

# **NICHE HACK REPORT:**

## **INSOMNIA**



**BY STUART WALKER**

**[WWW.NICHEHACKS.COM](http://WWW.NICHEHACKS.COM)**

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## **Table of Contents:**

1. What is the insomnia?
2. Google search volumes
3. Market size and growth
4. Reasons for entering the insomnia
5. Sub-insomnia to explore
6. Problems, concerns and pains in the insomnia
7. Demographics: Target Audience
8. Most common Google search terms
9. Most common questions in the insomnia
10. Products Advertised on Google Adwords
11. Top Selling Amazon Products In The Insomnia
12. Top Selling Kindle Products In The Insomnia
13. Top Clickbank Products In The Insomnia
14. Top JVZoo Products
15. Other Affiliate Products
16. Top PLR Products
17. Top Authority Sites In The Insomnia
18. Top Blogs
19. Top Forums
20. Top Social Media Pages & Hubs
21. Top 20 Articles Written
22. List of Magazines
23. 10 article title ideas
24. Infoproduct & ebook ideas
25. Report summary & conclusions

## **What Is Insomnia**

Insomnia is a sleep disorder in which people either cannot fall asleep or stay asleep for any length of time.

It's a medical issue that both causes and is caused by disorders such as depression, anxiety, stress and psychotic problems.










Insomnia causes multiple problems for sufferers whilst awake including poor concentration, sleepiness, lack of alertness, inability to focus, mood swings, depression and more.

Insomnia can occur at any age, but it is particularly common in the elderly.

Insomnia can be short term (up to three weeks) or long term (above 3–4 weeks), which can lead to memory problems, depression, irritability and an increased risk of heart disease and automobile related accidents.

Source: Wikipedia

## Google Monthly Search Volumes

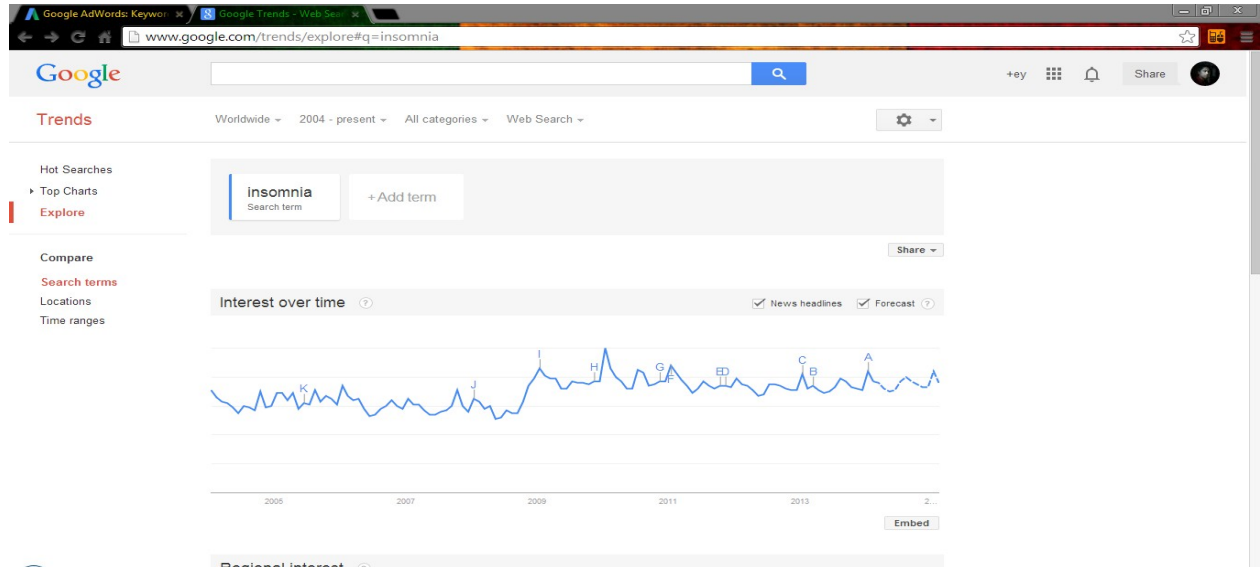
Keyword (by relevance)	 Avg. monthly searches 	Competition 	Suggested bid 	Ad impr. share 	Add to plan
insomnia	 550,000	Low	UK£0.82	0%	»
can't sleep	 40,500	Low	UK£1.18	0%	»
how to sleep better	 18,100	Low	UK£1.03	0%	»
sleep disorder	 8,100	Medium	UK£1.25	0%	»
sleep problems	 6,600	Medium	UK£0.85	0%	»
how to cure insomnia	 5,400	Low	UK£0.65	0%	»
insomnia cure	 1,300	Medium	UK£0.52	0%	»

## Market Size & Growth

- ⌚ More than 30% of the population suffers from insomnia making this gigantic and evergreen niche that's always going to have new people entering it.
- ⌚ Approximately 35% of insomniacs have a family history of insomnia.
- ⌚ 90% of people who suffer from depression also experience insomnia meaning you can branch out into targeting people who suffer from depression AND other conditions like anxiety which can lead to / cause insomnia too.
- ⌚ Approximately 10 million people in the U.S. use prescription sleep aids – this is an incredible amount of people spending money on medicine who would love a cheaper solution or a natural solution or even a more effective solution.
- ⌚ <http://www.better-sleep-better-life.com/insomnia-statistics.html>
  
- ⌚ The National Institutes of Health estimates that roughly 30 percent of the general population complains of sleep disruption, and approximately 10 percent have associated symptoms of daytime functional impairment consistent with the diagnosis of insomnia – these people are crying out for solutions to ALL of these problems caused by their lack of sleep.
  
- ⌚ The Institute of Medicine estimates that hundreds of billions of dollars are spent annually on medical costs that are directly related to sleep disorders
  
- ⌚ The two most common symptoms, experienced at least a few nights a week in the past year, included waking up feeling unrefreshed and waking up a lot during the night. A 2002 NSF Poll found that 63 percent of women (versus 54 percent of men) experienced symptoms of insomnia at least a few nights per week – they need desperate solutions!

<http://www.sleepfoundation.org/insomnia/what-is-insomnia/facts/>

## Google Trends



## Websites Sold On Flippa

<https://flippa.com/3023915-top-category-healthcare-info-premium-domain-1-800-estibot-appraisal-8-years-old>

flippa.com/3023915-top-category-healthcare-info-premium-domain-1-800-estibot-appraisal-8-years-old

flippa.com/2686775-insomnia-website-page-one-listing-unique-content

flippa.com/96112-insomnia-niche-powerful-wp-autoblog-with-twilight-theme-48-00-a-month-income – sold \$165

flippa.com/2937982-insomnia-business-for-sale-2-websites-26-subscribers-full-product-and-videos – sold \$200

flippa.com/2653049-must-see-low-reserve-price-insomnia-site-100-automated-post – sold \$65

**Number of products sold on Amazon:** 13,252 Results

**Number of Products on Clickbank:** 30

## Reasons For Entering The Insomnia Niche

- The size of this niche is incredible it affects around 30-35% of people at some point in their lives.
- It's a life ruining problem that people are desperate for a solution to and desperate niches are some of the most lucrative – that doesn't mean sell people bogus solutions or play doctor however!
- It not only causes lack of sleep but multiple other issues such as depression, anxiety, lack of focus, mood changes, loss of appetite and more which also require solutions.
- It's evergreen and there's always new people entering into the niche.
- Hundreds of billions of dollars are spent on sleep solutions and insomnia related issues every year – SUPER profitable.
- You must be careful not to give out medical advice or play doctor if you're not trained.





## **Other Interesting Facts About Insomnia:**

- ⌚ The distinctions between work and leisure, work and home have become increasingly unclear in recent years. All these factors contribute to the development of poor sleep patterns, which contribute to poor sleep.
- ⌚ Over the last 10 to 15 years, the market has been inundated with new and improved sleep medications -- ones that don't come with the same degree of hangovers, side effects, and risk of dependency that previous sleep drugs did.
- ⌚ The Institute of Medicine estimates that hundreds of billions of dollars are spent annually on medical costs that are directly related to sleep disorders
- ⌚ Program, developed and tested at Harvard Medical School and based on cognitive behavioral therapy, has been shown to improve sleep long-term in 80 percent of patients, making it the gold standard for treatment.

He provides techniques for eliminating sleeping pills; establishing sleep-promoting behaviors and lifestyle practices; and improving relaxation, reducing stress, and changing negative thoughts about sleep.

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## **Sub-niches To Explore**

- Natural insomnia remedies.
- Insomnia in children.
- Insomnia because of anxiety.
- Insomnia because of working night shift.
- Insomnia in OAPs.
- Insomnia in men.
- Insomnia in women.
- Insomnia because of depression.
- Extreme insomnia
- Insomnia during pregnancy
- Mild insomnia
- Insomnia because of Medication
- Insomnia because of stress
- Insomnia because of work
- Because of love
- Because of pain
- Because of alcohol
- Because of coffee
- Because of weed
- Because of anemia
- Because of video games
- Because of energy drinks
- Because of sleep apnea
- Because of hormones

## **Problems, Concerns, Pains & Pleasures In The Insomnia Niche...**

### **What causes people to seek out insomnia cures in the first place?**

Insomnia is a sleep disorder that millions of people worldwide have to live with. Individuals with insomnia find it difficult to either fall asleep and/or stay asleep.

