**Mature Woman Fitness Niche**

The general health and fitness niches are among the most popular, which is no surprise. When people think about the core components of what they want to change about their lives, fitness is generally within the top three.

Because of this, there are a TON of different newsletters out there about health and fitness. Some are more general, while others are more specific.

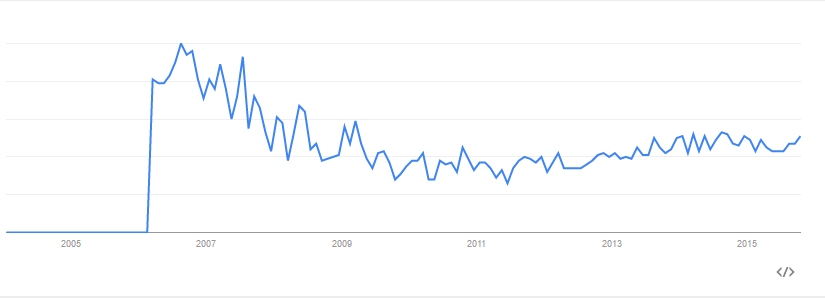
Keep in mind, because this is such a booming industry, you will be facing an adequate amount of competition. This isn't to scare you away, just to make you more aware.

Due to this level of competition, the more you can separate yourself from the pack, the better off you will be. This means not only picking a niche like health and fitness, but also picking a sub-niche that you can focus on.

There are different demographics that you can look at when trying to formulate your specific sub-niche, all with their pros and cons. One of my favorites is aging men and women.

The mature woman fitness niche is one that isn't generally explored, because most people think of adults at the peak of their health when they consider fitness.

In reality, there are TONS of people around fifty or older who are looking to revitalize their body and bring themselves physically closer to youth.



As you can see in the above graph on "Mature Fitness" on Google Trends, the popularity of fitness for an advanced age has been steadily climbing since 2011.

This means the opportunity to make money in this niche is present and it also means that you can be on the forefront on what looks to be a growing search term.

Sometimes it works better to bet on a niche that is still in its growth phase, because it gives you the opportunity to corner the market.

With proper advertising, you can be one of the few marketers out there targeting mature women for affiliate marketing.

Remember, just because the market isn't large, doesn't mean it isn't there!

In a Gallup poll from 2010, 65% of women have said they are above their ideal weight. That's a huge market!

Think about it...that's 65% of women that may at least be *considering* weight loss and you have the tools to help them with this process.

The other great thing about this niche is the products on Clickbank are generally targeted at all ages, meaning that no matter what diet or fitness program you decide to plug, it should fall within your sub-niche.

Because of this, you have access to some of the best and most popular products on Clickbank, which gives you a variety of products to choose from, all while knowing that you will have success on high-gravity items.

Let's face it, a LOT of people are pushing the health and fitness niche. To enter this field, you need to have something different that sets you apart. This is why targeting mature women specifically can put you ahead of the curve.

Start researching Clickbank products today and get a better feel for what this niche can provide you. With proper marketing, I know you can get great results!