



MODULE 2

FINDING PROFITABLE PHYSICAL PRODUCT NICHES

Introduction

Hello again, this is Stefan, from Affiliate Marketing Mastery. This is Module 2, and in this video we are going to cover, “Finding Profitable Physical Product Niches”.

Amazon

I am now going to show you how to find profitable niches and markets for physical products, using [Amazon](#). I’m sure you are already familiar with Amazon.com; they are the #1 physical retailer for online products in the world. There is literally millions and millions of products for sale on Amazon, and there’s hundreds and hundreds of little niches and markets on Amazon as well, so they are a fantastic resource for doing research and finding which markets and niches are profitable for physical products.

I will mention that Amazon also has their own affiliate program, and it is called, [Amazon Associates](#). I am going to share more about different affiliate networks and programs in another video. In this video, we are more focused on just doing research and finding the potential niches and markets, and then I’m going to show you some ways that you can narrow it down further, and find different products and affiliate programs that you can join to promote products from. Amazon Associates gives you the ability to promote any product on Amazon as an affiliate and earn a commission for every sale that you generate. Unfortunately the commissions aren’t that high; it depends on the product you are selling, the profit margin, and how

expensive the product is, but you can earn up to 10% commission for physical products on Amazon. It's often a lot less for digital products, however it's still a great opportunity if you know how to use it the right way.

Moving back here to [Amazon](#), one of the ways that I use it for research is just by browsing the different categories on Amazon. The different categories are the different niches and markets that you could potentially get into. If I come here to *departments*, you can already see that there are many different categories here that they show you. These are the most popular ones, but I often go to the full store directory, right here, because this is going to give us all the different categories on Amazon.

Alright, so you can see here, here are the different categories and subcategories:

- Home, Garden and Tools
- Sports and Outdoors
- Automotive
- Beauty, Health and Grocery
- Toys, Kids
- Clothing
- Home Services

There are so many different niches and markets. There are *books, movies, Kindle devices and readers*, and again, you're going to want to take out a document, notebook, journal, or a spreadsheet, similar to what I have here, and add any potentially profitable niches that interest you and add them to your list.

Now, if you can find different niches that you might have already picked for digital products and find related physical products related to that, than that's fantastic. Anytime you can find a niche or a market where there's potential to earn money by promoting digital AND physical products, than that's always going to be an advantage. However, that can be challenging with many markets, so it's not required, but it is going to be a bonus. You are going to want to add anything that stands out to you, here, and similar to what I shared with the digital products criteria, I do recommend making sure that there's at least at least three products that you can promote, and

make sure that they are selling and profitable. I'm going to make sure you know how to do that.

Just as example, let's go to *camping and hiking*. Let's say this is a topic that really interests you. You can see what subcategories they have here. Let's go into *tents and shelters*. Here are some of the topic products on Amazon. Let's say that you wanted to promote a tent, maybe on YouTube, a blog or social media. You can see that it sells for \$77, and if you scroll down under what is called, "*The Product Detail*" section, there's a very important number, and there's a ranking factor here called, "*The Amazon Best Sellers Rank*". This is telling you how profitable this product is, how much it is selling for on Amazon, and the better the ranking is, than the more profitable it is, so it's a bigger opportunity for you to promote and sell it. This one has a 187 ranking, which is very, very good. It is #1 in the sports, or in the *family camping tents* category.

Anything better than 10,000 for physical products is actually really good, meaning its selling quite a bit, so anything over 10,000 is great. Let's say, for example, *camping*, that was a niche that maybe I want to add to my list here, then I'm just going to add *camping* right here, or it could just be the outdoor market altogether, that could be a potential niche or market, and I would put right here, "*tents*". Tents could be one physical product that I could promote in this niche or market. Coming back here to Amazon, I'm sure there are many different tents available here, but if we were to go back to the *camping and hiking* section, we can see that there are *backpacks* and *bags*, there's kitchen stuff, like *stoves and grills*; these are all potential products that I could sell. I could add *backpacks*, maybe *sleeping bags*, any other additional products that I could find that would be related to this niche or market.

Again, pick at least three products. You can pick more than that, because the more products that are available, the more potential for you to make money as an affiliate. However, make sure that there's at least a big enough market and opportunity there for you, and if there were some sort of digital product on camping, than that's going to be a bonus for you as well. Again, it's not always the case, but you could even go to ClickBank, back to the affiliate marketplace and search for *camping*.

