

Niche Evaluation Worksheet

Lesson 2.3: Narrowing Down to a Profitable Niche

Instructions: Use this worksheet to evaluate your chosen niche based on demand, competition, and profit potential. Score each category on a scale of 1 to 5 (1 = low, 5 = high), and use the total score to help you select your final niche.

Demand:

Score (1-5):

Reason for Score:

Competition:

Score (1-5):

Reason for Score:

Profit Potential:

Score (1-5):

Reason for Score:

Total Score:

Final Niche Selection and Justification: