**How to Know if Your Niche Idea Will Be Profitable**

If you are looking into getting into the niche marketing business, then it is essential for you to know what makes a niche profitable. In order to determine if the niche that you have chosen will be profitable, you will have to take the time to do some research online. Here are four ways that you can tell if a niche will be profitable.

**Check the Marketplaces**

You can browse marketplaces like Amazon and Clickbank to see if there is an interest in your potential niche. You can enter broad keywords in their "Find Products" search bar to uncover niche products. Take a look at the results and see what products are popular. Those that are at the top of the results page are the most popular and is a good sign that there is some demand.

**Check Google Search Volume**

Finding out how many people are searching for your niche idea is an excellent way to tell if it will be profitable. Enter your keywords or phrases into the search bar on the Google Keyword Planner tool to see the monthly volume of searches being conducted for that keyword. Searches that reach to at least 10,000 per month or higher show that there are a lot of people looking for help with that topic, which means it could end up being profitable.

**Check Google Trends**

You can use Google Trends to quickly check to see whether or not your niche idea is a dying trend. When it comes to picking a niche topic, you want to try and focus on evergreen niches rather than the hottest trends. You can enter your niche idea or keyword into the search bar to see if it is a solid niche.

**Validate Online Activity**

You can look for popular blogs and websites to validate the online activity for your niche idea. If you find a lot of authority blogs and sites on your niche idea, it's a good sign that there are customers online looking at that niche. A profitable niche will have easy to find hubs where the target audience hangs out, which allows you to network with the owners and drive traffic from those sites.

**Look at Forums and Message Boards**

More massive forums with a lot of active members mean that people are passionate about the niche topic and are willing to discuss it and ask questions about it. When people are passionate about something, they are almost always prepared to spend money on it. You can use FindAForum.net or Boardreader to find forums about your niche idea.

After you've gathered your data from these simple tips, you can determine whether your niche idea will be profitable. If the data points to it not being profitable, don't worry, there are plenty more niches that you can choose.