DIGITAL AFFILIATE ACADEMY

THE COMPLETE WORKBOOK

5-Day Niche Challenge

Five focused tasks to turn scattered ideas into one evidence-informed niche for your online business or affiliate website.

What you will finish with

One specific niche statement, a record of your demand and product checks, and a clear first content direction. Allow about 15 to 30 minutes each day.

This challenge helps you make a more informed decision. It does not guarantee traffic, sales, profit or income.

BONUS: YOUTUBE NICHE FINDER TRACK

Using the free YouTube Niche Finder? Pages 9-13 show how to test your three channel ideas, check real viewer demand, choose a direction and plan your first three videos.

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BEFORE DAY 1

How to use this challenge

Complete the days in order. Keep your answers in this PDF if your reader supports annotations, or use a notebook. Do not try to prove that an idea is perfect. Your goal is to compare realistic options using the same simple checks.

The five-day path

Day 1: list ideas Day 2: narrow to three Day 3: check demand
Day 4: check products and services Day 5: score, choose and commit

Three rules

1. Use evidence, not excitement alone. Interest matters, but you also need signs that people seek help.
2. Stay specific. A niche is clearer when you can name the audience and the problem or interest.
3. Do not treat monetisation as a promise. Relevant offers show commercial options, not guaranteed earnings.

Your commitment: complete one day at a time and make a decision on Day 5.

DAY 1 OF 5

List ideas worth testing

Today is about volume. Write down 15 to 20 things you know something about or spend real time on. Do not judge, rank or research them yet.

1. Hobbies and interests

What do you spend evenings or weekends doing? Think about specific activities, collections, sports, crafts or subjects.

2. Work and past jobs

What have you done for a living, trained in or volunteered for? Ordinary professional knowledge can be valuable.

3. Problems you have solved

When has someone asked you how to do something? Include challenges you solved for yourself or helped another person handle.

4. Things you repeatedly research

What do you search for, read about or watch when nobody asks you to? Repeated curiosity is useful evidence of genuine interest.

DAY 1 WORKSHEET

Your idea list

Aim for at least three or four ideas from each category. Short phrases are enough.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

11

12

13

14

15

Day 1 is complete when you have at least 15 unfiltered ideas.

DAY 2 OF 5

Narrow the list to three directions

Today you will remove ideas that are too broad, too vague or too difficult for you to stay interested in. Then you will turn the strongest options into focused niche statements.

First filter

Cross out an idea if you would dislike researching it for the next year, cannot identify who it helps, or only like it because you assume it will make money.

Use this niche statement

Audience + subject or problem + intended help

Example: Helping first-time half-marathon runners train safely with realistic weekly plans. This is clearer than simply writing 'running'.

Choose three

Direction 1: I want to help...

Direction 2: I want to help...

Direction 3: I want to help...

Day 2 is complete when you can explain each of your three directions in one sentence.

DAY 3 OF 5

Check real demand

You are not trying to predict revenue. You are looking for signs that people actively ask questions, compare options or seek help in each shortlisted niche.

Run four free checks

Google autocomplete

Type the main topic slowly and record relevant suggestions. Try question starters such as how, why, best and versus.

People Also Ask and related searches

Note repeated questions and wording. Repetition across different searches is more useful than one unusual result.

Communities and discussions

Look for recent questions in forums, social groups, Reddit, YouTube comments or specialist communities.

Content depth

Could you list at least 20 genuinely useful content ideas without repeating yourself? A narrow niche can still have depth.

Evidence record

Direction 1: three questions or search phrases

Direction 2: three questions or search phrases

Direction 3: three questions or search phrases

Day 3 is complete when each direction has visible evidence of real questions or active interest.

DAY 4 OF 5

Check products and services

A viable niche does not need hundreds of products. It needs a sensible connection between the audience's needs and relevant things you could discuss, recommend, create or provide.

Look for several routes

- Physical products sold by reputable retailers
- Software, subscriptions or tools used by the audience
- Books, courses or educational resources
- Professional or local services
- A digital product or service you could eventually create

Important

The presence of products does not guarantee commissions or sales. Check affiliate terms, availability, geography, price, reputation and whether you can promote the offer honestly.

Commercial evidence

Direction 1: list three relevant offers or monetisation routes

Direction 2: list three relevant offers or monetisation routes

Direction 3: list three relevant offers or monetisation routes

Quality check

For every option, ask: Would this genuinely help the audience? Can I explain its limitations? Would I still publish useful content if a commission were unavailable?

