Profitable Niche Validation Worksheet

Score any niche before you build a lead magnet around it.
A companion bonus for The FREE AI Niche Finder.

How to use this worksheet

Pick one niche idea. Then work through the four sections below. For each signal, tick the box if it is true, and write a score: 0 = no sign of it, 1 = some sign of it, 2 = strong sign of it. Add up your points at the end. The scoring box tells you what your total means. A niche that scores badly here will cost you weeks later, so test first and build second.

Section A — Demand Signals (max 12 points)

Check	Signal	Score 0-2
☐	People search for solutions — Google shows real searches around the problem, not just the hobby.	[ ]
☐	Active communities exist — Reddit, Facebook groups, or forums talk about the topic every week.	[ ]
☐	Products already sell — Books, courses, or tools in this niche have buyers and reviews.	[ ]
☐	Videos get views — YouTube channels in the niche publish often and attract comments.	[ ]
☐	People ask questions — Quora or AnswerThePublic shows fresh questions, not old ones.	[ ]
☐	Interest is steady or rising — Google Trends shows flat or rising interest over 12 months.	[ ]

Section B — Problem Depth (max 10 points)

Check	Signal	Score 0-2
☐	The problem costs money — It wastes cash, or fixing it saves cash.	[ ]
☐	The problem costs time — It eats hours every week, or the fix saves hours.	[ ]
☐	The problem hurts — It causes stress, pain, fear, or embarrassment.	[ ]

☐	The problem repeats — It comes back often, so people keep looking for help.	[ ]
☐	People already pay for fixes — Paid products or services exist for this exact problem.	[ ]

Section C — Monetization Paths (max 10 points)

Check	Signal	Score 0-2
☐	Affiliate products exist — You can find products to recommend for a commission.	[ ]
☐	Your own product is possible — You could create a guide, template, or mini-course later.	[ ]
☐	Services are in demand — People hire help in this niche, which proves budgets exist.	[ ]
☐	Advertisers spend here — Ads appear on niche sites and videos, which signals money.	[ ]
☐	Buyers come back — The niche has repeat needs, not one-off purchases only.	[ ]

Section D — Competition Check (max 8 points)

Check	Signal	Score 0-2
☐	Small sites rank on page 1 — Blogs and niche sites appear in Google results, not only giants.	[ ]
☐	Weak content ranks — Some top results are thin, old, or poorly written.	[ ]
☐	Clear gaps exist — Questions go unanswered, or no free lead magnet covers the topic.	[ ]
☐	You can do better — You can name one way your content would beat the top result.	[ ]

Your Score

Section	Your points	Max
A — Demand Signals		12
B — Problem Depth		10

C — Monetization Paths		10
D — Competition Check		8
TOTAL		**40**

30–40: Strong niche. Build your lead magnet now. 20–29: Promising. Build a small test first. 10–19: Weak. Fix the gaps or pick another niche. 0–9: Skip it. The demand or the money is not there.

Your Decision

Niche idea: _____

Total score: _____ / 40 Decision: ☐ Build it ☐ Test it first ☐ Skip it

Notes: _____

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Tip: run this worksheet on three niche ideas, then build for the highest score. A one-hour check now can save a month of work on the wrong niche.