

AI DIGITAL FARM

Niche Discovery Worksheet (Advanced Edition)

1. Prompted Brainstorming

Use the prompts below to generate more detailed niche ideas:

- What topics do I never get tired of learning or talking about?
- What problems do people often ask me to help solve?
- What tools, habits, or workflows have I mastered that others struggle with?
- What kind of content do I consume most on YouTube, Instagram, or podcasts?

2. Audience Pain Points

Describe 3 common frustrations your potential audience might face:

1. _____
2. _____
3. _____

3. Market Scan

Go to Etsy, Gumroad, or Creative Market and search your niche idea.

Write down 3 products that already exist in your space:

1. _____
2. _____
3. _____

What do you notice about how they are positioned, priced, and reviewed?

4. Validation Checklist

Tick off each of the following if TRUE for your niche idea:

- ☐ I found similar digital products being sold online
- ☐ I found real people asking questions or struggling with this topic in forums or groups
- ☐ I feel confident creating content or products in this area
- ☐ I can explain who this niche helps and what problem it solves

5. Final Niche Statement

Complete the sentence below to summarise your niche:

I help [WHO] with [WHAT] so they can [RESULT].

Example: I help new mums create 10-minute home workouts so they can feel energised and strong.