

# THE ULTIMATE NICHE FINDER

*starts with A*

NOTES + IDEAS HERE

Check out these ideas and possibilities as you refine and “niche down” on the topics you are passionate about.

## ANTIQUES (7 ideas)

Finding, collecting, restoring, selling at markets/shows, international concerns (duties, shipping, etc.), selling online, judging the value of antiques

## ARCHITECTURE + BUILDINGS (12)

The buildings of a specific architect, how to get into architecture, green/sustainable architecture, top architecture schools, perfecting your craft, best conferences, architectural inspiration, architecture exam, architecture in NYC, architecture in Rome, architecture you must see in Europe, Spanish architecture you must see

## ART (27)

Fine art, modern art, art galleries/studios of the world, getting started as an artist, getting shows, selling your art, best art schools, self-taught art, art inspiration, legal concerns for artists, art of the Middle East, African art, watercoloring demystified, working with oils, canvas love, vegan art supplies, art institutes demystified, hanging and displaying art, art careers, art therapy, teaching art, writing an art book, art for kids, art for healing, famous artists, frames, fashion illustration

## AUDIO (14)

Recording audio, podcasts, software for audio, tech and equipment for getting good audio, audiobooks, audio mixing and mastering, audio editing, best speakers and headphones, the history of audio, troubleshooting audio, audio for movies, audio for live performances, audio for conferences and other events, audio for silent disco/dance parties

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# THE ULTIMATE NICHE FINDER

starts with **B**

Psst--Imagine each of these lists with an "etc." at the end. They are meant to get your mind going and to help remind you of the things you love and would enjoy talking about or building content around.

## **BEAUTY (14 ideas)**

Nail care, nail styling, all-natural beauty items, vegan beauty items, makeup tips, makeup reviews, specialty makeup (stage, movies, etc.), beauty across cultures, the history of beauty, becoming a beauty blogger or YouTuber, beauty box subscriptions, budget beauty items, spa reviews, starting your own beauty company

## **BICYCLE LIFE (10)**

Benefits of biking, best bikes, bike clubs, bike culture, bike gear, mountain biking, cycling competitions or races, repairing your bike, spin culture, best apps for bikers

## **BIKES--AS IN, MOTORCYCLES (9)**

Specialty bikes, bike repairs, bike racing, bike gear, bike clubs, bikes in pop culture, getting into bikes, riding tips and tutorials, stunts and special effects

## **BLOGGING (12)**

Niche blogging (ex: a blog about typewriters, or vintage phones, or how to make kombucha), lifestyle blogging, blogging for your business, turning your blog into a business, how to write, how to get started, the power of blogging, blogging for emotional healing, getting sponsorships through your blog, blog design, blog coding, blog reviews

## **BOATS (11)**

Sailboats, motorboats, yachts, canoes, best types of boats, boat repairs, boat news (latest + greatest), boat races, boat

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# THE ULTIMATE NICHE FINDER

*starts with B or C*

clubs, boating lessons, sailing lessons

## **BOOKS + LIT (9 ideas)**

Reading lists for kids, business books, poetry collections, sci-fi reviews, mystery novels, history + historical fiction, how to read 100 books per year, cultural literature, on being a book nerd

## **BUSINESS (20)**

Selling physical products, Amazon fulfillment, selling handmade items, starting a business, using social media for business, PR, interviews with interesting business owners, becoming a freelancer, coaching online, selling information, self-publishing, the start-up world, start-up culture, getting funding for your start-up, marketing your brick and mortar business, marketing online, hiring, managing a team, the benefits of a VA, business finances and accounting

## **CAREER (11)**

Getting your dream job, advancing, resumes, professional writing, communicating in the workplace, managing a team, navigating a male-dominated niche as a female, navigating a female-dominated niche as a male, navigating your workplace as a minority, overseas careers, careers across cultures

## **CARS (11)**

Repairs, parts, sports cars, most amazing cars, eco cars, flipping cars, detailing cars, starting a car-themed or car service business, Aston Martin culture, high-end cars, cars seen in movies or TV

## **CIVIL RIGHTS (8)**

Equality movements in modern days, history of civil rights, directory and review of civil rights organizations, interviews or features with figures in civil rights, companies to avoid, brands

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# THE ULTIMATE NICHE FINDER

starts with C

to support, the different types of civil rights in jeopardy, civil rights in different countries and cultures

## **CODING (11 ideas)**

CSS, HTML, Ruby on Rails, coding for apps, DIY your website from scratch, SQL, Java, C++, Python, JavaScript, PHP