Insomnia commonly leads to daytime sleepiness, lethargy and a general feeling of being unwell both mentally and physically.

It's not just difficulty sleeping but every aspect of their life is affected and for some it literally ruins their life or kills them.

### **What problems do they have when they suffer from insomnia?**

- Poor quality sleep.
- Depression
- Ability to focus
- Loss of appetite
- Problems with work.
- Weight issues.
- Relationship issues
- colds and allergies
- 🕒 high blood pressure
- 🕒 heart disease
- 🕒 thyroid disease

The level of problems caused by insomnia is unparalleled. It really does cause a vast array of issues to sufferers unlike any other condition.

## **What are the solutions to these problems?**

- ⌚ Stimulus Control Therapy: creating a sleep environment that promotes sleep
- ⌚ Cognitive Therapy: learning to develop positive thoughts and beliefs about sleep
- ⌚ Sleep Restriction: following a program that limits time in bed in order to get to sleep and stay asleep throughout the night
- ⌚ Reduce time in bed, get up at the same time every day, regardless of sleep duration, do not go to bed unless sleepy; and do not stay in bed unless asleep.
  
- ⌚ Cutting out poor diet and lifestyle choices that cause insomnia.
- ⌚ Reducing stress.
- ⌚ Cutting down caffeine and other stimulants.
  
- ⌚ Relaxation techniques, such as yoga, meditation, and guided imagery may be especially helpful in preparing the body to sleep. Exercise, done early in the day, can also be helpful in reducing stress and promoting deeper sleep
  
- ⌚ All these solutions are available in the form of info products, ebooks, course, guides and supplements.
- ⌚ <http://articles.latimes.com/2011/jan/26/news/la-heb-insomnia-study-20110126>

## **What is the desired end outcome for people in the insomnia niche?**

To get regular good nights sleep and alleviate their other problems caused by the disorder including stress, depression, weight issues, anxiety and so on.

Those who are having trouble sleeping sometimes turn to sleeping pills, which can help when used occasionally but may lead to substance dependence or addiction if used regularly for an extended period

People need long term solutions that benefit their lives.

## Demographic: Target Audience

- ⌚ Women are more affected than men
- ⌚ Affects all age groups
- ⌚ Predominant age: over 60 years
- ⌚ A 2002 NSF Poll found that 63 percent of women (versus 54 percent of men) experienced symptoms of insomnia at least a few nights per week – they need desperate solutions!
- ⌚ <http://www.sleepfoundation.org/insomnia/what-is-insomnia/facts/>

<https://www.clinicalkey.com/topics/psychiatry/insomnia.html>

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## **Most Common Google Search Terms**

See the separate Excel sheet which has over 1,000 insomnia related keywords.

## **Most Common Questions In The Insomnia**

1. Sudden anxiety-insomnia. Can't sleep without meds help
2. Sleep Doctor almost ready to give up on me
3. Absolutely cannot fall asleep
4. What do you do when you can't sleep?
5. I stay awake for 32 hours and sleep for 18 hours
6. Insomnia is making me consider suicide - please any advice?
7. How I got rid of my insomnia
8. Delayed sleep phase disorder
9. Insomnia and hopelessness
10.       Hearing Voices Before Going to Bed

## **Products Advertised On Google Adwords**

A.D.A.M. Medical Encyclopedia.

Insomnia is trouble falling asleep or staying asleep through the night. Episodes may come and go (episodic), last up to 3 weeks (short-term), or be long-lasting (chronic).

<http://www.ncbi.nlm.nih.gov/pubmedhealth/PMH0001808/>



# Top Selling Amazon Products

The screenshot shows the Amazon search results for the keyword "insomnia". The search results are displayed on a desktop browser window. The top navigation bar includes the Amazon logo and search bar. The search results are organized into several sections: "Insomnia" (the main search term), "Related Searches" (including "insomnia dvd", "insomnia relief", and "insomnia stephen king"), and "Showing 1 - 16 of 13,224 Results". The main product listing is for the book "Insomnia" by Stephen King, published on March 22, 2010. It is available in Kindle Edition for \$8.99, with a Whispersync for Voice-ready feature. The book has a 4.3-star rating from 539 reviews. Other formats include Hardcover, Paperback, Mass Market Paperback, and Audible Audio Edition. The price for the Audio CD is \$38.68, with a Prime discount. The book is available for instant delivery on Wednesday, February 19. Below the book listing, there is a section for "Popular 'insomnia' Videos" featuring a trailer for the 2002 movie "Insomnia". The trailer is available on Amazon Instant Video for \$2.99 rent or \$9.99 buy. The movie is directed by Christopher Nolan and stars Al Pacino, Robin Williams, and Hilary Swank. The runtime is 1 hour and 59 minutes. The movie is available in HD on various devices including PS3, Xbox, Kindle Fire, iPad, and PC.

