

Niche Marketing — Workbook

This workbook turns the course content into applied action. Each section maps to a course module and contains exercises to generate your own candidates, validation data, positioning draft, and 90-day plan. Work through each section in order — the outputs of earlier sections feed directly into later ones.

Finding Your Niche

Generate and score at least five niche candidates using the brainstorm prompts and the Pain-Passion-Purchasing-Power matrix.

Exercise: Five Brainstorm Sprints

Set a 12-minute timer for each prompt below. Write without filtering. Aim for at least four niche candidates per prompt. Do not evaluate — just generate.

- What do you know how to do that most people find confusing or intimidating? List every skill, knowledge area, or past job that applies.

- What frustrations do you hear repeatedly in communities, social feeds, or conversations you are part of? Describe the complaint and the community it comes from.

- What did you personally struggle with and eventually solve? Be specific about the before state, the turning point, and the outcome.

- What existing product or service serves an audience poorly — and what would a better version look like?

Worksheet: Pain-Passion-Purchasing-Power Scoring Matrix

For each niche candidate you generated, score it on Pain (1-5), Passion (1-5), and Purchasing Power (1-5). Total each row. Candidates scoring 12 or above move to Module 2 validation.

Niche candidate description

Pain score (1-5) — rationale

Passion score (1-5) — rationale

Purchasing Power score (1-5) — rationale

Total score

Move to validation? (yes/no)

Checklist: Niche Candidate Triage Checklist

- I have generated at least 20 raw niche candidates across all five brainstorm prompts
- I crossed off every niche with zero existing competitors (no proven demand)
- I crossed off every niche I have no personal entry point into
- I have scored all remaining candidates on the 3P matrix
- I have identified a shortlist of three candidates with scores of 12 or above
- My shortlist candidates each have a specific problem, not just a demographic

Validating Demand Before You Build

Run keyword research, Reddit mining, and competitor analysis on your top three niche candidates to confirm real buyer demand before committing.

Exercise: Reddit and Amazon Voice-of-Customer Mining

For each niche candidate, find at least one active subreddit and at least one top-selling Amazon book or product. Copy 15-20 verbatim quotes from Reddit comments and 3-star Amazon reviews. Then group the quotes into the four themes below.

- Frustrations: what do they say they are sick of, annoyed by, or can't find? Write 5-8 exact quotes.

- Aspirations: what outcome are they hoping for? What does success look like to them in their own words?

- Purchase triggers: what did they say made them finally buy or search for a solution?

- Whitespace signals: what did they say was missing from existing solutions — things they wish existed but couldn't find?

Worksheet: Competitor Audit Matrix

Identify three competitors for each of your top two niche candidates. Fill in the matrix below for each competitor. Look for columns where all competitors score the same — that uniformity is the industry default assumption you can challenge.

Competitor name and URL

Stated target audience (who do they explicitly serve?)

Homepage headline (exact words)

Core promise or transformation claimed

Price range and tier structure

Top content topics (3-5 themes)

Topics they never cover (gaps you noticed)

Most common customer complaint (from reviews or social)

Checklist: Validation Gate Checklist

- I found at least one keyword with 1,000-10,000 monthly searches for each shortlist niche
- I copied at least 15 verbatim voice-of-customer quotes per niche from Reddit or Amazon
- I completed the competitor matrix for at least two niches with three competitors each
- I identified at least one whitespace signal — a need all competitors are missing
- I ranked my three candidates by validation strength and selected one primary niche to pursue
- I can name the exact person, problem, and context that defines my chosen niche

Positioning as Category-of-One

Write and test three versions of your positioning statement, then translate the strongest one into homepage and channel-specific copy.

Exercise: Positioning Statement Workshop

Using the template below, write three different versions of your positioning statement. Each version should explore a different category frame or unique mechanism. Then run each version through the three tests (replacement, mirror, copycat).

- Write Version 1 using this template: For [specific target], who [specific problem or situation], [your brand] is the [category name] that [unique mechanism] so that [outcome].