## **COLLECTIBLES, TRINKETS, ODDITIES (6)**

Notebooks, shoes, comics, stamps, sports memorabilia, coins

## **COMMUNICATION (24)**

Communication styles, communication at work, communication in relationships, communication during conflict, communication across cultures, the evolution of languages, Spanish, Russian, Japanese, sign language, communicating with people with hearing impairments, communicating with people with visual impairments, communicating with those in grief or mourning, communicating with someone who is terminally ill, communicating with someone with a mental difference/challenge/illness, conversation tips, conversations for shy people, public speaking 101, getting paid to speak, talking in the TED style, communicating with kids, communicating with and deciphering the opposite sex, debating tips, how to argue and apologize well

## **COMPUTERS (21)**

Reviews, repairs, software, external hardware, brands, capabilities, best computers and accessories for designers, for workplaces, for schools, for small business owners, for writers, for gamers, for coders, IT tips, building an IT career, opening an IT business, troubleshooting, networking, servers, backups and security, hacking

NOTES + IDEAS HERE

# THE ULTIMATE NICHE FINDER

*starts with C or D*

## **COOKING (22 ideas)**

Quick, healthy, inexpensive, vegan, raw, vegetarian, for athletes, for kids with dietary restrictions, for people who have to avoid common and uncommon allergens, for gut health, baking, gluten-free, paleo, ketogenic, wine, healthy cocktails, cake decorating, dehydrating foods, kitchen equipment, making kombucha, brewing beer, making craft coffee beverages

## **CRAFTS (20)**

Origami, felt crafts, paper flowers, crafts to do with kids, crafts on a budget, holiday crafts, themed crafts, decoupage, wreaths, duct tape crafts, rubber band crafts, yarn crafts with no needles, mason jar crafts, wine cork crafts, crafts using household items or trash, crafts with bottle caps, scrapbooking, best supplies and stores, stamping, die cutting

## **CULTURE (18)**

Language, food, traditional clothing, customs and practices, the evolution of culture, cultural guides for newbies who want to learn and not offend others, navigating different cultures, how to keep the culture of your home country or ancestors, cultural studies, anthropology, hip hop culture, sneaker culture, electronic music culture, Jordan (shoes) culture, startup culture, yoga culture, vegan culture, the culture of working in entertainment

## **DESIGN (21)**

Interior design, home design, graphic design, document design, brand identity and logo design, web design, office design, restaurant interior design, retail store design, retail display design, grocery store layout and design, signage design, fabric pattern design, clothing design, product packaging design, product design, promotional material

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# THE ULTIMATE NICHE FINDER

starts with **D** or **E**

design, social media design, book cover design, book interior layout and design, hand lettering

### DIY (13)

Furniture building, furniture restoration, office design, bathroom renovations, kitchen or home design, handy house fixes you can do yourself, DIY car maintenance, DIY but mills and other specialty foods, DIY health care and natural remedies, homeschooling and study materials, DIY invitations or paper products, DIY clothing or shoe making, DIY tailoring or apparel repair

### EDUCATION (13)

Reform, biggest issues in education, getting into a good school, studying, highlights of people/schools doing well, learning styles, advancements in technology for education, educating adults, educating children, specialty/niche schools, tutoring, starting your own school, starting a tutoring business or center

### ENGINEERING (6)

Civil engineering, electrical, getting started in an engineering career, best engineering schools, mechanical, systems, chemical

### EVENT CREATION AND MANAGEMENT (12)

Conferences, weddings, virtual summits, retreats, corporate events, sound wiring, live video streaming, a/v for events, event design, invitation and program/paper design, careers in planning, starting your own event experience consulting company

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# THE ULTIMATE NICHE FINDER

starts with **F** or **G**

## **FASHION (10)**

Athletic gear, in the moment fashion companies, newest styles, minimalist, staple items, capsule wardrobe, fashion illustration, style guidance for different body types, style guidance for different desired looks, style guidance for various budgets

## **FITNESS (15)**

For busy people, for weight loss, for weight gain, for people who work from home, CrossFit, yoga, pilates, bodyweight, animal movement, for women, for men, for muscle mass, for competitions, training for a marathon or triathlon (or other specific event), fitness gear

## **FOOD (17)**

Italian, Mexican, Cuban, Jamaican, Nigerian, French, American, Chinese, Japanese, fine dining, Thai, modern or healthy spins on traditional foods, restaurant reviews, organic or locally sourced restaurants, vegan restaurants, niche/specialty dining experiences (ex: pitch black dining), cultural significance of food or dining