## 1. Say Good Night to Insomnia: The Six-Week, Drug-Free Program Developed At Harvard Medical School

\$14.44

137 customer reviews

4.3 out of 5 stars

[http://www.amazon.com/Say-Good-Night-Insomnia-Drug-Free/dp/0805089586/ref=sr\\_1\\_4?ie=UTF8&qid=1392729914&sr=8-4&keywords=insomnia](http://www.amazon.com/Say-Good-Night-Insomnia-Drug-Free/dp/0805089586/ref=sr_1_4?ie=UTF8&qid=1392729914&sr=8-4&keywords=insomnia)

## 2. Insomnia (The Night Walkers)

\$8.80

46 customer reviews

2.2 out of 5 stars

[http://www.amazon.com/Insomnia-The-Night-Walkers-Johansson/dp/0738735930/ref=sr\\_1\\_6?ie=UTF8&qid=1392729914&sr=8-6&keywords=insomnia](http://www.amazon.com/Insomnia-The-Night-Walkers-Johansson/dp/0738735930/ref=sr_1_6?ie=UTF8&qid=1392729914&sr=8-6&keywords=insomnia)

### **3. Insomnia (The Criterion Collection) (1998)**

\$19.59

72 customer reviews

4.3 out of 5 stars

[http://www.amazon.com/Insomnia-Criterion-Collection-Stellan-Skarsg%C3%A5rd/dp/6305389519/ref=sr\\_1\\_7?ie=UTF8&qid=1392729914&sr=8-7&keywords=insomnia](http://www.amazon.com/Insomnia-Criterion-Collection-Stellan-Skarsg%C3%A5rd/dp/6305389519/ref=sr_1_7?ie=UTF8&qid=1392729914&sr=8-7&keywords=insomnia)

### **4. The Effortless Sleep Method: The Incredible New Cure for Insomnia and Chronic Sleep Problem**

\$9.99

94 customer reviews

4.3 out of 5 stars

[http://www.amazon.com/The-Effortless-Sleep-Method-Incredible/dp/1456492543/ref=sr\\_1\\_8?ie=UTF8&qid=1392729914&sr=8-8&keywords=insomnia](http://www.amazon.com/The-Effortless-Sleep-Method-Incredible/dp/1456492543/ref=sr_1_8?ie=UTF8&qid=1392729914&sr=8-8&keywords=insomnia)

### **5. Hyland's Insomnia, 100 Tablets (Pack of 3)**

\$22.14

21 customer reviews

4.3 out of five stars

[http://www.amazon.com/Hylands-Insomnia-100-Tablets-Pack/dp/B001EPQ7FM/ref=sr\\_1\\_9?ie=UTF8&qid=1392729914&sr=8-9&keywords=insomnia](http://www.amazon.com/Hylands-Insomnia-100-Tablets-Pack/dp/B001EPQ7FM/ref=sr_1_9?ie=UTF8&qid=1392729914&sr=8-9&keywords=insomnia)

**6. The Insomnia Workbook: A Comprehensive Guide to Getting the Sleep You Need [Paperback]**

\$17.13

27 customer reviews

4.6 out of 5 stars

[http://www.amazon.com/The-Insomnia-Workbook-Comprehensive-Getting/dp/1572246359/ref=sr\\_1\\_10?ie=UTF8&qid=1392729914&sr=8-10&keywords=insomnia](http://www.amazon.com/The-Insomnia-Workbook-Comprehensive-Getting/dp/1572246359/ref=sr_1_10?ie=UTF8&qid=1392729914&sr=8-10&keywords=insomnia)

**7. Yoga for Sleep Disorders and Insomnia 2006**

\$20.96

6 customer reviews

2.7 out of 5 stars

[http://www.amazon.com/Yoga-Sleep-Disorders-Insomnia-Kumar/dp/B006JQ54OQ/ref=sr\\_1\\_13?ie=UTF8&qid=1392729914&sr=8-13&keywords=insomnia](http://www.amazon.com/Yoga-Sleep-Disorders-Insomnia-Kumar/dp/B006JQ54OQ/ref=sr_1_13?ie=UTF8&qid=1392729914&sr=8-13&keywords=insomnia)

**8. Deep Sleep and Relaxation Hypnosis by Mindifi - Focus, Relax, Lower your Stress, and Cure Anxiety with Meditation (Kindle Tablet Edition)**

\$0.00

42 customer reviews

3.9 out of 5 stars

[http://www.amazon.com/Deep-Sleep-Relaxation-Hypnosis-Mindifi/dp/B00GH6HTEG/ref=sr\\_1\\_14?ie=UTF8&qid=1392729914&sr=8-14&keywords=insomnia](http://www.amazon.com/Deep-Sleep-Relaxation-Hypnosis-Mindifi/dp/B00GH6HTEG/ref=sr_1_14?ie=UTF8&qid=1392729914&sr=8-14&keywords=insomnia)

