

START YOUR BUSINESS NOW

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**JACK  
KAISER**

# THE 15 BEST NICHE TO START YOUR DIGITAL INFO PRODUCT



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Hi, my name is Jack — and I'm so glad you found your way to this list.

When I started selling digital info products nearly 12 years ago, I made one decision that changed everything:

I would only sell to people who are already eager to buy.

And that, my friend, starts with choosing the right niche.

If you're building a passion project just for the joy of it — by all means, follow your heart. I've done that too, and it's incredibly rewarding.

But if your goal is to make real money online, then picking the right niche is absolutely essential.

Here's why:

As I always say — “In a great niche, even an average product can make good money. But in a bad niche, even a perfect product won't sell.”

To help you hit the ground running, I've compiled a list of 15 proven niches where people are actively spending money and looking for digital solutions.

Use them as inspiration, or pick one directly and start building.

Wishing you all the success in your digital product journey!

Your friend,  
Jack

P.S.: I have a little surprise at the end of this document, so be sure to check it out!

# The 15 Best Niches for Your Digital Info Product

Want to sell digital guides online? Start in one of these proven markets where people are actively looking for solutions!

## A) Health & Wellness Niches

### 1. Weight Loss for Busy Professionals

Solve: Lack of time to diet or exercise

Product idea: 30-Day Meal + Workout Plan for Office Workers

### 2. Anxiety & Mental Health Management

Solve: Stress, burnout, panic attacks

Product idea: Digital Workbook: '7 Days to Calm'

### 3. Gut Health & Digestive Wellness

Solve: IBS, bloating, food sensitivities

Product idea: 'The Gut Reset PDF Program'

### 4. Hormonal Balance for Women (35+)

Solve: PMS, menopause, fatigue

Product idea: Guide: 'Fix Your Hormones Naturally'

### 5. Chronic Pain Relief (e.g., Back Pain, Migraines)

Solve: Long-term pain without needing pills

Product idea: PDF guide with stretches, posture hacks, and trigger tracking

## B) Wealth & Money Niches

### 1. Freelancing for Beginners

Solve: Want to quit 9-5, unsure how to start

Product idea: 'Your First \$1,000 on Fiverr or Upwork'

### 2. Side Hustles with Low Startup Costs

Solve: No money to invest, but wants more income

Product idea: '12 No-BS Online Side Hustles That Actually Work'

### 3. Budgeting & Saving for Families

Solve: Living paycheck to paycheck

Product idea: Budgeting Templates + Guide for Moms

### 4. Digital Product Creation (like this!)

Solve: Want passive income, don't know what to sell

Product idea: 'How to Turn Your Knowledge Into a \$25 PDF'

### 5. Crypto or Investing for Beginners

Solve: Overwhelmed by info, fear of losing money

Product idea: 'Crypto 101: Start Safely With \$100 or Less'

## **C) Relationships, Family & Pets**

### 1. Healing After a Breakup or Narcissistic Abuse

Solve: Emotional pain, low self-worth

Product idea: 'Reclaim Your Power: 30-Day Recovery Journal'

### 2. Fixing a Struggling Marriage (Men or Women Focused)

Solve: Conflict, distance, infidelity

Product idea: 'Save Your Marriage Without Losing Yourself'

### 3. Parenting Toddlers Without Losing Your Mind

Solve: Tantrums, sleep issues, parenting stress

Product idea: 'Calm the Chaos: Toddler Discipline PDF Toolkit'

### 4. Dog Training for First-Time Owners

Solve: Puppy chewing, barking, leash pulling

Product idea: 'Perfect Pup Playbook: Train Your Dog in 21 Days'

### 5. Co-Parenting Without the Drama

Solve: Divorced parents dealing with communication issues

Product idea: 'The Peaceful Co-Parenting Planner & Communication Scripts'

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If you are serious about starting your PDF business, then I have something special for you: I put all my knowledge from more than 10 years of experience and more than \$3,000,000 in earnings into a bundle of resources for you:

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