Okay, so here are two products, “*The Complete Family Camping Guide*” or a “*Bootcamp Survival Guide*”. Now, these products do not have high gravities or anything like that so they are likely not profitable products, but they are still products that you could promote, so you could include them inside your list as well. Let us go back to [Amazon](#), and let us go back to the full store directory and see what else is available.

Okay, how about *water sports*, let’s take a look at this one. How about *surfing*. Surfing seems like a pretty big market, let’s take a look at what products are available, and let’s check out *surfboards*. Alright, so here are a number of surfboards that are for sale. Again, let’s just double check and see if they are selling and profitable here on Amazon. If I come down I can look at the Amazon “*Best Seller Ranking*”, this is 69,000. As I mentioned, you want to aim for better than 10,000, so this is a product that’s selling, but it’s not selling that much, meaning there’s not a huge market for people that are buying surfboards online on Amazon, or at least this particular one.

I could check some other surfboards and see if they are selling; this one has a 59,000 ranking, so I personally would avoid this. I mean, there might be some people that are buying surfboards on Amazon, and obviously there are, but it’s not enough, it’s not a huge market.

Let’s look at *kayaking*. Alright, so let’s take a look here at some of these kayaks, and again, you want to go down to the *product detail section*. This kayak has an *Amazon Best Sellers Ranking* of 1419, so this is selling and a lot of people are buying this, so kayaks could be a potential market as well. Alright, let’s take a look at this one right here, it has a 3500 ranking, so kayaks are selling. If you’re interested in kayaks, add that as a market.

Now let’s say you want to find a market that has physical and digital products. Now, obviously not all of these are going to have physical and digital products. For example, Kindle publishing, there’s probably not any physical products available for Amazon that are related to that, but something like, maybe, *weight loss*, there definitely is, right? There are *supplements*, *workout gear*, *fitness equipment*, same thing with *muscle building*. Let’s say that you wanted to be in the weight loss market, we can come here to Amazon, go to *departments*, go to *full store directory*, and check out the *health* category here.

Vitamins and dietary supplements, let's take a look at what's available and what's selling. You can see that there are different categories here, so we could go to "*weight loss*". Here we can see many different supplements in the *weight loss* category, so there's *CLA*, *Garcinia Cambogia*, it looks like a fat burner, *Hydroxycut*. These are all potential products, so if you wanted to be in the weight loss market, we have some digital products that you could promote as well as some physical ones like, "*Fat Burners*" or "*Other Supplements*". Again, we can go back and see what else is selling.

By the way, certain products that are high end, more expensive products, you can generally get a higher commission for them if people are buying it on Amazon. For example, if there was a lot of people that were buying treadmills on Amazon that were selling for more than \$1000, than obviously you would make more, even getting a 5 or 10% commission from that can be a significant amount of money, with products like this you could definitely earn a lot more. Let's look at the category, *exercise and fitness*.

By the way, there are some digital products that are physical as well, such as, *T25*, *P90X*, things like that, but let's go to *cardio equipment*. Here is a treadmill and different pieces of equipment here. Let's take a look to see how they are selling. This one has a ranking of 337, so it's obviously selling really well, so that's another product, *treadmills*.

I hope you understand this process now. Like I said, come up with at least ten potential product ideas. If you want, you can come up with ten digital product ideas, niches and markets, as well as ten physical product ideas. You can come up with as many as you want. The more you have, the better, because that is going to allow you to pick and choose what is the best opportunity for you in order to build your affiliate marketing business and make money online.

Resources and Links

[Amazon.com](https://www.amazon.com)

[Amazon Associates](https://www.amazon.com/associates)

www.affiliatemarketingmastery.com

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Assignments

- Browse the Amazon directory for potential niches and markets, and come up with a list of at least ten potential niches and markets that are profitable. As I mentioned before, I recommend having at least three potential products that you can promote for each niche and market, and also aim for an Amazon BSR, *best seller ranking*, of at least 10,000 or less, because you want to make sure that they are profitable niches and markets.

Conclusion

Thank you so much for watching this video! Leave a comment below, let me know what you think, and I look forward to seeing you in the next video.