# Free AI Niche Research Toolkit

The free tools and sites behind smart niche research — what each one is for, and a starter workflow you can finish in one afternoon.

## How this toolkit works

You do not need paid software to research a niche. The free tools below cover every step: spotting demand, finding real problems, checking competition, and picking a winner. Use them in the order of the workflow on page 2. Each tool is free to start, though some limit free use per day. Nothing here needs a credit card to try.

## The 10 free tools

### Google Trends — Spot rising vs dying topics

Type a niche idea and check interest over 12 months and 5 years. Rising or steady beats spiky. Compare two ideas side by side before you pick one.

### ChatGPT (free tier) — Brainstorm niches and audience problems

Ask for 20 niche ideas around a skill, then ask for the top 10 problems people in each niche pay to solve. Treat the answers as a starting list, not as facts, and check them with the tools below.

### Google Gemini (free) — Second opinion and fast summaries

Paste a list of niche ideas and ask Gemini to rank them by demand and competition. Use it to double-check what ChatGPT suggested, and to summarize long pages in seconds.

### AnswerThePublic (free searches) — Find real questions people ask

Enter a niche keyword and read the questions people type into Google. Questions reveal pain points. A niche with many fresh questions has an audience that wants answers.

### Google Keyword Planner (free with a Google Ads account) — Check search volume ranges

Enter niche keywords and see rough monthly search ranges. You need a free Google Ads account, but you never need to run an ad. Use it to confirm real demand exists.

### Reddit — Hear the audience in their own words

Search niche subreddits for complaints, questions, and buying advice. Sort by top posts of the year. The same complaint appearing again and again is a problem worth solving.

### YouTube Search — See what gets watched

Search your niche and sort by view count. Videos with high views and busy comments show demand. Read the comments: viewers state their problems there in plain words.

### Amazon Best Sellers — See what already sells

Browse the best-seller lists in niche book and product categories. Steady sellers prove buyers spend money here. Read the 3-star reviews: they list what buyers still want.

### Perplexity (free) — Fast research with sources

Ask research questions and get short answers with links to sources. Use it to check a claim quickly, then open the source itself before you trust the answer.

### Ubersuggest (free tier) — Keyword ideas and content gaps

Enter a niche keyword for keyword ideas and a look at top-ranking pages. The free tier limits daily searches, so save it for your top two or three niche ideas.

## Starter workflow: one afternoon, six steps

Step 1 — Brainstorm (15 min). Ask ChatGPT for 20 niche ideas around a skill or interest you have. Write the list down.

Step 2 — Check demand (20 min). Run your top 5 ideas through Google Trends and Keyword Planner. Drop any idea with flat or falling interest.

Step 3 — Find the problems (20 min). Use AnswerThePublic and Reddit to collect real questions and complaints for your top 3 ideas.

Step 4 — Check what sells (15 min). Look at Amazon Best Sellers and YouTube view counts for each idea. Keep the ideas where buyers already spend.

Step 5 — Score them (10 min). Run each surviving idea through the Profitable Niche Validation Worksheet (Bonus 1). Pick the highest score.

Step 6 — Confirm the gap (10 min). Google the top idea and read page 1. If small sites rank and questions go unanswered, you have a gap to fill.

## A 15-minute daily habit

Once you pick a niche, keep one free tool in your daily routine. Spend 15 minutes a day on Reddit or YouTube comments in your niche. Note every problem people mention. Those notes become your next lead magnet, your next email, and your next product idea. Research never ends, but it only takes minutes a day.

A note on free tiers: free plans change. If a tool limits you, switch to the next tool on the list. The method matters more than any single tool.