



**Passive Income Hero Expansion Pack**

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## Introduction

*First things first, if you haven't completely read the original, Passive Income Hero course then you need to do that before continuing as much of this won't make sense!*

Niche selection is can be one of the most hasslesome aspects of setting a website like this up. But more importantly, picking the wrong niche can mean the difference between success and failure. I'm going to go over some great niches to work within that you can use for your own campaigns, along with sample content ideas that will make getting the right kind of content that much easier.

You want to make sure that the niches you want to enter have a lot of room for growth while also have products you can promote, tons of interest and lots of potential in the content to bring people over to your site. You also need to ensure that your niche will allow you to produce content in a variety of different styles in your niche. For example if you picked Kayaking as a niche, you'd be fairly locked down. But if you picked Adventure Sports it would give you more range. But the problem with a niche like that is there are so many adventure and extreme sports that it would be tough to monetize your follow up email series.

Same thing with a niche like "cars" – which it's relatively specific, it would be very tough to consistently monetize the niche as the needs of car owners will vary depending on region, weather, car and so on. But if you're doing something like "Low Carb Diet" then you know their exact needs and it allows you to pick and tailor products and offers accordingly. I take that hassle away.

Thus you have this bonus guide to find you just the right kind of niches!

With this guide as well as 15 Minute Traffic Siphon, you'll be locked and loaded to not only expedite your process of setting a site up, but have a huge bonus with 15 Minute Traffic Siphon driving free traffic to your sites on top of your paid ads.

It's a one-two knockout punch.

## Niches

I'll be giving you some niches that fit within my parameters as well as some content title examples, this is great because you just need to plug these into your writers ([check out iWriter](#) if you're on the hunt for writers and see our template below – adjust aspects according to your niche.)

All of these niches have a variety of great products you can promote and are hand selected by me after doing extensive niche research.

Niche: Alternative Energy

Content Inspiration:

- How to build a Wind Turbine with PVC Windmill Blades
- Young Couple Build Mortgage-free, Off-Grid Micro Cabin
- Solar-Powered Toilet Transforms Human Waste Into...
- How To Obtain Solar Panels For Free

Example Products To Promote:

There are countless products regarding not only building your own solar panels and wind generators but also many affiliate opportunities through Commission Junction for actual products as well as informational products related to saving on energy cost.

Niche: Business

Content Inspiration:

- 15 Companies That Originally Sold Something Else
- How to Negotiate like an Indian -- 7 Rules
- Get into Action: 77 Thoughts on Motivation
- 33 Striking Differences Between Winners And Losers

### Example Products To Promote:

The type of content you use will dictate the type of offers you'll want to promote. If you have a following of subscribers who are running their own businesses then promoting products and services (financial especially) to these business owners will pay off big time, as well as resources relating to marketing, social media and content related to running a business and sales.

### Niche: Bodybuilding

#### Content Inspiration:

- Ranking The Best Muscle Building Exercises: From Beast To Least
- Ten Step Home Bootcamp
- The Top 10 Most Common Training Mistakes And We Show You How To Fix Them
- 5 Easy Ways to Start Building Bigger Biceps

### Example Products To Promote:

There are **literally** thousands of products, guides and services related to bodybuilding. Every affiliate network will have both physical products as well as informational, which is great as you'll have a diverse selection to choose from – including physical products with bigger commissions through Commission Junction as well as Amazon.

### Niche: Cats

#### Content Inspiration:

- 19 Irresistible GIFs of Cats in Boxes
- 6 Adorable Cat Behaviors With Shockingly Evil Explanations
- 119 Ways to Store and Organize Your Cats
- 27 Cats That Just Can't Handle It

### Example Products To Promote:

This niche will be very easy to get followers, Cats are big click targets. A problem will be monetizing the traffic consistently, while I do include it in this as depending on the type of content you put up you could promote things relating to cat owners.

### Niche: Continuing Education

#### Content Inspiration:

- 15 Online Learning websites that you should check out
- Six Things Education Can Learn From Neuroscience
- 50 Free Courses with Certificates from Great Universities

### Example Products to Promote:

There are lots of killer affiliate programs out there that pertain to education, especially online education. Online education has one of the highest average Cost Per Clicks in the AdSense world (a great choice if you're building an authority blog as the CPC's are over \$30) but on top of that there are specialized affiliate programs specifically relating to region specific education.

