

Niche Selection Worksheet Template

1. Identify Your Passions and Strengths

- **Passions:**
 - What topics do you enjoy reading about?
 - What activities do you love to do in your free time?
 - What could you talk about for hours?
- **Strengths:**
 - What skills do you excel at?
 - What subjects do friends and family come to you for advice on?
 - What have you been recognized for in your career or personal life?

2. Market Demand Analysis

- **Topic Ideas:**
 - List 5-10 topics you are passionate about and have strengths in.
- **Search Volume:**
 - Use tools like Google Trends or Ahrefs to check the search volume for each topic.
 - Record the monthly search volume for each topic.
- **Competition Analysis:**
 - Search for each topic on social media platforms and note the number of influencers already established.
 - Identify 3-5 major influencers in each topic.
 - Assess the quality and engagement of their content.
- **Audience Analysis:**
 - Identify the target audience for each topic.
 - Research the demographics and interests of these audiences.
 - Determine if the audience size is large enough to support growth.

3. Monetization Potential

- **Revenue Streams:**
 - List possible ways to monetize each topic (e.g., sponsored posts, affiliate marketing, product sales, online courses).
- **Brand Partnerships:**
 - Identify potential brands and businesses that align with each topic.
 - Check if these brands are actively collaborating with influencers.
- **Affiliate Programs:**

- Look for affiliate programs related to each topic.
- Assess the commission rates and product relevance.

4. Personal Brand Alignment

- **Authenticity:**
 - Reflect on how each topic aligns with your personal values and story.
 - Determine if you can consistently create authentic content for each topic.
- **Longevity:**
 - Consider if you can see yourself discussing this topic in the long term.
 - Evaluate the potential for growth and evolution within the niche.

5. Final Evaluation and Selection

- **Scoring:**
 - Assign scores (1-5) for each criterion: Passion, Strength, Search Volume, Competition, Audience Size, Monetization Potential, Authenticity, and Longevity.
 - Sum the scores for each topic to identify the highest-scoring niche.
- **Decision:**
 - Select the top 1-2 niches based on your scores.
 - Commit to a niche that balances passion, strength, market demand, and monetization potential.