

The Niche-Picking Checklist

Five minutes, one page. The exact questions that separate a niche that works from one that quietly wastes your time.

The three things a good niche needs

Miss any one of these and the niche struggles, even if the other two look great.

1. Genuine Interest

- ✓ Can you see yourself writing about this topic for 6+ months without running out of things to say?
- ✓ Do you already know something about it, or are genuinely willing to learn?
- ✓ Would you still be interested in this even if it never made a penny?

2. Real Search Demand

- ✓ Type 5 to 10 questions a beginner in this space might ask into Google, do real suggestions appear?
- ✓ Check a free keyword tool (Jaaxy, Google Keyword Planner), is there measurable monthly search volume?
- ✓ Are there existing blogs, YouTube channels or forums already active in this space?

3. Products Worth Recommending

- ✓ Search "best [topic] products" or "[topic] reviews", does anything real come up?
- ✓ Check Amazon, ClickBank or a relevant affiliate network, are there programmes in this space?
- ✓ Would you feel comfortable genuinely recommending what you find?

How to use this: run any niche idea through all three sections. A clear "yes" on all three is a strong candidate. A firm "no" on any one is a sign to adjust the angle rather than force it.

Your Notes

Field	Your Answer
Niche idea	
Interest? (Y/N)	
Demand? (Y/N)	
Products? (Y/N)	
Decision	

Want the full step-by-step version?

This checklist tells you what to check for. The Niche Finder Workbook walks you through actually doing it, step by step, so you land on a specific, validated niche in about an hour, not just a rough idea. \$27, instant PDF access.

[See the Niche Finder Workbook →](#)

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