Day 4 is complete when each direction has at least two credible commercial options.

DAY 5 OF 5

Score, choose and commit

Use the same criteria for all three ideas. The score supports your judgement; it does not make the decision for you.

Score each criterion from 1 to 5

Interest: Can I work on this consistently?
Experience: Do I have useful knowledge or willingness to learn?
Audience clarity: Can I describe who I serve?
Demand evidence: Did I find real questions and activity?
Content depth: Can I produce many genuinely useful topics?
Commercial fit: Are there credible products, services or offers?

Direction	Fit	Skill	People	Demand	Topics	Offers	Score
1	___	___	___	___	___	___	___
2	___	___	___	___	___	___	___
3	___	___	___	___	___	___	___

Make the decision

My chosen niche

_____

My audience

_____

The main problem, interest or goal I will address

_____

My one-sentence niche statement

_____

My first useful content idea

_____

Day 5 is complete when one niche is selected and your first content direction is written.

YOUR NEXT STEP

Turn the decision into a small project

Do not celebrate by immediately redesigning everything or buying a large technology stack. Use your chosen niche to create one useful piece of work.

Within the next 24 hours

Write the working title of your first article, video, email, resource or social post. Define the single question it will answer.

Within the next 7 days

Create and publish that first useful piece. Ask whether it genuinely helps the intended audience and improve it once.

Within the next 30 days

Publish consistently, note which questions attract attention and adjust the niche based on evidence rather than changing direction after every doubt.

Your 30-day commitment

What I will create

_____

How often I will publish

_____

The evidence I will track

_____

A final reminder

A niche is a practical starting decision, not a lifelong contract. Give the direction enough focused work to produce evidence. Then review what people actually search for, read, ask and buy.

You have completed the 5-Day Niche Challenge.

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BONUS TRACK / USE WITH DAYS 1-5

Choose a YouTube niche with evidence

Use this track alongside the five-day workbook. The free YouTube Niche Finder turns your topic, intended viewer and video format into three possible channel angles. Its suggestions are planning ideas, not live YouTube research or a prediction of views or income. You do the checks below before you choose.

Your outcome: one clearly defined viewer, a repeatable channel promise, ten useful video ideas, and evidence from current videos and viewer questions.

Day 1: Start with a subject you can sustain

From your Day 1 list, circle subjects you could research or demonstrate for six months. Choose one to enter into the finder. Add a real viewer, such as "first-time flat renters" rather than "everyone", and choose a format you can produce regularly.

Prompt	Your answer
A subject I can keep learning about	_____
A viewer I understand or can learn from	_____
My realistic format: camera, voiceover, screen or hands-on	_____

Use the finder output as a shortlist

Copy its three angles into the spaces below. Edit awkward phrasing so each angle describes a real audience and a repeatable type of help. The finder can generate plausible wording, but it has not checked demand, competition or commercial fit.

Angle 1

_____

Angle 2

_____

Angle 3

_____

Worked example (illustration only)
Topic: home coffee. Viewer: beginners with a modest budget. Possible angles: simple brewing basics, buying decisions for starter equipment, and hands-on brew experiments. These still require real-world checking.

Day 1 finish line: three angles you would genuinely be willing to test.

YOUTUBE TRACK / DAY 2

Make the channel promise specific

A broad subject is difficult to plan around. A useful channel angle combines one viewer + one recurring problem or goal + one format you can repeat. It should give you an idea for the next video without locking you into only one video.

Too broad	More focused and testable
Fitness	Strength exercises for adults restarting after a long break
Coffee	Home coffee basics for beginners using affordable gear
Travel	Weekend train trips for people exploring without a car

Write one sentence for each angle

Angle 1: I help [viewer] do [goal] through [type of video]

_____

Angle 2: I help [viewer] do [goal] through [type of video]

_____

Angle 3: I help [viewer] do [goal] through [type of video]

_____

The ten-video test

Pick the strongest angle for now. List ten distinct, useful video titles. Mix first steps, common mistakes, demonstrations, comparisons and real questions. If you run out after three or four ideas, widen or adjust the angle before researching further.

1-5	6-10
1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

A useful constraint
A faceless format can work, but it still needs original explanations, examples, demonstrations or analysis. Do not build a plan around copying or mass-producing interchangeable videos.