- Write Version 2 — change the category name and unique mechanism while keeping the same target and outcome.

- For each version, apply the three tests: (a) Replacement test — does it make clear what to stop using? (b) Mirror test — would your ideal customer say yes, that's exactly me? (c) Copycat test — could a competitor copy it without it being obviously false for them?

Worksheet: Three-Tier Message Translation

Take your winning positioning statement and translate it into Tier 2 and Tier 3 channel copy. Every tier must be derivable from the tier above it — no new claims or invented benefits.

Tier 1 — Positioning statement (full sentence, internal use)

Tier 2 — Homepage headline (8-12 words)

Tier 2 — Homepage subheadline (20-30 words)

Tier 3 — LinkedIn headline (120 characters max)

Tier 3 — Email subject line (50 characters max)

Tier 3 — Short bio / Twitter-X bio (280 characters max)

Notes: which specific claims appear in all tiers?

Checklist: Positioning Completion Checklist

- I completed all three versions of the positioning statement template
- My winning statement names a specific target, problem, and outcome
- My winning statement passes the copycat test — a competitor could not copy it truthfully
- I translated my positioning into all five Tier 3 channel formats

- [] Every channel message is consistent with my Tier 1 positioning statement
- [] I have shared the positioning statement with at least one person from my target audience and received a positive reaction

Building a Niche Community Flywheel

Design your community home base, content plan, and 90-day milestone schedule to launch your niche flywheel.

Exercise: Community Flywheel Design

Map out your community flywheel by completing each of the five stages for your specific niche. Be specific about the tools, content types, and triggers you will use at each stage.

- **Attract:** what content will you publish that only your niche would care about? Name 5 specific topics or titles that would be highly relevant to your target audience and ignored by everyone else.

- **Activate:** what quick win will you give new community members within 48 hours of joining? Describe it specifically — a template, a checklist, a live call, a personalized audit?

- **Amplify:** how will you make it easy for members to publicly share their wins? What format will their success stories take, and on which platform will you post them?

Worksheet: 90-Day Content and Milestone Plan

Break your 90-day niche domination plan into three 30-day sprints. For each sprint, record your milestone goals, the hub content pieces you will publish, and the metrics you will track.

Days 1-30 — Foundation milestone goal

Days 1-30 — Hub content pieces planned (titles or topics)

Days 1-30 — Weekly metric targets

Days 31-60 — Traction milestone goal

Days 31-60 — Hub content pieces planned

Days 31-60 — Weekly metric targets

Days 61-90 — Validation milestone goal

Days 61-90 — Hub content pieces planned

Days 61-90 — Weekly metric targets

90-day review date (calendar entry made?)

Checklist: Launch Readiness Checklist

- I have chosen one primary platform that matches where my niche already gathers
- I have set up my community home base (Slack, Circle, Discord, LinkedIn group, or email list)
- I have written my first 4 hub content pieces or have them scheduled
- I have defined my member activation event and it is ready to deliver
- My community description and welcome message uses my niche positioning language
- I have my 90-day milestone plan in a calendar with weekly review blocks
- I can name the three metrics I will check every week

Your Action Plan

1. Complete all five brainstorm sprints and generate a minimum of 20 niche candidates before scoring any of them
2. Apply the Pain-Passion-Purchasing-Power matrix to every candidate and identify your top-three shortlist (all scoring 12 or above)
3. Run Reddit and Amazon voice-of-customer research for each shortlist niche and collect 15 verbatim quotes per niche
4. Complete the competitor audit matrix for at least two niches, three competitors each, and identify the whitespace your offer can own
5. Select your primary niche based on combined 3P score and validation strength, then write three versions of your positioning statement
6. Run your positioning statement through the three tests and choose the version that passes all three
7. Translate your positioning statement into the five channel-specific formats (homepage hero, subheadline, LinkedIn, email, bio)
8. Choose your primary content platform and set up your community home base before publishing any content
9. Design your five-stage flywheel with specific tools and actions for each stage, and create your member activation event
10. Build and commit to a 90-day milestone plan with weekly metrics tracked every Friday

