Niche Decision Worksheet

Evidence in, decision out — the Small Channel Proof method

The method

A niche is the overlap: your sustainable interest ∩ demonstrated demand ∩ competition a newcomer can enter. Interest passed the Sustain Test. Today: harvest what people type, prove small channels are being found, size it Goldilocks — then decide in pen with the 90-day clause.

The Goldilocks test

✓ Could I list 50 videos without straining? (not too narrow)

✓ One sentence: who picks ME over the big general channels, and why? (not too broad)

Fix is usually one sharpening word: "for beginners" · "one-income" · "vintage" · "forgotten."

The ethical line (permanent)

Topics, questions, and formats are free to learn from. Scripts, thumbnails, and titles are someone’s work — never copy them. Learn the pattern; make your own thing.

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Candidate 1 — evidence sheet

CANDIDATE 1: _____

SEARCH HARVEST (best suggestions — base topic + alphabet trick):

SMALL CHANNEL PROOF (channel · subs · views · angle) — hunt for 3+:

VERDICT: 3+ outliers ■ giants-only ■ crickets ■

GOLDILOCKS: 50 videos easy? · my one-sentence "why me over the giants":

FACELESS FIT with my lane: YES ■ NO ■ with adjustment: _____

Niche Decision Worksheet

Candidate 2 — evidence sheet

CANDIDATE 2: _____

SEARCH HARVEST (best suggestions — base topic + alphabet trick):

SMALL CHANNEL PROOF (channel · subs · views · angle) — hunt for 3+:

VERDICT: 3+ outliers ■ giants-only ■ crickets ■

GOLDILOCKS: 50 videos easy? · my one-sentence "why me over the giants":

FACELESS FIT with my lane: YES ■ NO ■ with adjustment: _____

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The decision page — in pen

MY NICHE:

THE STRONGEST EVIDENCE (best outlier + richest search cluster):

SET ASIDE (runner-up + why):

The 90-day clause

"This is my niche for the next 90 days. I will not relitigate this decision —
I'll let published videos and real data do the talking."

Signed: _____ **Date:** _____

Copy the decision into your Channel Clarity cornerstone — then stop deciding and start Lesson 3.