

**The Red Wire****Step 1. Select a profitable niche.**

Step 2. Select the products to promote to that niche.

Step 3. Purchase your web domain, hosting package, and install Wordpress.

Step 4. Establish an ongoing flow of articles.

Step 5. Hire a Virtual Assistant (VA).

Step 6. Create an eBook, infographic, or another document, a valuable gift for your subscribers.

Step 7. Purchase your email marketing service, create an email list, sign-up page, and Welcome message for your subscribers.

Step 8. Create a Facebook Ads campaign to get new subscribers every day.

Step 9. Start sending free valuable, inspiring, and informative articles to your subscribers.

Step 10. Start sending paid product promotions to your subscribers.

Step 11. Start making sales.

## Choosing the niche

A passive income portal starts with **choosing a profitable niche**. The truth is that we may never know for sure, in advance, from the start, how profitable a certain niche will be. We do have a few guidelines though, and we can (and must) of course plant our success with the techniques explained in the second part of this course.

### Here are the criteria for a good niche:

- **Ethical:** It is **ethical**, with the potential to help a lot of people.
- **Audience:** There are people interested in reading new articles on that topic every day. In other words there is an **audience** for that niche.
- **Market:** There are products or services which people are willing to pay for in that niche, that is, there is a **market** for that niche.



### Ethics

Choosing an ethical niche that has the potential to help a lot of people has positive long term effects. Some of these effects are very visible while others are not so visible but they are very important. And because building a profitable portal is a marathon, not a sprint, the long-term effects are the most important.

An ethical niche that has the potential to help many people, or indirectly even the entire planet, will give you the energy and motivation you'll need when things don't go so well. It will also give you an invisible support from the Universe: the Universe will create favorable circumstances for you.

Firstly, stay away from anything that involves weapons, violence, or drugs.

Secondly, avoid gossip, sex, crime, war, and politics – these are not good seeds (For more on this, see the book *The Diamond Cutter*, Question 37, from Chapter 7).

*Choose a niche that has a positive impact in the world. One which really solves problems, helps, improves the lives of people, and raises the readers' vibration.*

## Audience

Here are a few things we can check or investigate to estimate whether there is an audience for our niche or not:

- Are there **personal blogs** in this niche? With authors who always find something new to write about?
  - Search for *niche blog* on Google (for example *reiki blog*)
- Are there **online forums** in this niche? With people who always find something to share or discuss?
  - Search for *niche forum* or *niche message board* on Google (e.g. *reiki forum* or *reiki message board*)
- Are there periodically **new techniques, strategies, discoveries, inventions, or innovations** in this niche?
- Are there **magazines**, physical (on paper) or online, dedicated to this topic?
  - Search for *niche magazine* or *niche publications* on Google
- Do you know someone who is, or are you, so passionate about the topic that you would **buy from a newspaper stand** a bi-monthly (twice a month) niche magazine? Can you imagine such a magazine?



## Market

To figure out whether or not there is a market for your niche, i.e. people willing to take out the card and order a product or service, check these:

- Are there **people making a living** in the niche? People who have no other job or income except for what they earn by working in the niche, and they earn enough money to live above “middle class” lifestyle?
- Have you purchased, or do you know someone who has **purchased, products** in the niche?
  - As a “bonus”, if there are services with **recurring income**, i.e. multiple payments by the same clients, then that’s even better. For example, paid subscriptions covering multiple coaching sessions, consumables which are always in demand etc.
- Are there **popular products on affiliate platforms**?
  - Check Clickbank.com: create an affiliate account (free), go to the Marketplace and look for your niche. If there are products, especially with high *Gravity* (you’ll see this in the stats on Clickbank), it means that there are people who successfully promote these products.
- Are there products or services which you could **sell as an affiliate**?
  - Also search *niche affiliate program* on Google (e.g. *feng shui affiliate program* if you’re considering a Feng Shui portal)



### Do I have to be an expert in this niche?

If this is your first portal, it helps if you know a little about the subject because you’ll be able to evaluate the quality of the articles you get from the authors, you can suggest article topics or titles etc. It is recommended that you know about the topic, especially for your first portal, but it is not mandatory.

### English or my native language?

If English is not your native language and/or you’re considering launching a portal in a language other than English, that’s possible. Just keep in mind that the English-speaking population and therefore the number of potential visitors, can potentially be hundreds or thousands of times higher than the population that speaks your language. Then again, this may not be the case for a couple of languages.

Another aspect to keep in mind is the English-speaking population from countries such as the US, UK, Australia, Canada – these people are used to purchasing things online so it may be easier to sell products and services in these countries than e.g. in my own country (Romania) where people are still used to buy things in physical stores.

**Exercise – Choose your profitable niche**

Now choose your profitable niche. Check it against the guidelines: is it ethical? Is there an audience for the niche? Is there a market?

**Tips for choosing your niche**

- **Remember:** if this is your first time going through the course, don't do this exercise yet. Finish reading all the course materials first, then come back, read everything again, and do the exercises.
- **Perfection:** In our experience, a lot of people get stuck at this point, trying to find *the perfect niche*. There is no perfect niche. If you have a niche that is ethical, there is an audience for it, and there is a market for it, *then you have a great niche!* Think two months down the road – would you rather
  - Have a **working portal in a great niche**, or...
  - Still be **waiting** for the perfect niche idea?
- **Intuition:** Use your intuition. Does a niche *feel right* to you? If yes, wait no more. Go for it!
- If you have a great niche but are still not sure about it, use this great niche to go through the exercises and learn the ropes. At the end of the course, you will have a working portal in your great niche and *you will have learned so much*, enough to decide whether you keep going with this niche or start a new portal in a new niche.
- Use **the energy of the community**. Head over to the forums, see how others have overcome this challenge, share your ideas to get feedback.
- Request **clarity** from the Universe or God. **Pray** for clarity for yourself and for everyone who's facing a decision point in their lives. *Use the spiritual tools from the second part of the course* to overcome the challenge.