### Niche: Dating Tips

#### Content Inspiration:

- 50 Fun, Cheap Dates (That Aren't Netflix)
- 7 Things Your Husband Wants to Tell You
- 5 signs that you've met your perfect match
- Top 10 Signs He's Into You

### Example Products to Promote:

Again – countless informational products relating to dating, including the infamous Plenty of Fish affiliate program (as well as just about any other dating site.) On top of these there are products related to the niche for both males and females alike. This niche also has extremely high CPC's for Adwords.

Niche: Design

Content Inspiration:

- 30 Fantastic Websites To Lose Yourself In
- 24 Clever Print Ads
- Top 10 Best Product Package Designs
- 50 Most Creative Business Cards That Will Attract your Customers

Example Products To Promote:

Designers are a great niche to work in because there are so many resources for designers (like Vector Packs) and many subscription based services that can bring in recurring income (stock photography sites.) Aside from this resources for software are great ways to monetize traffic and you'll have no short of great content to write around as well as send out to your following.

Niche: Entrepreneurship

Content Inspiration:

- 25 Books Every Entrepreneur Must Read
- 40 Entrepreneurship Quotes You've Never Heard
- 8 Things Remarkably Successful People Do

Example Products To Promote:

Like Business this will vary depending on the type of content you put up on your site and promote. This can vary from resources related to funding and startup

culture as well as marketing, accounting and software resources to help entrepreneurs. A good way to find content (and in turn products/services to promote) is looking through StumbleUpon at the type of content being submitted in the niche.

Niche: Financial Planning

Content Inspiration:

- 29 Steps I Took to Leave the Workforce at Age 29
- 10 Ways to Get More for Your Money
- 46 Penny-Pinching Ways To Save A Lot Of Money This Year

Example Products To Promote:

The financial niche is absolutely massive. In this niche you'll most likely be getting people looking to save money in one way or another, from budgets to planning for the future. There are a lot of great books (Amazon Affiliates) as well as informational products written on this niche that will help bolster your pockets. Not only that but there are many CPA networks that pay for lead gen for anything related to loans or credit cards. Huge payouts and EPC's in this niche (as thing for AdSense.)

Niche: Fitness

Content Inspiration:

- 30 Minutes to a Sleek Physique: The No-Equipment Workout You Can Do Anywhere
- Top 5 Tips for Summer-Ready Abs
- 15-minute High Intensity Interval Workout
- Men's Health six-pack workout programme

Example Products To Promote:

Just like body building – there are loads of great products, both information as well as physical products related to fitness. With fitness you can also focus on recipes and nutrition (including subscription based recipe websites which bring in great recurring income streams.) Also there are loads of products on Amazon, including books and exercise equipment, that can be promoted as well as some niche stores on Commission Junction.

Niche: Cooking

Content Inspiration:

- The 34 Simple Two-Ingredient Recipes
- 50 Milkshakes : Recipes and Cooking
- A Beginner's Guide to the Most Confusing Cooking Terms
- 30 Delicious Dinner Recipes Ready in 20 Minutes or Less

Example Products To Promote:

Cooking is notorious for having extremely low click value in the AdWords/AdSense world. Generally speaking when people read recipes they're only there for the recipe, not to browse. If you position content less around recipes though and more around trends and cooking tricks then you can build a great following for subscription websites, cooking and kitchen gadgetry and high end Commission Junction equipment.

Niche: Gardening

Content Inspiration:

- 15 Foods That Can Be Regrown From Scraps
- Top 20 Clever and Simple Gardening Hacks
- 25 Amazing DIY Ideas How to Upgrade your Garden this Year
- 8 Reasons to Garden

### Example Products To Promote:

In the gardening niches there are loads of great information and physical products to promote. One thing to keep in mind is the seasonality of the niche, so if you plan to enter it, be ready for that. You'll want a way to monetize through the colder months so either tailoring content to the southern hemisphere or winter gardening or gardening related niches: think building shed plans or chicken coop plans!

### Niche: Health

#### Content Inspiration:

- 11 Awesome Hangover Cures
- What Happens to Your body if you stop smoking Right now?
- Home Remedies That Work
- 5 Ways to Eat Healthy & Save Money

### Example Products To Promote:

In the health niche you can promote anything from nutrition and fitness to diet and mental health. There is an innumerable amount of products, including beauty products that you can setup in your funnel. Read reviews, many of the products are of very poor quality. Also pay attention to your subscribers and their gender, this will allow you to tailor the offers accordingly.