**Top Selling Kindle Products**

Insomnia [Kindle Edition]

# Top Clickbank Products

The screenshot shows the Clickbank Marketplace search results for the keyword 'insomnia'. The page displays a list of products with their respective statistics and promotional buttons. The top product is 'Yeast Infection No More(tm) - Top Candida Yeast Infection Cure On Cbl (view mobile)' with an average sale price of \$32.56. Other products include 'Fibroids Miracle(tm): \*\$40/sale\* -top Uterine Fibroids Cure On Cbl' with an average sale price of \$27.81, and 'Ovarian Cyst Miracle (tm): \*\$39/sale! Top Ovarian Cysts Site On Cbl (view mobile)' with an average sale price of \$26.96. The page also features a sidebar with filters and a 'Resources' section.

## 1. The Linden Method & Lite Version - #1 Anxiety & Panic Cure Program

\$44.81

Avg %/sale: 30.0%

Grav: 23.19

<http://www.linden-method.com/?hop=0>

## 2. Sleeptracks Sleep Optimization Program

Initial \$/sale: \$34.05

Avg %/rebill: 1.0%

Grav: 9.97

<http://www.sleeptracks.com/free>

### **3. Isochiral Music (view mobile)**

Initial \$/sale: \$18.44

Avg %/rebill: 0.0%

Grav: 5.85

<http://www.isochiral.com/>

### **4. Insomnia Free 4 Life ~ 7.45% Conversions**

Initial \$/sale: \$31.86

Avg %/rebill: 0.0%

Grav: 0.8

<http://www.insomniafree4life.com/?hop=0>

### **5. Sleep Salon - Brainwave Audio Program For Overcoming Insomnia!**

Initial \$/sale: \$16.55

Avg %/rebill: 0.0%

Grav: 1.77

<http://www.sleepsalon.com/>

### **6. Insomnia Relief - Get Relief From Your Insomnia By Tonight**

Initial \$/sale: \$17.82

Avg %/rebill: 0.0%

Grav: 1.39

<http://www.insomniarelieftonight.com/?hop=0>

## **7. Panic & Anxiety Gone Offers 75% Commission**

Initial \$/sale: \$33.90

Avg %/rebill: 0.0%

Grav: 0.78

<http://www.panicanxietygone.com/?hop=0>

## **8. Natural Insomnia Program - Blue Heron Health News**

Initial \$/sale: \$26.39

Avg %/rebill: 0.0%

Grav: 0.54

<http://blueheronhealthnews.com/site/insomnia-program/>

## **9. Cure Insomnia - Six Steps To Sleep**

Initial \$/sale: \$11.98

Avg %/rebill: 0.0%

Grav: 0.37

<http://www.sixstepstosleep.com/six-steps-to-sleep-now/?hop=0>

## **10. Como Curar El Insomnio - 1st Insomnia Cure In Spanish**

Initial \$/sale: \$24.92

Avg %/rebill: 0.0%

Grav: 0.07

<http://www.comocurarelinsonnio.com/?hop=0>

## **11. The Sleep Mastery Program**

Initial \$/sale: \$30.30

Avg %/rebill: 0.0%

Grav: 0.05

<http://www.naturalcuresforinsomnia.org/real-cure-for-insomnia/sleep-mastery-letter.html?hop=0>



## Top JVZoo Products

### eBook Beating Insomnia

\$7.95.

Now You Can Find Everything You Need to Know to Overcome Insomnia & Finally Get the Deep, Restful Sleep You So Desperately Crave in One Convenient, Inexpensive eBook!

<http://www.jvzoo.com/products/81575>

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## **Other Affiliate Products Available**

### **1. Train Your Brain to Sleep and Take Back Your Life!**

Discover The Ground-Breaking, Unconventional Way To "Train Your Brain" To Fall Asleep – Automatically – And Eliminate Your Sleeplessness Once and For All ...100% Guaranteed!

Product Price \$49.00

Commission \$29

<http://blueheronaffiliates.com/health-guides/about/insomnia-affiliate-sign-up/>

### **2. The Effortless INSOMNIA Treatment Affiliate Program**

Free Yourself from the stress and frustration of not having a deep and restful sleep

Product Price \$27.00

75% Commission

<http://www.theeffortlessinsomniatreatment.com/affiliates/>

### **3. How to beat insomnia**

The secret of good night sleep revealed

Product Price \$27.00

75% Commission

<https://paydotcom.com/a.page.php?id=20078&u=Nightfire>

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## **PLR Available**

1. Beating Insomnia

\$9.95

<http://www.plrsleep.com/>

2. Insomnia PLR Pack

\$5!

