

Niche Discovery Checklist for Beginner Marketers

1. Start With a Simple Market Area

- Pick one broad market you enjoy or understand.
- List at least three groups of people inside that market.
- Circle the group you feel most drawn to.

2. Get Clear on Your Ideal Person

- Write down who they are: age range, lifestyle, work, and habits.
- Note what they deal with day to day.
- Explain why you want to help them in one sentence.

3. Map Out Their Main Problem

- List three things they struggle with in this area.
- Highlight the one issue that causes the most stress.
- Describe how this problem shows up in their daily life.

4. Define Their Desired Outcome

- State the main goal they want right now.
- Add two secondary goals they often mention.
- Write a short statement of what life looks like for them after they reach that goal.

5. Check That Your Niche Is Specific Enough

- Make sure your group is narrow, not a giant category.
- Read your niche description out loud. If it feels vague, tighten it.
- Ask: Would a stranger instantly know who I mean?

6. Match Your Skills and Interests

- Write what you already know about this niche.
- List tools, lessons, or techniques you can share.
- Note gaps you may want to learn or research.

7. Look for Real Activity in the Market

- Search for similar blogs, videos, or communities.
- Check what questions people ask in forums or groups.
- Identify two common topics that get the most attention.

8. Test the Money Angle

- List products or services this group buys.
- Check if there are affiliate programs that fit their needs.
- Write down at least three offer ideas you could create or promote.

9. Create Your One-Sentence Niche Statement

- Start with: "I help..." and finish with who you help and the result they want.
- Keep it simple enough for anyone to understand.
- Read it to a friend and ask if it makes sense.

10. Validate With a Small Test

- Create one short piece of content for this niche.
- See how people respond to it.
- Adjust your niche statement if the response feels off.