### Niche: Graphic Design

#### Content Inspiration:

- 10 Awesome Infographics for Graphic Designers
- The Art of Negative Space
- Ten Steps to Becoming the Designer You Want to Be
- 60 Highly Clever Minimal Logo Designs

### Example Products To Promote:

Graphic designers use software, vector packs, illustration templates and so on. There are a few of these products out there but going on Warrior Plus or JVZoo and finding design packs is a great route and generally will convert well as the prices are cheap and allow designers to make some shortcuts in their design.

### Niche: Investing

#### Content Inspiration:

- The 10 Best Games for Learning About the Stock Market
- Stock Market Tutorial - The Only Video You'll Ever Need
- How Much You'll Save for Retirement If You Invest Just \$50 a Month

### Example Products To Promote:

There are a variety of very high dollar opportunities in this niche. While things like Forex may immediately jump to your mind, I'd stay away from them (even though they have huge commissions.) There are other great subscription information services out there that are legitimate, but keep a watchful eye out for pump-and-dump schemes, you don't want to be promoting products like that as it will lower your reputation. Remember, especially in this niche to always be putting out high quality, specific, valuable information.

### Niche: Interior Design

#### Content Inspiration:

- 20 of the Sneakiest Secret Doors
- 37 Home Library Design Ideas
- 21 ways of turning pallets into unique pieces of furniture
- 10 Commandments of Furniture Arranging

### Example Products To Promote:

The interior design niche (which I've been in before) is great because there are so many different high end furniture stores that offer commissions on furniture sales. Some of those sales can be in the thousands of dollars for higher end furniture pieces. This is big time commissions. There are also information products however I would recommend finding a quality designer inside an affiliate program and promoting their pieces of furniture. This will also vary widely on styles so pay attention to the type of content you're putting out as it will affect your crowd (try to attract a more affluent crowd!)

### Niche: Marketing

#### Content Inspiration:

- The 7 Sneakiest Ways Corporations Manipulated Human Behavior
- Infographic: How Color Affects Our Purchasing Habits
- The Basics Of Neuromarketing
- 6 Best Practices from 251,391 Website Experiments

### Example Products To Promote:

Marketing will be a huge niche for promoting products, services and software. There are loads of software for SEO, Social Media and automation. Many of these services are monthly recurring commissions (excellent!) Aside from products there are tens of **thousands** of incredible products on the Warrior Forum (Warrior Plus Affiliate Program) or on JVZoo related to marketing, both online and offline.

### Niche: Men's Issues

#### Content Inspiration:

- The 27 Unspoken Rules Of Wearing A Suit
- Men's Style Simplified: The 5 Step Guide to Dressing Sharp

- Become A Man's Man With These 65 Life Hacks
- How to Achieve the Perfect Shave

Example Products To Promote:

With Men's Issues you'll be thinking outside the box. You can promote anything from clothing companies (high end retailers can mean big commissions) as well as physical products (think shaving, grooming as well as gadgetry.) There are also some informational products out there but be weary, some could taint your images as an authority in the niche if the content is subpar and poorly put together.

Niche: Nutrition

Content Inspiration:

- 10 Foods Worth Eating Every Single Day
- Top Green Smoothie Recipes
- Foods That Look Like The Body Parts They're Good For
- 12 Healthy Brown Bag Lunches

Example Products To Promote:

Nutrition is a massive niche. You can work alongside the fitness niche and also jump in on new fads and trends that popup on Dr. Oz or Oprah – (Acai Berries, Smoothies etc are just some – currently Oil Pulling is a big one.) Aside from products there are tons of services that you can promote that will send you meals or health plans and you can not only bring in commissions off those products but also off monthly subscriptions.

Niche: Parenting

Content Inspiration:

- 26 Things No One Warned You About Being a Parent
- 7 Things Every Parent Should Discuss with Their Children
- 15 Ways to Get the Kids to Help Out Around the House
- The Best Part of Parenting

#### Example Products To Promote:

There are loads of parenting products you can promote, I would really try and focus on finding niche stores through Commission Junction and promoting those products in your newsletters or touting new products that are revolutionizing or just really neat in the parenting space. Also setting up series on different ages on your website would mean specifically promoting products related to those age ranges (from diapers to bicycles.)

