

THE 20 MOST PROFITABLE MEGA-NICHES



DAY 2: THE 20 MOST PROFITABLE ONLINE COURSE MEGA-NICHES

Today, we're going to get you onto first base by choosing one of the 20 Mega-Niches. All you have to do today is pick one -- and you'll be well on your way to a home run course idea.

After teaching thousands of students how to design and launch a profitable course, I've discovered that 99% of all successful online course ideas fit into one of 20 categories... or what I like to call Mega-Niches.

A *Mega-Niche* is the overall area of focus in your business -- the big bucket category your course fits in. Choosing a Mega-Niche will help you narrow down your course idea from an ocean of options to one big (profitable) bucket.

As you review the list of Mega-Niche categories and examples in each category below, think about which Mega-Niche best fits your Passion, Problem, Proficiency or Proprietary Solution -- even if you're not 100% sure of your topic...

| Mega-Niche Category | Examples |
|---------------------|---|
| Health & Wellness | weight loss self-care diet and exercise back pain migraines fibromyalgia Lyme disease addiction mental and emotional health |
| Style & Beauty | choosing your color palette how to dress for the stage hair makeup anti-aging personal beauty routines |

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| Mega-Niche Category | Examples |
|------------------------------------|--|
| Sex, Love & Intimate Relationships | <ul style="list-style-type: none"> dating marriage conflict communication breaking up conscious uncoupling |
| Parenting & Family | <ul style="list-style-type: none"> being a new parent raising children adoption blended families elder care |
| Life Purpose | <p>topics around all the ways you can help someone find AND live their purpose such as</p> <ul style="list-style-type: none"> Akashic records Scientific hand analysis The Passion Test Dream Builder Coaching |
| Business & Entrepreneurship | <ul style="list-style-type: none"> sales marketing branding copywriting social media course creation hiring team building operations automation |

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| Mega-Niche Category | Examples |
|---|--|
| Corporate Training & Consulting | <ul style="list-style-type: none"> diversity and inclusion change management specialized forms of project management culture leadership |
| Career & Professional Skill Development | <ul style="list-style-type: none"> resume writing interview skills how to ask for a raise or promotion how to retire computer literacy tech skills writing skills communication skills sales skills public speaking and presentation skills skills relevant to specific roles or industries |
| Money & Finances | <ul style="list-style-type: none"> saving investing trading managing money money mindset relationship with money |
| Real Estate | <ul style="list-style-type: none"> individuals who want to invest real estate agents brokerages |

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| Mega-Niche Category | Examples |
|-------------------------------------|--|
| Retirement & Legacy | <ul style="list-style-type: none"> career finances health family legacy long-term care |
| Time Management & Productivity | <ul style="list-style-type: none"> managing time becoming more productive accountability to get big projects done |
| Personal Growth & Skill Development | <ul style="list-style-type: none"> happiness lifestyle mindset meditation emotional intelligence confidence training your brain learning languages developing creativity or intuition tapping realizing your full potential cooking choosing wine |
| Religion, Faith & Spirituality | <ul style="list-style-type: none"> bible study practicing faith in everyday life shamanism energy work connecting with your spirit guides becoming a priest, rabbi or other spiritual leader |

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|-------------------------------|---|
| Home Improvement & Organizing | <ul style="list-style-type: none"> installing drywall tiling gardening fixing your own car feng shui organizing your home caring for orchids or other houseplants |
| Survival & Sustainability | <ul style="list-style-type: none"> wilderness and survival skills emergency prepping fishing hunting homesteading going off the grid growing your own food raising chickens |
| Art, Hobbies & Sports | <ul style="list-style-type: none"> improving your golf or tennis swing knitting crafting gaming journaling oil painting |
| Animals & Pets | <ul style="list-style-type: none"> dog training breeding equestrian competitions learning leadership skills and emotional intelligence with horses |

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| Mega-Niche Category | Examples |
|---|---|
| Education (Grade School, High School & College) | homeschooling study skills tutoring neurodivergent learning support (dyslexia, ADHD, etc) college prep applying to college developing your child's genius teaching English |
| Nonprofits & Social Responsibility | fundraising lobbying nonprofit management community organizing activism |

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Now it's your turn to choose one Mega-Niche...

My Mega-Niche is:

💡 Our goal is to get you closer and closer to your home run course idea with each day of the Challenge, so all you need to do today is PICK ONE of my 20 Mega-Niches.