

Complete the worksheet below to map out ideas for potential niche market ideas:

Step 1: Discovery Questions

Niche Markets that are in some way “connected” to your interests & past experiences often produce the best opportunities. Brainstorm 3-5 potential niche ideas for each of the discovery questions in the space below:

Your Niche Ideas	
Hobbies & Interests	
Skills That You Have Learned	
Things People Ask Your Advice For	
Accomplishments & Solved Problems	
Topics You Enjoy Learning About	

Step 2: Brainstorm “How To” Questions

Brainstorm a list of 3-5 “how-to” questions for each of your niche ideas below. When finished, go back over your list and rate each question or problem as to how valuable the solution would be and whether someone would pay for it or not. 1=low value, 3=moderate value, 5=high value

	Idea	How To Questions	Rating
Interest #1			
Interest #2			
Interest #3			
Interest #4			
Interest #5			

Step 3: Record Additional Niche Ideas

As you complete your brainstorming research for your initial interests, it is common to stumble upon other great ideas. Use this space to record an new ideas that you find as you complete your brainstorming.

Niche Idea List

✓

Keyword Idea List

✓

Product Idea List

✓