

Update 2022!!

27 Cash Generating Niches You Can Tap Into NOW!

Whether you are just now beginning your journey as an online entrepreneur or you have been trying for years without luck, you need to take a step back and focus on choosing a niche that will serve you well.

The niche you select needs to provide ample income opportunities for you, but it also needs to deliver personal satisfaction. You want to choose an evergreen niche that has potential for growth.

Before selecting your niche, you need to look at the different ways you can monetize the niche topic, such as seeing how many and what types of affiliate programs are available.

You want to ask yourself if you have a strong interest in the subject matter, and if you notice a consistent buzz online about the topic in forums and on social media. Don't be intimidated by competition, because this is a sign that the niche you're considering is a good one.

Below, you will find 27 cash-generating niches that you can tap into starting today. You will learn what types of subtopics are included in the niche, and discover some strategic tips on how you can set yourself apart and grow a business with that topic.

Don't try to do too much at once. You can always add another niche to your repertoire at a later date, once you have the original one earning income for you. When you see a niche topic that resonates with you, always consider whether it's broad enough - or too broad.

You may need to widen your horizons or even drill down into a micro niche that will serve you well financially and allow you to dominate the topic online. You can take a hybrid approach, too and have one broad niche site with smaller micro blogs for more narrow topics.

#1 - Self Help

When you think of the words *self-help*, many different things may come to mind. This is a niche that has words that are often used interchangeably, but there are slight differences between the two.

Self-help is exactly as it sounds. People are looking to improve upon themselves in a variety of different ways. Usually, this applies to their personal life and not their professional one.

This is an evergreen niche that is constantly evolving and expanding to include more people as well as new strategies. It's a niche with a demographic unlike many others, because it applies to teens through senior citizens who are concerned about bettering themselves in every way possible.

When you get into the self-help niche, you will primarily be dealing with digital products, although there are some tangible items you can promote, too. You will be helping people create a vision for their life that includes an emphasis on personal satisfaction.

You will help them understand which skills they need to master in order to improve in certain areas. These individuals will not often be able to recognize their full potential, and instead will be relying on you to get them from a place of darkness to one of happiness.

It will be your job to motivate them to take action on the lessons that you have provided to them. These people will need assistance developing new habits. That may mean you can help them stop negative self-talk in its tracks, or you teach them the importance of improving their sleep habits so that they are ready to take on the day each morning.

There are many different affiliate programs for the self-help niche. Some of them are generic products and courses that are designed to help the person master a skill such as visualizing their life in a way that would make them happy.

Others are tied to specific brands or individuals, such as Tony Robbins and his programs for self-improvement. When it comes to tangible products, people who are working on self-help measures often like to keep track of their journey using tools like journals.

Not only can you promote existing journals or adult coloring books to help them through tough times, but you can also create your own and self-publish using a print on demand platform like Amazon.

This is a niche where you can be competitive drilling down to a specific demographic. For example, you may be able to offer self-help to those who are struggling with depression or people who are getting a second chance at a new life after a divorce.

You can also help people with specific issues, such as improving their health habits so that their body is in tiptop shape and their mind is comforted knowing that they are taking care of themselves.

#2 - Exercise

The exercise niche is a very profitable one due to the fact that consumers need both information products that teach them how to do things, paired with the equipment they need to achieve their goals.

There are many reasons why someone decides to pursue better fitness habits. It may be that they're suffering from some sort of health issues, such as mobility problems or being overweight.

Or, they may look fine on the outside, but want to improve their stamina and health in other areas, such as cardiovascular health. Regardless of the reason they are looking for information on exercises, you can step up as a niche leader and provide the guidance they need.

There are several different ways that you can monetize the fitness niche. First and foremost, there are endless affiliate programs for you to sign up and promote. These include info products on ClickBank and elsewhere.

Amazon and other tangible platforms have a plethora of products you can promote for commissions, from higher ticket items like treadmills and elliptical machines to hand weights, athletic clothing, and more.

There are subscription boxes and online subscriptions where they can access virtual lessons for fitness, too. You can also create your own info products, of course – depending on how well you know the topic and feel comfortable teaching it.

Whenever you are getting into this niche, you can target a specific demographic, such as people who have 100 pounds or more to lose or senior citizens. You can tailor your marketing to either gender - men or women.

