

## Niche Exploration Worksheet

Not sure which niche to choose? You're not alone! Choosing your niche can feel overwhelming. After all, you have an endless list of options (literally). Not only that, but it's easy to worry you're going to be stuck with your choice forever.

Just like everything online though, we're not carving it on stone tablets. If you make a choice you find you just don't enjoy, you can always change it up later.

With that in mind, let's brainstorm some ideas. Just answer the questions below as quickly and concisely as possible. The goal is to finish this worksheet in less than 10 minutes, so there's no time to over think or second guess. The first answers that come to mind are almost always the right ones.

*What hobbies do you enjoy spending time and money on?*

*What groups or organizations do you belong to or donate to?*

*What have you always wanted to learn or do?*

## Back to Basics: An Online Business Start-Up Plan

*What are the topics of the YouTube channels and podcasts you subscribe to?*

*When you're deep in conversation with your closest friends, what subjects come up over and over again?*

*When friends and relatives come to you for help, what are they most likely to be struggling with?*

### - WHAT BROAD TOPICS ARE YOU SEEING? -

Broad topics include things like weight loss, exercise, gardening, relationships, pets, productivity, etc. List your top three below.

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- ☐ \_\_\_\_\_

## - NICHE IT DOWN -

For each of your broad topics, think about the sub- and sub-sub categories that really spark your interest. For example, if a broad topic is gardening, a sub-category might be flower gardens, and a sub-sub category might be rose gardens.

Narrow your broad topics down into smaller sub- and even sub-sub categories, based on your experiences, your interests, and your skills. If you need help, take a look at [Amazon.com](https://www.amazon.com)'s book categories for inspiration.

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A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

☐ \_\_\_\_\_

A. \_\_\_\_\_

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A. \_\_\_\_\_

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Finally, take your list of sub- and sub-sub categories and review them using the **Profit Potential Checklist**. Once you know your idea is a potential money maker, you're ready to move on to lesson three.