## **GARDENING (18)**

Soils demystified, what you can grow where, functional gardening (as in: growing food to eat), gardening for aesthetics, landscaping, community gardens, sustainable gardens, growing tomatoes, growing herbs, growing carrots, tending your peach tree, trimming and pruning demystified, gardening tools and gear, gardening apps, gardening to sell your items, gardening to cook or jar or package foods, gardening in small spaces, gardening from your apartment

## **GREEN LIVING (4)**

Trash free, self-sustaining, off the grid, leaving a smaller footprint

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# THE ULTIMATE NICHE FINDER

*starts with H, L, or M*

with relatives, creating a home free of toxins or common allergens

## HUMOR + ENTERTAINMENT (11)

Memes, funny things in popular culture, standup comedy, short humorous stories, satire, fiction book reviews, movie reviews, TV reviews, parodies, creating humorous Twitter accounts for historical or fictional figures (when permissible), "cat video culture"

## LAW (17)

Family law, business law, criminal law, opening a boutique law firm, getting into a great law school, law school reviews, getting into a good firm, making partner, transactional law, being a great trial attorney, public speaking for lawyers, voir dire, constructing a closing statement, opening statement school, cross examining a witness, patent law, trademark law

## MAGAZINES (10)

Best magazines for women, best men's magazines, best fitness magazines, niche magazine reviews, starting a magazine, getting your photography in a magazine, writing for a magazine, getting interviewed or featured in a magazine, online magazine reviews, creating your own online magazine

## MARKETING (13)

Snail mail marketing, email marketing, flyers and handouts, social media marketing, brick and mortar marketing, online business marketing, marketing your products, marketing your information, content marketing strategies, word-of-mouth, webinar marketing, event marketing, affiliate or sponsorship "marketing"

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# THE ULTIMATE NICHE FINDER

*starts with M*

## MEDICINE OR MEDICAL FIELDS (6)

Medical supplies, advancements in medicine, new drugs and studies, the effects of common medications, pursuing a career in medicine, nontraditional medicine

## MEN'S GROOMING (5)

Beards, hair, shaving and waxing and threading, dental hygiene, helping your feet and shoes not smell

## MEN'S ISSUES (7)

Fatherhood, being a male role model while being purposeful about boundaries, being a good husband, staying fit, balancing career advancement with prioritizing family, how to date, increasing confidence

## MINIMALISM (7)

In wardrobe and style of dress, in living, in possessions, while traveling, getting started in minimalism, introducing others to minimalism, becoming a minimalist author or blogger

## MONEY (13)

Managing money, budgeting, finances for families, investing, trading, multiple income streams, passive income streams, accounting software, taxes, developing a healthy relationship with money, saving, using credit cards, building up credit

## MOVIES (18)

Genre-based, actor-based, indie movies, Oscar predictions, best new movies, rom com central, best movies of all time, best date night movies, best action movies, exploring careers in movies, getting started in acting, getting started in screenwriting, pitching your movie idea or script, filming your own movie, short films, camera work on movies, music for movies, audio or editing for movies

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# THE ULTIMATE NICHE FINDER

*starts with M, N or P*

## MUSIC (13)

Vinyls, sound systems, African, rock, big band, hip hop, country, other genres, singer-songwriters, musicians, instruments, starting a band, getting gigs as an artist

## NATURE + NATURAL WONDERS (18)

Landmarks, parks, traveling with kids, best sites to see in Europe, best places to go in Africa, geysers, cenotes, canyons, mountains, rainbow mountains and other visually trippy places, waterfalls, lakes, best beaches, best hiking trails, best place to bike, best road trips, best train trips, best cruises or boat trips

## PAPER PRODUCTS + PRINT (24)

Best papers, vellum, card stock, stamps, die cutting, book binding, pocket invitations, paper flowers, pearl paper, metallic paper, linen paper, screen printing, felt paper, parchment paper, envelopes, hand lettering, cards, adhesives, designer tapes, seals, glue guns, pens, tools, letterpress

## PARENTING (20)

Behavioral issues, education, health issues, homeschooling, adoption, blending, nontraditional families, age appropriate entertainment, age appropriate activities, dealing with bullying, keeping your kids safe, cyber safety for kids, teaching your kids self-defense, benefits of sports and teamwork for kids, benefits of learning additional languages for kids, benefits of learning a musical instrument for kids, best activities to supplement traditional education for kids, explaining a divorce to your kids, introducing your kids to a new significant other, teaching children money management

## PERFORMING ARTS (20)

Playwrights, getting started in playwriting, opening your own performance venue, play reviews, opera reviews, best operas of

