

# Niche Selection Worksheet

## Step One: Explore Your Passions and Interests

Write down 5 niches, hobbies, or areas of interest you're deeply passionate about.

Example: Fitness for busy moms, eco-friendly living, or AI tools for small businesses.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Step Two: Identify Your Skills and Expertise

List 5 skills or areas of expertise you currently have, whether professional or personal.

Example: Graphic design, digital marketing, mindfulness coaching, or budgeting.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Step Three: Understand the Audience

For each niche or skill, list:

1. Problems they face (What are they struggling with?)
2. Fears they have (What keeps them up at night?)
3. Desires they want (What's their ultimate goal?)

- Niche 1:

- Problems: \_\_\_\_\_

- Fears: \_\_\_\_\_

- Desires: \_\_\_\_\_

- Niche 2:

# Niche Selection Worksheet

- Problems: \_\_\_\_\_
- Fears: \_\_\_\_\_
- Desires: \_\_\_\_\_

## Step Four: Zero In on the Most Significant Problem and Desire

From the lists above, select the most pressing problem and the strongest desire for your chosen niche.

- Biggest Problem: \_\_\_\_\_
- Strongest Desire: \_\_\_\_\_

## Step Five: Analyze the Market

Are there established creators, YouTubers, or websites already solving this problem?

1. List any creators, websites, or platforms you find inspiring:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

2. What gaps or opportunities do you see in their approach?

- \_\_\_\_\_

## Step Six: Assess Your Ability to Help

1. Do you currently have the skills or knowledge to solve this problem?

- Yes / No

2. If No, what skills or knowledge do you need to acquire?

- \_\_\_\_\_

## Step Seven: Create Your Unique Value Proposition

1. How can you uniquely solve this problem or deliver on the desires of your audience?

- \_\_\_\_\_

2. What transformation can you promise your audience?

Example: "I help busy moms lose 10 pounds in 30 days without spending hours at the gym."

# Niche Selection Worksheet

- \_\_\_\_\_

## Step Eight: Develop a Plan to Close Any Gaps

If you don't yet have the skills or knowledge to solve this problem:

1. Write the problem down in one or two sentences.

Example: "My audience struggles with creating engaging social media content and feels overwhelmed by algorithms."

- \_\_\_\_\_

2. What steps will you take to develop the expertise needed to solve this problem?

Example: Take a course, interview experts, or experiment and document results.

- \_\_\_\_\_

## Better Questions to Consider

Here are additional questions to refine your niche selection process:

1. Who do I enjoy helping the most?
2. What specific transformation can I guide someone through?
3. What struggles have I personally overcome that others might face?
4. What tools, systems, or strategies have I mastered that others need?
5. What topics make me excited to talk, teach, or create content about for years to come?