



Niche Discovery Planner for Beginners

Use this guided planner to explore your interests, evaluate options, and choose a niche you can enjoy and build a business around.

Step 1: Explore Your Interests

Write down things you enjoy, talk about, or could see yourself learning more about.

What topics, hobbies, or passions do you enjoy?

What do friends or family ask your advice on?

What would you love to talk about even if no one paid you?

Step 2: Brainstorm Possible Niches

Turn your interests into possible niche ideas.

Interest or Topic	Possible Niche Idea

Step 3: Research Your Top 3 Ideas

Use Google, YouTube, Amazon, and Facebook to research these 3 questions for each niche:

- Are people searching for this?
- Are there affiliate products available?
- Are people making content (videos/blogs/groups) on this?

Niche Idea	Audience Exists? (Y/N)	Products Available? (Y/N)	Content Online? (Y/N)

Step 4: Evaluate Your Top Choices

Give each niche a score (1-5) based on how excited you are and how much potential it has.

Niche Idea	Excitement (1-5)	Earning Potential (1-5)	Confidence Level (1-5)

Step 5: Make Your Final Decision

Based on what you've explored and scored above:

★ My chosen niche is: _____

Why I chose this niche:

What kind of content would I enjoy creating in this niche?

What kind of products could I promote?
