

Niche Selection Worksheet

Find a practical direction for your online business without worrying about finding the perfect idea.

How to use this worksheet

You do not need to complete every question. Use this worksheet as a guide to organise your thoughts and compare your ideas. If you already have a niche in mind, simply complete the sections that are useful to you.

There are no right or wrong answers - and your niche does not have to be perfect before you start.

Your Interests

What subjects do you enjoy learning, talking or reading about?

1.

2.

3.

4.

5.

Your Experience

Think about your work, hobbies, life experience and skills you have picked up along the way. You do not need to be an expert.

1.

2.

3.

4.

5.

Problems You Could Help With

What questions, frustrations or problems could you help a beginner understand or solve?

1.

2.

3.

4.

Turn Your Thoughts Into Niche Ideas

A useful niche often combines a clear audience, a problem and a subject.

Simple example

Busy beginners who want to grow vegetables in small spaces.

Niche Idea 1

My niche idea:

Who would I help?

What problem would I help them solve?

Niche Idea 2

My niche idea:

Who would I help?

What problem would I help them solve?

Niche Idea 3

My niche idea:

Who would I help?

What problem would I help them solve?

Compare Your Best Ideas

Use the scores as a guide, not a rule. Score each idea from 1 (low) to 5 (excellent).

Question	Idea 1	Idea 2	Idea 3
Am I interested in this subject?	_____	_____	_____
Do I have useful knowledge or experience?	_____	_____	_____
Is there a clear audience?	_____	_____	_____
Does this audience have problems I can help solve?	_____	_____	_____
Could I create useful content about this regularly?	_____	_____	_____
Are people already spending money in this market?	_____	_____	_____
Could this eventually earn income?	_____	_____	_____
TOTAL / 35	____	____	____

Use Your Judgement Too

The highest score does not automatically make an idea the right choice. Ask yourself whether the niche feels interesting enough to keep working on while you learn.

Could I imagine working on this niche for the next 12 months?

■ Yes ■ Maybe ■ No

Quick Notes

Choose Your Direction

You are choosing a starting point, not making a decision that can never change.

The niche I'm going to start with is:

The people I want to help are:

The main problem I want to help them solve is:

Three Useful Pieces of Content I Could Create

1.

2.

3.

How Could This Niche Eventually Make Money?

Tick any possibilities that could fit. You do not need to decide this today.

☐ Affiliate marketing	☐ Digital products
☐ Services or freelancing	☐ Advertising
☐ Ecommerce	☐ Courses or training
☐ Membership/community	☐ Other: _____

That's enough for now.

Your niche does not need to be perfect before you begin. Choose a direction that feels promising, start building and refine it as you learn more about your audience.

NEXT STEP: Continue with the GuideIntoPlace Online Business Roadmap
guideintoplace.com/online-business-roadmap/