You can focus on a certain type of exercise, like running, circuit training, HIIT, strength training, bodyweights or something else. Not only can you promote programs and equipment, but you can promote goal trackers as printables on Etsy as well as supplements like protein powder and other items.

There are also consumers who you can promote to that just want to target one specific area of their body, such as their abs, legs, or glutes. There are many different programs that teach people how to get a 6 pack of abs, so you can create a site tailored to one specific body part.

#3 - Pets

The pet niche is a fantastic (and fun) cash-pulling niche for anyone. This is a niche that is soaring in profits. The APPA estimates that the pet niche grew to over \$103 billion in 2020 (to show how it's expanding, that's over \$13 billion more than two years prior).

Consumers spend a lot of money on their pets because they think of them as family members. What are they spending money on? Besides pet treats and food, they're spending money on care for their pets, toys, and comfort items like beds.

You can go broad with a pet site or drill it down in so many ways. The first way you can drill down in this niche is by choosing what kind of pet you want to promote products for. For example, dogs are the most popular option, but you may also want to have a site on cats, fish, reptiles, birds, ferrets, and more.

Another way that you can drill down in the niche is by targeting a specific breed of pet. For example, with dogs you can choose to create a site for Husky owners or Chihuahua owners.

You can also drill down in the niche by targeting a specific type of topic for pets. For example, with dogs, people often buy info products on how to potty train a puppy or about agility training for their dog.

There are many different affiliate platforms that have digital, downloadable info products for the pet niche. You can find these on sites like ClickBank. You can also create your own info products if you know the topic well and want to educate and inform your followers.

When it comes to tangible items, this is a niche where many consumers shop online. You can find products to promote that include items for their living quarters, such as an aquarium and the supplies that go with it.

The consumer will also be ordering pet food and treats online, toys, apparel such as coats for dogs, training tools, fences to block off an area in the backyard for a pet to explore, grooming supplies, and more.

There are also subscription plans that many people will invest in for their pet, such as Bark Box or things like insurance for their pet's health and well-being. You might even be able to find an affiliate program for a service, such as dog walking or mobile grooming.

#4 - Health

When it comes to the health niche, you almost have to drill down in some way, shape, or form. If you were to have a broad site, you may have trouble ranking your domain for any major health issues because your content will be spread so thin covering such a wide array of health issues.

People look up information about health for many different reasons. Some are so that they can feel better in general, look better, or enjoy a longer life span. Others are looking to solve a specific health problem, such as to alleviate pain, get rid of allergies, or manage their diabetes.

First, you need to pick a general health niche that you want to cover. It might be something like chronic pain or fatigue, or a specific type of problems such as gout, fibromyalgia, or migraines.

Whenever you pinpoint the type of health problem that you want to cover, you will then need to mind map it or brainstorm all of these subtopics that go into that main subject matter.

You can figure out how you want to slant your health niche. For example, you may want to have a site about reversing diabetes for senior citizens. Or, you might want to have a menopause site for women.

You want to discuss the symptoms and signs that will signal today person that this may be the problem. Discuss the causes of the health issue in depth, as well as whether or not this is something that can be reversed or remedied.

In addition to helping them become aware of the health issue, you will want to guide them through a variety of solutions they can consider. You have the ability to cover everything from what doctors would recommend to alternative health solutions, depending on how you want to present your information.

This is a niche that you can tap in from both a physical and emotional standpoint. Even if you're not talking about a mental health issue, such as depression, you can pull in the frustration, grief, and sadness or anger that

comes along with having to endure a chronic physical health condition that is difficult to manage or control.

In addition to the information people will be wanting from you in the form of info products and online content, you can also promote many of the tangible items they will need to address their health condition.

For example, there may be some sort of exercise gadget that can help them improve something physical. Or, it may be ongoing supplies that they need, such as how a diabetic needs a blood glucose monitor, strips and lancets, diabetic socks and more.

The people who will be following you in this niche not only want you to be able to empathize or sympathize with their predicament, but also keep them informed of the best strategies and products that can help them improve their condition.

This will require you to stay abreast of all of the many changes that are occurring within your health niche. Whether it's a prescription, product, or innovative new strategy - you should be sharing this information with your audience as it comes to light.

