



# Ultimate Bootstrapper

If this is your first time creating an Online Business then I suggest not overthinking it and just getting started. Website domains and hosting are cheaper than ever and within a few hours you can have your very first website up and running! The point is to get started now, don't let years pass by while you wait for the "perfect" idea.

## Niche Selection Guide:

- 1) Write down 5 things you're interested in
- 2) Write down 5 problems you see in your life (at the store, while driving, etc.)

## Now see if you can find any overlap

For example, let's say that you're interested in:

- 1) electronics
- 2) dogs
- 3) climate change
- 4) DJing
- 5) coffee

Problems you see in your life or the world:

- 1) My laptop battery doesn't last long enough and I can't find any plugs
- 2) My dog smells
- 3) CO2 emissions are continuing to increase
- 4) DJ equipment is hard to find in my city
- 5) I can't find any good coffee beans

How can I combine these? Coffee for dogs that smell bad? DJ Equipment that somehow decreases CO2? How about electronics and climate change? Solar powered laptop charger?

Now take these ideas and put them into a free keyword research tool to see what people are searching for.

<https://app.wordstream.com/fkt/app>

Try to find search terms with low to medium competition and a low PPC cost.

e.g. Solar powered laptop charger, Portable solar power charger

## Research Your Competition:

Now do a Google search for these terms and see who has the top 5 spots. This is your potential competition.

\*exclude Amazon and eBay from this list\*

Next, download the MOZ Bar for your web browser to find out your competition's Domain Authority.

**Domain Authority** tells you how strong the site is. All sites start with 0 and 0-10 is a pretty weak site.

10-30 is the sweet spot where you want to find your competition in. If they have a DA of 18 for example then you can build your DA overtime and compete with them.

But if all the competition has a DA of 60, then it will likely cost you thousands of dollars and years of your time to get a DA that high.

\*Exclude giant sites like Amazon, eBay, Target, etc. from your competition list\*

Also remember that if this is your first site, don't worry too much about finding the perfect idea. The point is to just get started and make something happen. You will learn as you go and as long as you stick with it you will eventually get the right one.

Now that you have your idea you it's time to [pick your domain name by clicking here!](#)