NICHE RESEARCH WORKSHEET

Find and validate your niche before creating the product.

01 NICHE I'M CONSIDERING

02 WHO IS THE BUYER? — Be specific: situation, role, lifestyle, experience level.

03 WHAT PROBLEM ARE THEY ALREADY TRYING TO SOLVE?

04 WHAT RESULT / OUTCOME DO THEY WANT?

05 NICHE VALIDATION CHECK

■ Clear problem	■ Specific buyer	■ Strong desire
■ Existing competitors	■ People already spend money	■ Easy to reach online

06 COMPETITOR / MARKET RESEARCH

Competitor / Product	What they sell	Price	What I can improve

07 FINAL NICHE DECISION

■ I will use this niche	■ I need more research	■ I will test another niche

MY NICHE IN ONE SENTENCE — I help _____ with _____ so they can _____.

MY NEXT STEP: Validate the niche before spending time creating the product.