<http://www.warriorforum.com/warrior-special-offers-forum/434553-insomnia-private-label-rights-pack-10-full-articles-only-5-a.html>

3. Overcoming Insomnia – PLR

\$2.48

<http://www.masterresalerights.com/private-label-rights/overcoming-insomnia-plr/>

4. Insomnia PLR Articles

\$10

<http://flamillion.com/insomnia-plr/>

5. Truth About Insomnia (PLR)

\$5.94

<http://master-resale-rights.com/personal-niches/health-beauty/mental-health/stress/truth-about-insomnia-plr/>

## **Top Authority Sites**

### **National Sleep Foundation**

<http://www.sleepfoundation.org/>

facebook 6,287 likes

gmail 81 followers

linkedIn 500+ connection

pinterest 0 likes

twitter 8,440 followers

youtube 87 subscribers

### **Alexa.com National Sleep Foundation Rank**

global rank 72,775

Rank in United States 27,888

### **Description**

Nonprofit organization supporting public education, sleep-related research, and advocacy related to sleep deprivation, sleep disorders, and excessive sleepiness. Includes information on these topics.

## Top Blogs

### 1. Health

<http://www.health.com/health/condition-article/0,,20224460,00.html>

facebook 1.2m likes

twitter 1.96m followers

pinterest 10 likes

Instagram 15.581 followers

#### **Alexa.com Health Rank**

Global Rank 2,838

Rank in United States 1,153

#### **Site Description**

Presents articles from the print version, with searchable information on conditions, diseases and health advice.

### 2. patient.co.uk

<http://www.patient.co.uk/blogs/sarah-says/2013/03/insomnia---hitting-the-pillow-running>

facebook 75,432 likes

#### **Alexa.com patient.co.uk Rank**

Global rank 6,163

Rank in United Kindom 594

### **Site Description**

The leading health and wellness website. Evidence-based articles on many health and disease topics. Written by doctors for patients.

### **3. Psychcentral**

<http://psychcentral.com/blog/archives/2013/07/06/acupuncture-chinese-herbs-for-insomnia-its-working/>

Twitter 67k followers

Facebook 70,319 Likes

### **Alexa.com Psychcentral Rank**

Global Rank 6,136

Rank in United States 2,117

### **Site Description**

A description has not been provided for this site.

### **4. Sleepio**

<http://www.sleepio.com/blog/>

Twitter 873 followers

Facebook 1,008 likes

Google 164 followers

Pinterest 83 likes

### **Alexa.com Sleepio Rank**

Global Rank 376,924

Rank in United States 126,902

### **Site Description**

A description has not been provided for this site.

## **5. Brainscape**

<http://blog.brainscape.com/2011/06/cure-insomnia-without-drugs/>

Twitter 2,635 followers

### **Alexa.com Brainscape Rank**

Global Rank 322,936

Rank in United States 160,321

### **Site Description**

A description has not been provided for this site.



## Top Forums

1. Psychforums

<http://www.psychforums.com/insomnia/>

email: [seanb@getmentalhelp.com](mailto:seanb@getmentalhelp.com)

Global Rank 39,515

Rank in United States 18,819

2. Dailystrength

<http://www.dailystrength.org/c/Insomnia/forum>

Dailystrength.org los angeles, CA US

Global Rank 11,344

Rank in India 2,807

3. patient.co.uk

<http://www.patient.co.uk/forums/discuss/browse/sleep-problems-2099>

email: [ps\\_webmaster@e-mis.com](mailto:ps_webmaster@e-mis.com)

Global Rank 6,163

Rank in United Kingdom 594

4. experienceproject

<http://www.experienceproject.com/groups/Have-Insomnia/41>

email: [support@experienceproject.com](mailto:support@experienceproject.com)

Global Rank 2,761

Rank in United States 1,556

5. [sleepnet.com](http://www.sleepnet.com)

<http://www.sleepnet.com/insomnia/insomniainf.html>

email: [sandman2@needsleep.net](mailto:sandman2@needsleep.net)

Global Rank 750,351

Rank in United States 273,888

6. Sandman

<http://www.needsleep.net/insomnia42/insomnia42.html>

Contact information is not available.

Global Rank 9,369,102

7. Medhelp

<http://www.medhelp.org/forums/Insomnia---Adult/show/319>

email: [info@medhelp.org](mailto:info@medhelp.org)

Global Rank 5,444

Rank in United States 1,756

8. Topix

<http://www.topix.com/forum/health/insomnia>

Contact information is not available.

