training
- Look for equipment launches or fitness program releases

Parenting / Kids

- Toy/product launches, educational tools, courses for new parents
- Parents spend emotionally and fast

Digital Skill-Building

- Photoshop, podcasting, video editing, music production
- Every tool update or course release = launch jack opportunity

THE SECRET: Match Payout to Passion

Always ask:

- Is there launch activity in this space?
- Are there products with **decent** commissions?
- Is there a clear angle I can enter without sounding like everyone else?

You're not building a career in these niches. You're hijacking their heat.

And once you find 3–4 niches that launch consistently and pay well?

Rinse. Repeat. Stack.

NEXT STEP:

Want help picking the best niche + launch combo for your first funnel? Schedule a private call and we'll map out your first 3 content assets in 20 minutes flat...

BOOK NOW: <https://calendly.com/luther-landro/premium-coaching-session>