#5 - Debt and Credit Finances

Taking care of your personal finances is something that is not taught very well in school. Many young people get into debt and ruin their finances early on, struggling to recover from it later.

If you get into the financial niche, there are many different directions you can go. Some people teach things like crypto or stock market, while others stick to simply teaching people how to get and stay out of debt and rebuild or repair their credit.

Credit is an important part of being a well-rounded citizen. It doesn't mean you have to have credit cards charged up, but you have to have the ability

to secure credit so that you can reserve hotel rooms, rent a car or home, apply for a mortgage and more.

There are different ways people can pay off debt, which you, as a niche leader, can help them with. You will be able to sell or promote info products that teach people how to clear their debt.

Some of these will teach them how to get access to their credit reports and spot anything erroneous so that it can be fixed. Others will teach people the strategic aspect of paying off credit cards, whether it's by the highest interest rate or using the snowball method, where you paid the lowest debt off first and apply that minimum payment to the next debt.

There are books and trackers you can promote or create to help people manage their finances, so that they are not spending more than they are earning. You can help people learn how to set a budget and stick to it.

You can even pair this niche with the make money online niche or some sort of side hustle niche where you are teaching them how to earn extra income that can be applied toward their existing debt or two pay for the lifestyle they need without putting it on credit.

#6 - Cooking

The cooking niche is an evergreen and growing niche designed for ages from tween through senior citizens. People are always buying items for their home cooking needs, but before you can promote anything to them, you need to choose a slant for your cooking niche site.

There are different ways you can approach your content for this niche. For example, you may want to target a certain type of cooking, such as air fryer cooking or crock pot cooking.

There are some people who target a certain type of cuisine, such as Mediterranean, vegetarian, barbecue, French, or some other popular type

of cooking style. You can also target the demographic, such as cooking for kids or cooking for one or two people.

You can even target the niche based on budget period for example, there are many people who have a certain dollar amount they can spend on meals for their family each week, so your niche can teach them how to do that.

You can also just have an affiliate product review site, where you are reviewing products they may want to use in their cooking endeavors - from gadgets such as an immersible blender or countertop mixer to smaller accessories such as a meat thermometer or is bachelor.

There are also different types of cooking such as baking, cooking certain types of foods like cakes or cookies, or you could even have a site based on cooking things like casseroles or just side dishes.

You can also pair the cooking niche with other niches, such as health. For example, you can create an entire site about cooking for diabetics, cooking to alleviate inflammation and chronic pain, cooking to lower your blood pressure or cholesterol levels, etc.

Not only can you promote the tangible items that people will need to cook with, such as the gadgets or bakeware, serving platters, etc., but you can also create or promote things like cookbooks and recipe books.

There are some people who also create sites just for a certain type of food, such as bread where they teach people how to bake their own bread, where you can promote all of the ingredients along with bread making machines.

You can even slant your site so that you target cooking for entertainment and parties, whether it's for your own guests or as a caterer who is learning to provide larger meals for a bigger client gather.

#7 - Toys

The toy niche is another evergreen topic that many people erroneously believe is seasonal, just for Christmas. However, consumers buy toys for other events such as birthdays that happen year round, Easter, and just because.

The great thing about the toy niche is just how versatile it is. Even though it's primarily for kids, you still have demographics within that age group. For example, there are toys for infants and toddlers, toys for young children under 12, and those for teens and up.

When you get into the toy niche, you will primarily be promoting tangible products because there are not really any opportunities to promote digital info products for this niche.

The only way you might be able to get away with promoting or creating an info product is if you are teaching a parent how to use toys for learning or for behavioral corrective measures.

You will have to decide how you want to slant your toy niche. You are certainly able to promote a wide array of toys to all sorts of demographics if you wish. However, you can also break it up into different topics.

You can create a site about toys for a certain purpose, such as toys for learning school subjects like STEM toys, toys for reading or toys to help kids learn math. There are also toys like those that help kids learn how to tie their shoes or recognize colors or shapes,

There are outdoor toys and indoor toys, toys that are messy or that don't create a mess, toys with or without music and toys kids can build with. Some toys promote physical activity and others are for quiet, still play.

When reviewing toys, you can promote to the parent who will be spending money buying for their child (or grandchild) or you can promote to children, who will often be watching the toy review channels and then tell their parents what they want them to buy.

