

Niche Selection Worksheet

Step 1: Identify Your Interests & Skills

Answer these questions to discover a niche that aligns with your passion, knowledge, and desire to serve others.

1. What topics do you love talking about and learning more about?

- _____
- _____

2. What are some skills, experiences, or knowledge you already have?

- _____
- _____

3. What challenges have you personally overcome that others struggle with?

- _____
- _____

4. What do friends or family often ask you for advice about?

- _____
- _____

5. What books, podcasts, or videos do you naturally gravitate toward?

- _____
- _____

Step 2: Validate Your Niche Idea

Use this checklist to see if your niche has demand and can be monetized.

Is there an audience? Are people actively looking for information on this topic?

Are there existing products or courses? Competition means there is demand.

Can this topic be monetized? Can you create mini-courses, digital products, or memberships around it?

Does it align with your faith values (if applicable)? If you want to integrate faith, does this niche allow for it?

Will you enjoy teaching and creating content about this for years? Sustainable businesses are built on passion and commitment.

If you checked at least **4 out of 5**, this niche has strong potential.

Step 3: Niche Refinement Exercise

1. **Broad Topic:** What is the general topic you are interested in?

- _____

2. **Who needs this?** Describe your ideal audience.

- _____

3. **What problem does it solve?** Why do people need help with this?

- _____

4. **How will you serve them?** (Check all that apply)

- _____
- _____
- _____

5. **What transformation will they experience?**

- _____
- _____
- _____

Step 4: Test Your Niche with a Simple Market Research Check

1. Search for Your Niche on Google & YouTube

- Are there articles, videos, or forums discussing this topic?
- Are people commenting, asking questions, or engaging with the content?

2. Check Amazon, Udemy, and Pinterest

- Are there books, courses, or Pinterest pins on this subject?
- What types of content are getting the most traction?

3. Facebook Groups & Communities

- Are there Facebook groups dedicated to this niche?
- What are the common questions being asked?

Step 5: Make Your Final Niche Choice

Based on your answers above, write down your **final niche selection**:

My Niche: _____

My Ideal Audience: _____

The Main Problem I Will Help Solve: _____