Global Rank 1,165

Rank in United States 505

9. Multiplay

<https://forums.multiplay.com/insomnia-general-chat/>

email: [scea-dom-tech@scea.com](mailto:scea-dom-tech@scea.com)

Global Rank 157,219

Rank in United States 65,674

10. Mjunction

<http://www.mdjunction.com/forums/insomnia-discussions>

email: MDJunction.com

Global Rank 40,060

Rank in United States 14,739

## Top Social Media Hubs & Pages

### Facebook:

About Insomnia

<https://www.facebook.com/pages/Insomnia/107524205937682?rf=105810176126339>

6.,691 likes

2 Insomnia

<https://www.facebook.com/aboutinsomnia>

38,585 likes

3 Insomia Ambonesse

<https://www.facebook.com/groups/insomnia.ambonesse/>

3,464 members

4 KOMUNITAS COWOK AND CEWEK INSOMIA

<https://www.facebook.com/insomer.sejati>

4,841 likes

### Twitter.com

Insomnia

<https://twitter.com/search?q=insomnia%20name&mode=users>

506 followers

### Pinterest.com

April Clayburn-Doolan

<http://www.pinterest.com/pin/180003316330038947/>

Pin 235

Likes 51

### Reddit.com

[http://www.reddit.com/r/LifeProTips/comments/1uy56a/lpt\\_have\\_sleeponse\\_t\\_insomnia\\_difficulty\\_falling/](http://www.reddit.com/r/LifeProTips/comments/1uy56a/lpt_have_sleeponse_t_insomnia_difficulty_falling/)

AnthropomorphicPenis

705,935 readers

## Scoop.It.

1. juliette Nolan

<http://juliettenolan.com/2013/09/08/how-hypnotherapy-can-help-with-insomnia/>

40% visitors

2. Carolanne Wright

[http://www.naturalnews.com/042491\\_insomnia\\_sleep\\_quality\\_healthy\\_foods.html#](http://www.naturalnews.com/042491_insomnia_sleep_quality_healthy_foods.html#)

50.70% visitors

3. Ruth Buczynski, PhD

<http://www.nicabm.com/nicabmblog/mindfulness-insomnia/>

53.50% visitors

4. The Neurocritic

<http://neurocritic.blogspot.com/2012/02/21st-century-treatments-for-insomnia.html>

94.40% visitors

5. Nara Schoenberg

<http://www.thespec.com/living-story/4264015-treating-insomnia-but-without-the-medications/>

64.40% visitors



**Insomnia**  
38,866 likes · 284 talking about this

Like Follow Message

Community  
This is a page about the different types and causes of insomnia as well as the remedies

About – Suggest an Edit

Photos Likes

## WikiHow

- 10.1. How to Prevent Insomnia  
<http://www.wikihow.com/Prevent-Insomnia>
- 10.2. How to Cope With Insomnia  
<http://www.wikihow.com/Cope-With-Insomnia>
- 10.3. How to Cure Insomnia  
<http://www.wikihow.com/Cure-Insomnia>
- 10.4. How to Fall Asleep with Insomnia at a Young Age  
<http://www.wikihow.com/Fall-Asleep-with-Insomnia-at-a-Young-Age>
- 10.5. How to Manage Insomnia  
<http://www.wikihow.com/Manage-Insomnia>

*smartliving.over-blog.com*

Monday 1 november

★ *Managing insomnia*

Sleep hygiene should be considered the foundation of a good night's sleep for everyone. Good sleep hygiene habits include controlling the bedroom environment (dark, quiet and cool is best), exercising earlier in the day, avoiding caffeine and nicotine, restricting alcohol before bedtime, winding down an hour before bed, keeping a consistent bed and wake time, and avoiding liquids before bed. These simple lifestyle changes can help prevent a few nights of poor sleep from



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## **Youtube.com**

1. Online Therapy for Insomnia - Mindfulness Therapy Online for Sleep Disorders

<http://www.youtube.com/watch?v=fNdhnPmj-MQ>

301+ views

2. DAY 1 - 7 day "Cure Insomnia" Hypnosis Course - Hypnosis with Jason Newland

<http://www.youtube.com/watch?v=yRrqaqQf2W4>

259 views

3. DAY 6 - 7 day "Cure Insomnia" Hypnosis Course - Hypnosis with Jason Newland

<http://www.youtube.com/watch?v=nwMMv3cmEHk>

115 views

4. What is insomnia

<http://www.youtube.com/watch?v=1PPXPTImfvA>

3,731 views

5. DAY 4 - 7 day "Cure Insomnia" Hypnosis Course - Hypnosis with Jason Newland

<http://www.youtube.com/watch?v=QLEAHyNQAhQ>

105 views

6. DAY 3 - 7 day "Cure Insomnia" Hypnosis Course - Hypnosis with Jason Newland

<http://www.youtube.com/watch?v=9IfYacGp588>

106 views

7. DAY 5 - 7 day "Cure Insomnia" Hypnosis Course - Hypnosis with Jason Newland

<http://www.youtube.com/watch?v=expkVaki3rE>

116 views

8. "In Bed With Jason" - FREE Sleep / Insomnia Relief HYPNOSIS SERVICE with Jason Newland