#### Niche: Real Estate

#### Content Inspiration:

- 10 Benefits of Using a Real Estate Agent
- What to Expect in the Real Estate Market in 2014
- Why Overpricing A Home Creates Damaging Effects
- 50 Best Blogs to Read When Getting Into Real Estate

#### Example Products To Promote:

Real Estate is a huge niche, primarily for loans and refinances. Outside of insurance and possibly credit cards this is probably the top financial niche. The payouts can be absolutely huge if you're referring homebuyers to a lender. Look through your favorite CPM network for offers like this. Another great option is informational products around house flipping (there are TONS) as many of those systems have recurring income systems. Make sure to vet those systems though, some are shady and subpar.

## Niche: Self Improvement

### Content Inspiration:

- Top 40 Useful Sites To Learn New Skills
- 5 Ways To Hack Your Brain Into Awesomeness
- 6 Simple Rituals To Reach Your Potential Every Day
- 40 Tips for a Better Life

### Example Products To Promote:

In the self improvement niche you will be able to promote a wide array of products related to anything from productivity and meditation to stress relief and health. You can look for the top performing products in these niches on a variety of different affiliate areas and test, find those that convert best and focus on those more often in your funnel.

## Niche: Spa & Relaxation

### Content Inspiration:

- Spa 101: Spa Basics and Advice
- Staycation: How to Host an At-Home Spa Day
- Six of the best: wellness retreats
- Spectacular luxury spas: 20 of the world's best

### Example Products To Promote:

Spa's and relaxation can bring in all manner of commissions. The 2 big ones will be CPA affiliate commissions based off vacations or spa visits your list buys through your links. On top of that consider all the products related to relaxation and health and beauty. Subscribers in this niche are interested in beauty, there are tens of thousands of great beauty products out there. Make sure you vet these products and look for one with legitimate good reviews!

## Niche: Survivalist

### Content Inspiration:

- 10 Off-The-Wall Survival Tricks And Tools
- 3 Ways to Escape Zip Ties : An Illustrated Guide
- 7 Survival Life Hacks that could save your life
- 10 Exceptionally Well-Designed Survival Kits

### Example Products To Promote:

The Survivalist niche I've heard can be very profitable. While I haven't personally dabbled in it, I did some research and found not only lots of books but TONS of guides and gear. Lots of "all in one" type of survival packs through Amazon and niche vendors on Commission Junction. These packs are selling for anywhere from \$100 - \$5,000 so there are some bigtime commissions to score. The biggest challenge would be tailoring content accordingly to really bring in the right leads and focus your call to action product directly along the lines of "Sign Up Now And Get 8 Survival Tips For Living In A City." This will ensure you get your core audience, people who would purchase survivalist gear.

## Niche: Travel

### Content Inspiration:

- 48 epic dream hotels to visit before you die
- 24 Places To Visit For Fantasy Food Travel
- The world's 10 best nude beaches
- 17 Beautiful Sites You Have To See Before You Die

### Example Products To Promote:

Travel is one of the easiest niches to monetize. While it may not seem like it on the surface, there are great CPA offers for every aspect of travel, from hotels and rental cars to spas and cruises. Setting up content around specific trips can be a

great way to drive conversions (and your payouts will be very large.) Also keep in mind that there are loads of cool travel gadgets out there – try and find some fun and clever products on Amazon that travelers would need. I've personally worked extensively in the travel niche and currently own 5 sites in the niche we monetize using CPA.

## Niche: Weddings

### Content Inspiration:

- 10 Unique Wedding Invites That Push the Envelope
- The Ultimate Wedding Planning Checklist
- 43 DIY Wedding Projects For The Budget Bride
- 8 Wedding Rules That Can Be Broken

### Example Products To Promote:

Weddings are explosive as far as earnings. One thing to keep in mind in this niche is you'll need to constantly be bringing in new subscribers, while many will still remain interested in weddings after they get married, they'll be unlikely to purchase products afterwards. Be a bit more aggressive when you start mailing to convert those subscribers into revenue.

## Niche: Weight Loss

### Content Inspiration:

- 27 Healthy Ingredient Swaps
- Snacks Under 50 Calories
- 52 Little Changes That Equal Big Weight Loss
- 100 Painless Ways to Cut Calories

### Example Products To Promote:

Again – weight loss is probably one of the top 3 niches in the internet marketing world, if not the number one. There are physical products you can promote on Amazon, there are informational guides and books as well as nutrition and cooking regiment programs. Read reviews, look for top sellers, they're selling well for a reason.

