

The Lazy Content Marketers Bootcamp (Video Content Edge 7 Day Challenge)

Day 2: Picking Your Niche

Picking Your Niche

Watch Me Do It Using An Example Niche:

Starting With Broad Niche Self Development - And End Up With The Sub
Topic: - **Nootropics**

Step 1 - Research & Choose a Niche With AI

Go to <https://perplexity.ai> you can do this task with a free account.

Perplexity Prompts

- I want to find the best affiliate programs and products in the ????
(Mind Hacking) Niche, What Sub-Topics or categories are there with
affiliate products?
 - What alternative keywords are used to describe and search this sub
topic?
 - Who are the biggest YouTube Influencers and channels in this
niche?

- What is my target audience, prioritising the groups that are most likely to spend money

- Where can I find them hanging out online
- What are they likely to buy?
- What else do they buy?
- What price range will they shop online?
- How are other affiliates promoting for these products
- What are the more unique ways affiliates have been using successfully that not many other affiliates are using?

- **Pay attention to the suggested follow up questions from *Perplexity*, that it provides under each response it generates. Often this will open up new questions that you may not have thought about yourself to understand the niche better.**

- **Double down on your topic using this search string on Google (Use this with the free keywords everywhere chrome extension enabled)**

Keyword *r=h:youtube.com - nootropicsr=h:youtube.com* (You can use reddit, linkedin, medium.com, quora etc too)

This works better with longer tail keywords and user generated content sites

Example

Bitwarden r=h:youtube.com

What does this search string mean?

The search query "Bitwarden r=h:youtube.com" is using special syntax to refine the search results to only include YouTube videos about the Bitwarden password manager.

This search query is asking for YouTube videos that contain information about the Bitwarden password manager. The search results will exclude any webpages or videos about Bitwarden that are not hosted on the YouTube.com domain.

This type of search that restricts results to a specific website is often called a "site search". It's a way to filter out irrelevant results and only get information from a particular source that you find useful or trustworthy for the topic you're searching for.

Why use this search string?

- **In combination with keywords everywhere we can see what KEYWORDS it ranks for**
 - **Traffic volume for the URL on left side**
 - **Keywords on left side that you can click on to get a list of them**
 - **Stupid simple and very effective!**
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Step 2 - Validating a Niche With VidIQ

Now that you have your sub topic niche, we can double down using VidIQ free chrome extension for

- Identifying top channels
- Google trends
- Keyword volumes
- Suggested related keywords to search with
- Common tags used
- Top related opportunities
- Daily traffic for videos

Step 3 - Finding Affiliate Offers With AI

- Prompt perplexity for best and highest paying affiliate programs
- Prompt for output in table format for easy viewing

Resources: Needed for Day 2

- [xCloud](#) (Fast cloud hosting, I use this for my sites)
- [Keywords Everywhere free chrome extension](#)
- [Perplexity AI](#)
- [VidIQ](#) Free Chrome extension
- [Doclink.me](#) (add an optin gate to your PDFs)
- [AffSync](#) Find affiliate programs in any niche