<http://www.youtube.com/watch?v=8gd621NKv7I>

1,001 views

9. "Insomnia Hypnosis" - FREE Insomnia/Sleep Relief HYPNOSIS - Hypnotherapist Jason Newland

<http://www.youtube.com/watch?v=ioXS-igx6GE>

832 views

10. What Movie Puts You to Sleep? Curing Insomnia with Movies

<http://www.youtube.com/watch?v=61rhZYBhkNw>

164 views



## **Best Articles On The Subject**

1. The 11 Kinds of Insomnia

<http://www.health.com/health/gallery/0,,20460833,00.html>

2. Insomnia Medications

<http://www.drugs.com/condition/insomnia.html>

3. Sleep Disorders Health Center

<http://www.webmd.com/sleep-disorders/insomnia-medications>

4. Insomnia Symptoms, Remedies and Causes

<http://www.easynight.org/sleeping-trouble/insomnia.htm>

5. zaleplon, Sonata

<http://www.medicinenet.com/zaleplon/article.htm>

6. ramelteon, Rozerem

<http://www.medicinenet.com/rozerem/article.htm>

7. smartliving.over-blog.com

<http://smartliving.over-blog.com/article-managing-insomnia-60096744.html>

8. Insomnia

<https://umm.edu/health/medical/reports/articles/insomnia>

9. Chronic Insomnia? Hitting The Treadmill Could Help ... Eventually

<http://www.npr.org/blogs/health/2013/08/15/212263806/chronic-insomnia-hitting-the-treadmill-could-help-eventually>

10. How to treat insomnia

<http://www.realbuzz.com/articles/how-to-treat-insomnia/>

**NicheHacks**.com  
Niche Domination Shortcuts

## Magazines On The Subject

Yoga journal Ayurvedic Sleep Aids

<http://www.yogajournal.com/health/2542>

Alternative Medicine Magazine's Definitive Guide to Sleep Disorders: 7 Smart Ways to Help You Get a Good Night's.

[http://www.amazon.com/s/ref=nb\\_sb\\_noss?url=search-alias%3Daps&field-keywords=Alternative%20Medicine%20Magazine%27s%20Definitive%20Guide%20to%20Sleep%20Disorders%3A%207%20Smart%20Ways%20to%20Help%20You%20Get%20a%20Good%20Night%27s](http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=Alternative%20Medicine%20Magazine%27s%20Definitive%20Guide%20to%20Sleep%20Disorders%3A%207%20Smart%20Ways%20to%20Help%20You%20Get%20a%20Good%20Night%27s).

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## 10 Article Title Ideas

11. Can't Sleep? What To Know About Insomnia
12. Lack of sleep impairs creativity
13. Creative insomnia
14. Studies that support creative insomnia
15. Good sleep, good learning, good life
16. Insomnia: relax... and stop worrying about lack of sleep
17. Primary Sleep Disorders
18. Insomnia Prevention
19. Insomnia Prognosis
20. Insomnia Medications

## **Infoproduct & Ebook Ideas**

- How To Cure Insomnia Naturally
- Insomnia In Children Solutions
- How To Live A Healthier Life To Get Rid Of Insomnia
- Reducing Stress & Anxiety For A Better Nights Sleep
- Beating Insomnia Without Pills
- How To Create A Good Sleep Routine
- How To Deal With Insomnia Related Issues



## **Report Summary & Conclusions**

Insomnia is a GIGANTIC niche that's getting bigger year by year due to the increase in stress and anxiety in modern life.

Insomnia affects peoples lives in every possible way causing stress, depression, anxiety, mood swings, eating disorders, relationship issues, work problems, suicide and more so people are DESPERATE for all sorts of solutions.

Natural remedies are in huge demand as people don't want a life time reliant on pills.

There's dozens of sub-niches waiting to be explored, endless products to promote, it's a desperate niche that people want a solution right now to.

People rarely get instantly cured from insomnia and will suffer from it throughout different periods of their lives so they'll always come back for more advice.

There's no shortage of sites, blogs, forums, social media hubs and more that you can find advice, content ideas and traffic from.

All of these factors make insomnia a fantastic niche market to be involved with and a stupidly profitable one too considering hundreds of billions of dollars are spent in the niche every year.

Thanks for downloading this report.  
Discover more niche hacks at my blog...

<http://www.nichehacks.com/>

Or contact me on:

nichehacks [at] nichehacks [dot] com

[www.twitter.com/NicheHacks](http://www.twitter.com/NicheHacks)

[www.facebook.com/NicheHacks](http://www.facebook.com/NicheHacks)



All the best,  
Stuart Walker

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