While it's not just a seasonal niche, you stand to earn big profits if you can have an annual review process for the top toys for Christmas for boys, girls, age groups, budgets, etc.

#8 - Beer and Wine Home Brewing

Certain consumers like to gather information about the home brewing process. You can lead this niche and teach people how to brew their own homemade beer and wine, and also promote the tangible kits and tools they need to do it.

From bottles to bottle cappers, labels and canning elements and the brewing components themselves, this is a lucrative niche with endless potential. Some people buy inclusive brewing kits that have everything in it and others prefer to buy the items piecemeal.

This is a niche where they may need to buy accessories from you on an ongoing basis, such as labels, containers, brew mix and other elements. So there's a level of repeat business you can gain from this demographic.

For wine, they'll often need the recipes as well as the kits, including the wine bottles and corks, wine filter pipes for siphoning it and more. Again, they may want to label their end product.

You can talk about different types of beer and wine or have a broad umbrella site that covers a good variety of them. You can target beginners or have a nice, well-rounded blog with everything from beginner to advanced strategies.

#9 - Skincare

Skin care is a niche topic that affects everyone from teenagers dealing with acne to senior citizens wanting to reduce or minimize wrinkles. It can also include various health conditions, such as scars, stretch marks, eczema, and more.

If you go on almost any social media site, you will notice tons of content catering to the needs of those who are curious about how to best treat and care for their skin. After all, this is the largest organ your body has, and it is the barrier between the outside world and your internal body that keeps you safe from harm.

Whether it's for health reasons, such as reducing the chance of getting skin cancer, or for beauty reasons, like wanting to get rid of fine lines around your eyes or mouth, this is a niche that people spend a lot of money on.

Keep in mind that it's not only a niche dealing with the face. While many consumers do focus on skin care for their face, it's actually an all over body niche topic. You can have a site for skin care that deals with a head to toe approach, or one that just focuses on a certain region such as dark circles and wrinkles under the eyes or cellulite on the thighs.

There are a few info products you can promote or create that deal with skin care regimens and various skin treatments. However, the majority of your sales will likely come from the promotion of tangible products.

These are not always creams, lotions, or serums. Sometimes, they are gadgets that can affect the look at the skin to help it appear more smooth. It might be a fascia muscle roller to minimize cellulite or an ice roller that glides over your skin to reduce puffiness and redness.

The great thing about this niche is that you can target teens who have acne or older individuals, as well as everyone in between. You can also slant your site for both men or women.

Your site can even be built based on budgets, because there are drugstore level prices as well as high end products such as creams and serums that

cost hundreds of dollars. You can even promote bundles that include everything from cleansers toners.

#10 - Weight Loss

Depending on how you look at it, the weight loss niche is evergreen as a positive aspect for you, or negative for the consumer. People struggle with their weight over the course of a lifetime, often yoyo dieting and gaining and losing pounds repeatedly.

They will try different diets and different methods of losing weight, such as alternate day fasting or intermittent fasting. They might eat only vegetarian foods, avoid most carbs or consume a certain number of calories.

Weight loss can either be a niche where you pair nutrition and exercise, or you can focus just on the diet aspect. In this niche, there are many different ways that you can slant your site and content.

For example, it might be a broad and generic weight loss site with plenty of tips for all different kinds of plans and problems. Or, you might target only those who need to lose a certain amount of weight, such as over 50 or 100 pounds.

Your weight loss site might be geared toward men or women, or a certain age group such as those trying to lose weight after they turn 40. You might also be able to slant it when you pair it with another niche topic, like health - such as weight loss for diabetics.

Weight is definitely a dual niche for product development and promotion. You can promote courses that teach weight loss strategies like the 16:8 intermittent fasting diet – but they also want tangible items like meal prep containers, cookbooks, protein powder, supplements, etc.

Your readers not only want to hear about strategies to lose weight, such as losing 10 pounds in a week before a high school reunion or wedding, but

they also want to learn how to get past struggles, like binge eating or being addicted to sugar.

#11 - Personal Development

Earlier, we talked about the self-help niche and how it is primarily geared toward those who want to improve their personal life. Personal development, ironically has less to do about the personal life aspect and more about bettering yourself for professional opportunities.

This is a niche where you will be helping people improve on their communication, teamwork skills, employability, talent, skill sets, and more. They may need additional education to reach their full potential or they may need to change certain mindset issues that are preventing them from achieving their career objectives.