Day 2 finish line: three channel promises and ten distinct video ideas for your leading angle.

YOUTUBE TRACK / DAY 3

Check demand on YouTube yourself

The finder does not read YouTube. Research your three angles directly. Search phrases a viewer would actually type, then inspect current videos and comments. Do not decide from subscriber counts or one viral video alone.

Four checks for each angle

1. Search intent. Try the main topic plus a specific viewer need, "how to", "best for" or a common problem. Write down the phrasing YouTube suggests and the questions that appear in titles.
2. Recent, relevant activity. Look for useful videos published recently on the subject. A very old result set may indicate weak coverage, a seasonal topic, or simply a different vocabulary - investigate further.
3. Viewer questions. Read comments on several relevant videos. Record recurring questions, confusion or requests for follow-up. Distinguish genuine questions from generic praise.
4. Room to contribute. Note what current videos explain well and what you could add through your experience, testing, clearer steps or a better-defined viewer.

Research example
For "budget home espresso for beginners", search "espresso under budget beginner" and "first espresso machine mistakes". Note actual questions and recent videos you see. The example is a method, not a claim that this niche has proven demand.

Evidence log: repeat this for all three angles

Angle	Recent videos / searches	Viewer question / gap
1. _____	_____ _____	_____ _____
2. _____	_____ _____	_____ _____
3. _____	_____ _____	_____ _____

Reality check

Competition is evidence of activity, not proof of opportunity. Few competitors can mean an underserved question or little audience interest. Use several signals and be prepared to test with an actual video.

Day 3 finish line: at least one real viewer question and one current content observation for each angle.

YOUTUBE TRACK / DAY 4

Check sustainable content and offers

A channel can be useful without selling anything. If your long-term goal includes income, note relevant products, services or resources the audience might genuinely need. Do not treat the presence of an offer as a forecast of revenue.

Map the audience problem to an honest next step

Viewer need	Potential route	What to verify
Choosing equipment	A relevant affiliate product	Real use, suitability, terms and disclosure
Learning a skill	Your own resource or course	Demand, value, support and fulfilment
Getting help	A service or consultation	Your ability to deliver and clear scope
Growing a community	Long-term sponsorship possibility	Audience fit and transparent terms

Your leading angle: offer and trust check

Two useful products, resources or services, if relevant

_____

What I can explain honestly, including limitations

_____

What I would teach even if there were no affiliate link

_____

Production check

Choose a format you can produce with your current time and tools. Can you demonstrate a real process, show your screen, film a useful example, interview someone, or explain your own research? Decide on a small first batch instead of buying an expensive setup.

Question	Your answer
Time available for one useful video	_____
What I need to record or show	_____
What makes my view original	_____

Important
Affiliate links and sponsorships require appropriate disclosures. Never present AI-generated claims, borrowed footage or hypothetical results as personal experience. Platform rules and monetisation eligibility can change; check current terms before relying on them.

Day 4 finish line: a repeatable production format and any credible, audience-first commercial routes.

YOUTUBE TRACK / DAY 5

Choose one angle and make a pilot

Score each angle 0, 1 or 2 on the same six checks. A higher score helps you choose what to test first. It cannot guarantee views, subscribers, sales or income.

Check	0 points	1 point	2 points
Viewer clarity	Anyone	Broad group	Specific viewer and need
Real questions	None found	A few	Several repeated questions
Current activity	No useful evidence	Some relevant videos	Recent videos and discussion
Your contribution	Little interest	Willing to learn	Knowledge and a useful angle
Video depth	Fewer than five ideas	Five to nine	Ten distinct useful ideas
Offer fit	No clear route	Possible route	Credible audience-first route

Angle	Viewer	Questions	Activity	Contribution	Depth	Offer	Total / 12
1	___	___	___	___	___	___	____
2	___	___	___	___	___	___	____
3	___	___	___	___	___	___	____

A three-video pilot

Choose your strongest angle. Make three different useful videos: one first-step answer, one common mistake or decision, and one demonstration or comparison. Publish them before treating your initial score as a final answer.

My chosen viewer and one-sentence channel promise

Video 1: first-step answer

Video 2: common question or mistake

Video 3: demonstration or comparison

Review after the pilot

Record which questions people actually ask, whether the format is sustainable, and what you would improve. Early view counts alone are a weak signal. Refine the title, presentation or angle when you have useful evidence.

Your decision: one angle, three pilot videos, and a date to review what you learned.