



Presented by  
MyNAMS Insiders Club



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# Niche Market Match

## 25 Tips for Using Amazon for Your Niche Market Research

When it comes to researching your market niche, there are a million places you can go to gather information and ideas. One of the least talked about tools is that behemoth of online shopping – Amazon.com.

You can take advantage of Amazon's own success by just observing what they do. You can gather a tremendous amount of valuable market intelligence from the way they organize their site, the information they offer shoppers, and the content they crowdsource from their customers.

In this report, we're going to give you 25 tips for using Amazon for market research and ideas. However, you'll probably discover many other areas to mine for information as you start browsing.

We've separated the tips into several categories, but keep an open mind throughout your research since you'll find multiple ideas you might want to hang onto for the future.

# Narrow Down Your Niche

## Get Prepared

Hopefully you're going to end up with lots of information to record and go back over as you start your research, so make sure you have somewhere to log it all that's easy for you to understand.

## Start from Scratch

Take a look at Amazon's '[Bestsellers](#)' – this will give you the perfect starting point for what's currently popular. See what stands out to you as a niche you'd like to go into.

## Dig a Little Deeper

If something in particular jumps out at you, take a look at the departments it's listed under. From there, you can see what else is selling well in that particular market.

## Get Book-Smart

Once you've discovered a department that interests you, take a look at the book titles listed in that category. Book titles are meant to tell the reader exactly what the book is focused on, so it's a quick and easy way to get the bigger picture.

## Sub-Categorize

Now you can start to look at the different niches that make up your department. Use the sub-category menu to the left of the page to look at smaller sections and make a note of the ones you like that have a reasonable

number of listings.

### Get Jotting

This is where note-taking comes in handy. Spend a little time browsing different categories, sub-categories and actual products, taking notes of anything that jumps out or inspires you along the way. You could even create a mind-map with branches for different niches.

## Know Your Competitors

### Top Sellers

Take a look at what's most popular in the niche markets that you're interested in. If you choose to work in this niche, these products will be your direct competition so pay attention to what they're selling and how they're selling it.

### Get Inspired

On a lot of Amazon book entries, you can take a look at a preview. The Table of Contents in a competitor's book can give you a great idea of the topics they cover... But remember that you're looking for inspiration and not to plagiarize!

### Do Your Due Diligence

It pays to be informed about your competitors and how they function so take a look at their website, social media accounts, and promotional materials. Make notes about what you think works for them, as well as what stands out as inefficient.

### Get in the Loop

A lot of companies focus quite a bit of attention on post-sale interaction with their customers. Purchase a product from your competitors to get an idea of their up-sell promotions and after-purchase care, as well as the quality of the product itself.

## Look at What People Want

### Also Bought

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Take a look at other purchased products associated with key products in your niche. You might find another section to your niche that you hadn't even considered.

### The Wish List

If you have a good idea of people in your target market, you can look at their wish lists and see what they're hoping to purchase. Pay attention to categories and subcategories as well as titles.

### Most Wished For

In the 'More to Explore' section to the right hand side of the category page, you'll see a 'Most Wished For' section. This will tell you what people are considering the most across the board.

### Keywords and Phrases

You can translate the popular words and phrases used on amazon to your own content such as blog posts. Look again at category and sub-category names, as well as key phrases in descriptions.

### Reviews

Take a look at the reviews section of the best-selling products in your niche. The positive reviews will tell you where your competitors are going right... but perhaps more importantly, the negative ones will tell you where they're going wrong. Make a note of points that come up often so you can go the extra mile with your own products.

## Estimate Profitability

### Product Numbers

Look at how many listings are in your ideal niche category. If there are only a few, you might struggle to find the sales you need.

### Sub-Categories

If there only a couple of sub-categories in your niche, you may have dug a little too deep. Consider stepping back one or two paces.

### Recommended Products

If Amazon suggests a lot of cross-sells, up-sells, or combos with the products in your niche, that's a great sign of growth potential.

### Sponsored Related Products

At the bottom of the product page, beneath the 'Recommended Products' section you'll find the Sponsored related products. These products have been paid for to appear... that tells you their value to your competitors.

### Repeat Purchases

Are the products in your niche one-off items? If so, consider the implications of that from a long-term perspective. You want to find a way to encourage customers to keep returning.

### Price Points

If the products in your niche are relatively expensive, it can suggest that they're strictly one-off purchases... but can also hint towards the fact that your market may be willing to spend more if necessary.

## Next Steps

### Lead Magnets

You might come across some products that work well in your niche, but only as a teaser. Use these ideas as inspiration for lead magnets to encourage people to purchase other things from you.

### Content

The same goes for content. In this instance, pay close attention to aesthetics. What type of imagery is associated with your niche? What about colors and fonts? You can use this information to your advantage when creating Ads and other promotional material too.

### Demographics

Use the information you find to build a profile of your ideal customer. This will help you create targeted Ads that you can direct to exactly who you want to see them.

### Hot New Releases

Pay attention to the 'Hot New Releases' section to the right of the listing pages in your niche. This way you'll have an idea of what will be trending soon... and get ahead of the game!



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