Besides the typical journals or vision board products, there aren't a lot of tangible products to promote in this niche. You will primarily be developing and promoting digital, downloadable info products that motivate your audience and give them a blueprint they can follow to map out and pursue certain goals.

This is a great niche if you want to expand into coaching that won't require any sort of degree or professional certification, like a dietician or nutritionist might want to display for clients.

#12 - Photography

Photography and even videography are niches that can cater to a beginner consumer who is taking it up as a hobby, or a professional who wants to or is already pursuing it as a full-time career.

This is a very expensive niche, because of the equipment involved, but if the consumer is able to master their skills, they can make a lot of money

with it. There are many different ways you can slant you are a photography niche site.

If you want to, you can simply have a product review site where you preview of variety of equipment, such as the cameras themselves, backdrops, lighting, lenses, and other tangible tools they may need.

They may want to purchase a course that teaches them using tutorial videos or even a PDF how to take better pictures or do something strategic such as a timelapse video or something else.

You can slant your content for products that are easy to use for beginners, or something more advanced. You can also slant it for specific industries. For example, there are many real estate companies who need drone photographers and videographers to help capture locations for their listings.

You might also want to teach other specific slants, such as photography for the holidays, weddings, wildlife, newborns, landscape, etc. In addition to downloadable courses, you may also be able to promote tools that photographers and videographers can use to edit and improve the images they capture.

#13 - Survival Homesteading

Survival homesteading, all this the prepper niche, is soaring in popularity - especially with the state of the world and America in particular. With inflation bearing down on citizens and making it difficult to afford necessities such as groceries, gas, etc., more people are turning to a survival mindset to get through what's to come.

Survival is a wonderful niche because it is an umbrella for many different narrow topics. Those include things like food and water storage, self-defense, farming, gardening, camping, and more.

This is another wonderful dual niche topic where you have plenty of info products you can promote and develop and also a large number of tangible products if people want to buy in preparation of a survival event.

This is definitely a niche where you will need to keep an ear to the ground so that you know what's coming in the news that will cause consumers to become alarmed and rush out to purchase supplies.

For example, Americans not having baby formula on the shelves or stores running out of everyday conveniences like toilet paper is a situation where you would need to notify your subscribers and let them know where they can get their hands on the stock.

You can teach people how to grow and can their own fruits and vegetables, and in the process of creating your info product, we've affiliate links to the supplies they will need to do that - from the heirloom seeds to the canning kit itself.

This is an ongoing niche where people want to know certain strategies such as bushcraft and also information like how much rice they need to have on hand for a three month emergency situation.

When you are developing your niche survival site, you can cover all topics or slant it to something specific period for example, you might want to teach survival prepping to women or teach people how to prepare for just \$20 per week.

You can slant your site so that you focus on certain survival events, whether that's a natural disaster like a hurricane or something more nefarious such as a war or civil unrest.

#14 - Coffee

If you look on any social media site, you'll see millions of consumers who are obsessed with their daily cup of Joe. Most of them simply drive through a Starbucks for an espresso or Frappuccino of choice - but there is a growing movement of consumers who are learning about creating their own delicious coffee experience at home.

These home brew coffee addicts take their niche interest very seriously. It's not just about figuring out what type of coffee to brew or what machine to brew it with. These people want to create an entire experience that rewards their sense of taste and smell.

This is a niche where you can primarily promote tangible products, but also teach them the art of brewing the best coffee possible. They will want to purchase a wide array of coffee products from you.

Many people purchase their coffee beans and the grinders that go with them online. They buy coffee makers, coffee cups, filters, and coffee station accessories such as coffee stirrers, creamers, and flavoring.

You can tap into this niche using an umbrella approach where you cover all things coffee. Or, you might cover a certain type of strategy such as using a French press or brewing cold coffee.

They will be looking to you for guidance about the taste of different coffee, such as how it tastes coming from different regions of the world. They want you to teach them about different flavor notes they can expect and how to brew with their coffee so that it sings to their taste buds.

There is also an ethical element woven into the coffee niche, depending on which coffee farmers you are buying from. So you can also slant it for those who are concerned about the economic or environmental impact it has on others.