Niche: Yoga

Content Inspiration:

- Yoga Poses for Beginners
- 10 Yoga Poses to Fight Depression and Anxiety
- Yoga Poses That Improve Your Sex Life
- Yoga for deep sleep

Example Products To Promote:

In the Yoga niche you've got lots of boutique Yoga products you can catch a commission off their sale as well as many products on Amazon as well as cross promote in the nutrition and fitness niches and also consider the meditation and relaxation niche as they go hand in hand.

Niche: Women's Issues

Content Inspiration:

- When Did Women Start Shaving Their Pits?
- 50 Things Every Girl Needs To Hear
- The 26 Signs That You're An Aging 20-Something Girl
- 50 Women Who Changed the World

Example Products To Promote:

Honestly for the Women's Issues niche it's relatively tough for me to comments on products. I know there are tons of great products out there but, being a man, I find it hard to really isolate what women want (don't all of us guys?) Spend time exploring the niche though and browsing around on Commission Junction as there are plenty of things that can work (top of my head I keep going back to cleanses / spa's but I know there are tons more. I didn't want to leave this niche out as I had put Men's Issues in as well.

## Writer Template

iWriter is a killer platform to manage all your writing coming in. Not only is it great for managing lots of projects and sites, but if the content is subpar – you can reject it without being charged and get a new piece of content written for you!

[Check Out iWriter Now](#)

Below is a template for iWriter, you'll need to change around a few aspects (like your niche and sample content which you can pull from above.) I've highlighted in **RED** what you'll need to change according to your niche.

This is a callout for content in the travel niche:

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**Project Type:** Have Article Written

**Project Description:** Themed Trips & Travel

**Category:** Travel & Leisure

**Length:** 700

**Language:** English

**Submit To:** Elite

**Keywords:** (I place placeholders of Article 1, Article 2, etc for the amount of content you want)

**Writing Style:** Friendly Tone

**Article Purpose:**

Blog Content For Luxury Travel Network - Read ALL Special Instructions before applying or you'll probably be rejected.

**Special Instructions:**

Dear Writers!

This is a callout for extremely talented writers who can generate content related to themed trips.

I am doing a test run for a few writers to find some to be hired for my blog focused around the **high end travel** niche.

If you're a selected writer you'll get consistent writing work on the elite level, I need LOTS of content!

For this particular site I'm in need of content specifically related to themed trips.

For example:

- **Walking Tours In New York**
- **8 Great Bars in Phuket**
- **International Ice Carving Festival**
- **Crazy Ice Hotels**
- **Unique Places To Watch The Northern Lights**

Unique stuff here, nothing generic like “how to save on plane tickets” – I want REALLY well thought out and/or researched articles with specific places and things to do, not generic stuff.

We're not talking about everyday cruises and generic travel content.

I'm talking about SPECIFIC destinations (i.e. Richard Bransons Island) with details about the trip or excursion.

This site is vacation geared to people NOT trying to save money, so don't write anything about bargains or cheap - people who are wealthy and willing to spend money on their trips. Not people who are looking for a bargain.

We want specific linkbait type of content. Think about BuzzFeed and then combined it with our niche, content you can't help but click.

If you write about that kind of stuff or generic travel "tips" then you will be rejected, ignored and given 1 star.

Don't screw up your rating and waste both of our time by doing that.

We want unique travel content, fun, funky, themed.

Write about themed, fun, unique **travel stuff** and you'll be rewarded with consistent high paying gigs. If you have shit grammar or uninteresting writing? Don't bother writing either. I don't want people who write content in another language and then translate it over. It reads like garbage. Quality Here. I have high standards, so don't waste our time if you write crap content. Otherwise, please take a crack at it (if you know the niche or can do adequate research)

I've used "Article 1, Article 2, Article 3, etc" as placeholder keywords to propagate different articles to be written.

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There are a few aspects you need to change, primarily a bit of a description about the niche – especially if you're trying to custom tailor the audience a bit because this is the content your traffic will be seeing.

After reviewing these guides and setting up your site and getting a profitable campaign setup with Outbrain – take a look through the 15 Minute Traffic Siphon as it can be easily adapted to drive EXTREMELY targeted traffic to sign up – is much cheaper to do, and requires very little tracking, as once you've setup a siphon – you can forget it!

Thank you for your purchase and best of luck! If you have any questions please email me at [Info@PassiveIncomeHero.com](mailto:Info@PassiveIncomeHero.com)