



Niche Evaluation/General Topic

Name: _____

Niche/idea: _____

1. Hungry / fanatical market:	Pts	Your Topic
a. Desperate for information	10	
b. Interested in information	5	
b. Prevention rather than cure	1	
2. Marketing channel		
a. Existing marketing channel in place	10	
b. Marketing channels easy to identify	5	
c. No obvious marketing channel	1	
3. Potential story / hook		
a. Yes – own powerful story	10	
b. Yes – others' story	5	
c. No story	1	
4. Type of content		
a. Sequential, long term (2 years)	10	
b. Sequential, limited term	5	
c. Not sequential	1	
5. Who can prepare content?		
a. Based on personal expertise	10	
b. Based on others' expertise	5	
c. Purchase from sources	1	
6. Size and location of market		
a. Worldwide market	10	
b. Local market	5	
c. Very limited market	1	