#15 - Arts and Crafts

The arts and crafts niche is one that has a wide reach for individuals who use it has not only a hobby that provides enjoyment and stress relief, but also in some cases, a career.

With this niche, it's better to narrow your topic down for each site. You don't want to spread your content so thin that it's hard for you to rank well in search engine results pages.

For example, you can have a woodworking site where you not only promote woodworking info products or courses, but also the tools needed to create the work of art or the end product, such as building a shed or chicken coop.

If you do have a focus such as woodworking, you can take that and narrow it down so that your entire site is about one topic, such as how to build your own chicken coop. You can sell a variety of plans and styles that people can buy.

You can do the same with things like tiny houses or even building an entire homestead house for the survival niche. There are other arts and crafts topics that you can start a site about.

For example, you can teach people how to make their own candles and sell them the supplies such as scents and molds they need to make their creations. You can even teach them how to start a business where they are selling their own candle creations online.

Other arts and crafts niche topics include crochet, jewelry making, embroidery, soap making, knitting, sewing, painting, Leatherworking, needlepoint, origami, scrapbooking, and more.

#16 - Stress Relief

Stress has never been higher than it is today. In a post pandemic world, filled with economic strife and turmoil at every turn, people are looking for stress relief they can do at home, and they need you to lead them in it.

This is another topic where you can either have a broad site that covers all kinds of stress relief strategies and products, or you can focus on something a bit more narrow. A narrow concept might be something like visualization or meditation for stress relief.

If you are going to tap into this lucrative niche, you will be pairing info products where you are teaching strategies and helping people get past obstacles with the digital and tangible products that will help them carry out your instructions.

You might want to slant your site for a specific type of stress relief such as aromatherapy, and your info product could teach them all about the connection between aromas and stress relief.

Then, you could promote a wide variety of aromatherapy products to your audience - including readymade items like bath salts or candles as well as individual products they can use to create their own.

Another way you can slant the site is for people who are dealing with a certain situation. For example, stress relief for caregivers is one type of narrow slant. Or, you could slant it for beginners and pair it with a specific type of stress relief, like yoga.

#17 - Pregnancy and Parenting

One of the best things about the pregnancy and parenting niche is that you get to follow and lead your customers from the very beginning of their journey through the moment when they are dealing with empty nest syndrome.

Some niche leaders like to target a specific type of pregnancy or parenting, such as consumers who are pregnant with twins or having to parent a child with a problem such as ADHD or autism.

In this niche, not only can you teach them what to expect and how to handle certain adverse situations, but you can also help them celebrate the wonderful moments. This is a topic that is rich in info products as well as tangible ones.

You can even start your own print on demand store for downloadables such as pregnancy announcements or baby shower games or checklist. The niche will cater to what the baby or child needs, but also what mom and dad need, too.

You might pair other niches, such as exercising while pregnant or a diabetic pregnancy. You'll need to introduce new gadgets and strategies, dispel myths and concerns or and guide them in their quest for a happy, healthy pregnancy and parenting experience.

You can start multiple niche sites for this topic so that one is based on the pregnancy or maternity portion and the other is after they have birthed or adopted a baby and are raising them.

You will be covering topics such as the care of the child, including bathing and feeding as well as helping them develop in a healthy manner. You might be discussing the diet of the child or strategies such as potty training or preventing bed wetting.

#18 - Fashion

If you go to certain social media sites and apps, you will see an endless feed of fashion and accessories. Many people are now shopping online as malls begin to go the way of the dinosaur.

With the ease of returns if things don't fit right or aren't as expected, shoppers feel more comfortable risking an online purchase than they did

years before. This is not going to be a digital info product niche, but you have ample opportunity to earn money from the tangible commissions you generate.

Not only that, but you can also create some of your own fashions that are print on demand items such as t-shirts with your own designs that can be sold to customers and shipped from a third party platform.

If you are going to start a fashion site and lead this niche, you will generally have an audience in mind. You may even have a specific type of clothing or accessory that you want to promote on your domain.

For example, your site might be all about men's watches. you can even drill this down and have the site be all about men's luxury watches. You might have a domain that showcases a certain type of fashion, such as business attire for men or women.

When you think of the fashion niche, don't just think of the clothing someone will be wearing, but all of the different accessories that go with it. That includes jewelry, watches, coats, shoes, purses, swimwear, and even what is worn under the clothing.

