

The Niche-Picking Checklist for Beginners

A Step-by-Step Worksheet to Choose Your Profitable Niche

Step 1: List Your Top 3 Niche Ideas

- Brainstorm and write down your three most promising niche ideas.
- Briefly note why each one interests you.

Niche Idea 1	Niche Idea 2	Niche Idea 3

Step 2: Interest & Personal Fit

For each niche, answer:

- Am I genuinely interested in this topic?
- Would I enjoy creating content about it long-term?
- Would I want to be the face of this niche, or stay anonymous?
- Am I comfortable sharing this with friends/family?

Rate your personal interest (1 = low, 5 = high):

Niche	Interest Rating (1-5)	Notes (Why/Why Not?)
1		
2		
3		

Step 3: Evergreen vs. Trend Potential

- Is this niche always in demand (evergreen) or based on a trend?
- If trend-based, can it be tied to an evergreen topic?

Niche	Evergreen, Trend, or Both?	Notes on Longevity/Stability
1		
2		
3		

Step 4: Profitability Check

- Are there digital products (courses, ebooks, memberships) to promote?
- Are there tangible/physical products available?
- Are affiliate programs easy to find with good commissions?
- Is there potential to create your own product?

Niche	Monetization Opportunities (List at least 2-3)
1	
2	
3	

Step 5: Audience Research

- Who is the typical audience? (Age, gender, pain points)
- Are there active forums, groups, or communities?
- Can you easily find questions/discussions online?

Niche	Audience Profile & Where They Hang Out
1	
2	
3	

Step 6: Competition Snapshot

- Are there established blogs, YouTube channels, or influencers?
- Is the market saturated, or are there gaps?
- What are competitors doing well? Missing?

Niche	Competition Observations
1	
2	
3	

Step 7: Content & Topic Brainstorm

- Can you list 10–20 content ideas?
- Are there subtopics or fresh angles?

Niche	Sample Content Ideas
1	
2	
3	

Step 8: Quick Score & Gut Check

Rate each niche (1 = low, 5 = high):

Niche	Interest	Profitability	Audience Potential	Competition (lower = better)	Total Score
1					
2					
3					

Which niche excites you most? Why?

Step 9: Decision Time!

My chosen niche is: _____

I commit to focusing on this niche for at least 6–12 months!

(Your Signature)

Step 10: Next Steps

- List your first 3 content ideas:
- List 2–3 products or affiliate programs to check out:

Tip: Save your other top ideas—you can always revisit them as your business grows!

Print this worksheet and keep it handy as you build your online business. Wishing you every success!

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