This is a wonderful niche to use with social media. Three of the top sites or apps you want to use with this niche include Instagram, Pinterest, and TikTok. People are often showcasing their latest 'fit (outfit) in short form videos and using a link in their bio to earn a commission if others buy it.

You can also slant this to a certain demographic, such as an age group or even a size, if you want to target an audience like plus sized women. Or, you might tailor your content for a certain activity like clothing for golfers or cruise fashions.

#19 - Sports and Activities

There are many different types of sports and activities you can get into for online earnings. Not only can you target children's sports, where the moms and dads will be the ones purchasing items from your online site, but you can also highlight teens and adults who play these sports as well.

If you're considering getting into sports niches, start by looking at the ones you know the most about. Many of the sports will be good for developing info products, such as the golf niche where people want to know how to get fit for the game, how to strategically lower their score, or even how to adjust their mindset for better gameplay.

Other sports niches will be best served by focusing on the tangible products it has to offer. Either way, your content online should be a hybrid of strategy and tips paired with product reviews that will help them improve their game.

The sports and activities niche will include things like outdoor activities such as biking, hiking, fishing, cycling, and golf as well as indoor activities like basketball, bowling, volleyball, hockey, and roller-skating.

#20 - Anti Aging

It used to be that the anti-aging niche was totally built around preventing wrinkles in the older women. Now, it has expanded to include both men and women from a young age for preventative measures.

It's also no longer just about preventing wrinkles. Anti-aging is an all-encompassing niche that has many topics within it. That includes things like brain health, mobility, finances, socialization, and more.

This is a niche topic that is rich in info products as well as tangible products. People want to reverse or stall the progress of aging. Sometimes that requires habits to change, and other times it requires the application of a product that promises to turn back the clock.

You can slant your site as one that teaches anti-aging, or drill it down into something more specific such as anti-aging nutrition, skin care, exercise, hormone health, and more.

You will find many specific products based on age, such as exercise programs specifically for senior citizens or those over 40. There will always be news articles released about new discoveries that promise to slow the aging process, so you will want to stay on top of those and share them with your target audience.

#21 - Electronics

Electronics are a popular category, and one thing that will work in your favor with this niche is the fact that it becomes outdated rather quickly. That means, consumers are constantly looking to spend money on the latest release of the item.

Whether it's a smart TV or a smart phone, people want to know what's being released, the features it will have, and where they can find it if the product is expected to be in short supply.

For this niche, you probably want to drill down into is somewhat narrow topic for your domain. For example, your website might offer reviews for gaming computers. If you were leading this niche, not only could you promote the gaming computer itself, but also all of the accessories that go with it - from headsets to keyboards, a gamer mouse or chair.

Electronics and gadgets people by may include things like the typical TV's, computers, and smartphones - but it may also be things like drones, e-readers, GPS products for fishing and golf, and electronics for your car.

This is not going to be an info product niche, but the fact that people want the latest, greatest gadget reviewed for them will serve you well. This usually means that you will need to be able to have a hands-on approach with your product reviews, such as conducting unboxing reviews to showcase new items.

#22 - RV and Camping

With the price of housing skyrocketing and pricing many people out of the American dream, RV sales have soared. People are selling off their homes and traveling with RVs and campers.

Or, some have just decided to forego normal travel via airplanes and instead take their own car and drive out to a campsite instead. It's more afford and serene in an often hectic world.

With the RV niche, this is either a getaway or a permanent lifestyle, so you can cater to their needs with slants about homeschooling on the road, safety, the best places to travel in one, etc.

Camping can be anything from camp cooking to the best places to go camping. With both niches, you're going to have a ton of equipment you can promote – from tents to backpacks, cooking utensils and more.

You can slant it for any demographic or geographic location. You might have a site for RV living for beginners or camping for beginners or for women, specifically. You will want to teach them everything from setting up their space to cooking in it, keeping things clean and more.

There are all sorts of unique accessories this audience will buy, such as toilet paper specifically made to be safe for RV septic tanks, and you can promote it online so they can buy in bulk.

#23 - Gaming

The gaming niche has become a powerhouse of online earners. Not only are men and women, boys and girls of all ages gaming – but they play a wide variety of games, from simple Minecraft where they build villages to military style games.

Your gaming site might target a certain gaming systems like PlayStation, Xbox, Nintendo, PC gaming and even virtual reality gaming, which is now growing in popularity.

This is a big niche for both strategy guides and tangible items. Some games are downloadable, while others need to be purchased in a tangible form. Gamers love to know about things ahead of time, so you can promote advanced purchases of new games coming out.

They buy gaming computers that are readymade and also parts to build their own, so you might promote a graphics card, processor, case, RAM, monitors, SSD, power supply and more.

They also like to enrich their experience with the best headsets, gaming chairs, keyboards, mouse, virtual reality headset, and more. In addition to promoting digital and tangible items, you have another option.

Gamers like to watch live streams, and they often subscribe to Twitch accounts (which you can charge a fee for) and help people earn creator fund money from their channels on YouTube and TikTok, too.

#24 - Making Money Online

The make money online niche may have a few tangible things you can promote, but besides home office gear and recording equipment, it's primarily a digital info product and digital tools niche.

This is a topic where you need to teach strategy, give step-by-step tutorials and you can even include paid coaching as a method of earning profits. Your target audience will need to know about business models, niches, and tasks like list building.

These individuals need to be motivated and pushed through difficult moments in their journey. Having case studies unfold for them and promoting the best products that won't make them lose money will help you earn.

As for tools, your people will need domain names, hosting, video editing tools like Camtasia, plugins, page builders and more. As for slanting, you can either cover all things marketing or become a provider who highlights certain tasks, like email marketing.

Or, slant it for a demographic, like stay-at-home moms or senior citizens. You can even slant it for a level like beginner's so that you can cater to their needs from early on through their advanced journey.

#25 - Lawn and Garden

The lawn and garden niche can be combined, but it's probably better to separate them, sometimes into even more sub-topics. For lawns, people need tips on growing certain types of grass, landscaping, and more.

They'll want to know which lawn mowers, aerators and trimmers to purchase, as well as seed and fertilizer. They may need advice on winterizing their lawn, too. Gardening is a bit broader, and can encompass growing flowers, fruit and vegetables.

They'll need info products and video courses on growing things or building a raised bed garden, gardening with hydroponics, etc. But they also need seeds, garden tools, and accessories.

You can pair the topic with demographics like gardening for seniors (or kids), or touch on the benefits, like gardening for survival, to lose weight, or for stress relief. It's a versatile activity that helps people in many ways.

#26 - Weddings

The wedding niche seems as if it would be limited, since people expect to marry only once, but there are weddings all around the world on a daily basis. People need help planning their weddings, bridal showers, bachelorette and bachelor parties, and more.

They need advice on budgets, too. But they also need the tangible items – from dresses to favors, planners and guest books. This is a niche where you can create info products, downloadable printables, and promote tangibles as an affiliate or as a dropshipper.

You can cover all things weddings or slant it for people on a budget, for certain religious ceremonies, for styles like casual or high-end, and for certain seasons or geographic locations.

Sometimes, the audience you'll be targeting won't be the bride and groom at all. It will be guests or those close to the couple who are responsible for planning certain aspects of the event.

#27 - Beauty

The beauty niche is all about the make-up and hair. Mostly make-up, though. Your site might cover all of it with simple, free tutorials where you make your income from creator funds and affiliate commissions.

You might slant your beauty site for women over 50 or for those with a health condition like a visible birthmark or for cancer patients. You may want to showcase one type of beauty topic, like eye makeup.

Your audience will want to buy the best makeup, but also accessories like brushes, beauty blenders, makeup bags, organizers, cleaning supplies for the tools, makeup mirrors and more.

This is a great niche for social media because it attracts a huge audience, and you don't have to look like a supermodel to tap into it. People of all ages and differing beauty standards are making money showcasing their talent and advice to those who are interested.

Whew! This is quite a list! There's plenty to think about and decide, for yourself, what interests you and perhaps where a hidden passion may lay.

I hope this report will help you to focus on what's hot and trending now!

Perhaps many times we flail away from one niche to another and never make headway with any. Too much money is spent with little or no return leading to frustration, burnout, and eventual quitting!

Don't let that happen to you! Use this report to help focus your online efforts in a different direction.

Please feel free to contact me with any questions, comments, or suggestions you may have. walter@walternigh.com

All for now ---- Make this year your most profitable ever!



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