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# THE ULTIMATE NICHE FINDER

*starts with P*

all time, becoming an opera singer, getting work as an actor in a play, Broadway show reviews, musical reviews, mastering stage presence, working behind the scenes on shows, prop design, set design, costume design, wardrobe styling, best ballet companies, ballet dancer features/profiles/interviews, how to get work as a dancer, niche performing arts

## PETS AND ANIMALS (13)

Pet training, pet care, pet health, dog breeds, cat breeds, exotic pets, caring for your snake, types of fish, animal cruelty, best veterinarians, becoming a veterinarian, veterinary schools, animal activism

## PHILOSOPHY (8)

Ethics, what is knowable, reality, meaning of life, philosophy and theology, medieval philosophy, famous fathers and mothers of philosophy, formal logic

## POLITICS + GOVERNMENT (22)

Historical political parties, the politics of China, the politics of America, democracy, fascism, slavery, authoritarianism, republic, monarchy, totalitarianism, dictatorship, despotism, autocracy, history of the American Republican party, the Green party, Democrats in America, politics and their effect on the people, how to create change, how to propose changes to legislation in actionable ways, organizing protests, organizing boycotts, the history of communism

## POPULAR CULTURE (5)

Celebrity news, trends in popular culture, memes, music/film references explained, symbolism of commonly seen/heard elements

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# THE ULTIMATE NICHE FINDER

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## **PSYCHOLOGY (10)**

Effects of relationships with parents, dealing with disorders, getting past mental blocks, how to choose a mental health professional, mental healthcare, living with someone who is mentally ill, studying psychology, becoming a psychiatrist, careers in mental health, what is \_\_\_\_\_ (explore different mental conditions)

## **PUBLIC RELATIONS (13)**

Responding in crisis, managing your reputation at all times, learning to create a dialogue and conversation around a brand, storytelling as an art, getting media mentions, getting into PR, creating your own PR firm or freelancing as a PR specialist, PR for sports teams, PR for corporations, PR for politicians, PR for musicians or celebrities, tools and apps to help you manage PR, best degrees and training for PR careers

## **PUBLIC SPEAKING (11)**

How to get started, overcoming fear, crafting a great presentation, speaking styles, getting paid to speak, speaking to kids, speaking to adults, motivational speaking, teaching or workshop-style speaking, setting your speaker fees, outlining your speech

## **RELATIONSHIPS (12)**

The art of gift giving, marriage, interracial dating, how to pop the question, the art of arguing, the art of apologizing, dealing with infidelity, rekindling the romance, same-sex dating, learning what makes your partner feel loved, how to handle people who have a problem with your relationship, dealing with the "seven year itch"

## **SCIENCE (10)**

Chemistry, biology, anatomy, advancements in science,

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# THE ULTIMATE NICHE FINDER

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scientific experiment, scientist feature/interviews, the various careers in science, the best schools for certain fields of science, teaching science to kids, teaching science subjects to adults or young adults

## SELF-IMPROVEMENT (14)

Introvert, extrovert, communication, friendships, addiction + recovery, trauma, loss + grief, divorce, emotional healing, aging, sexuality, self-sustainability, internal health, image issues

## SEWING + KNITTING (17)

Cross-stitching, quilting, pillows, sewing basics, dresses, tools and equipment, fabrics, threads, suits, sewing as a career, using patterns, making patterns, knitting, tailoring, yarn love, selling your knitted creations, selling handmade clothes or goods

## SKILLS (13)

Photography, teaching, learning guitar, piano, car maintenance, special types of food prep, performing stunts, becoming a stuntman or stuntwoman, hand lettering, drawing, miming, ventriloquy, nunchucks

## SOCIAL ISSUES (15)

Activism, community gardening, sustainable food sources, racial inequalities, gender inequalities, drug and gang violence, accessibility, poverty, education system, rape culture, nature vs. nurture, eating disorders, consumerism, capitalism, the "fatherless generation"

## SOCIAL MEDIA (21)

How to use it for nonprofits, how to use it as an author, how to use it as a freelancer, how to use it as a coach, how to use it as an infopreneur, how to use it as a corporation, how to use it as a product-based company, how to use it as a job seeker, new

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# THE ULTIMATE NICHE FINDER

starts with **S**

trends in social media, using paid ads in social media, how to measure ROI and analytics in social media, Twitter, Snapchat, live streaming video, Instagram, Facebook, Facebook ads, Pinterest, LinkedIn, YouTube, Facebook Groups

## SOFTWARE (21)

For restaurants, for offices, for accounting, for graphic design, for video editing, for audio, for document design, for product design, for architecture, for eCommerce, for website building, for organization, for music, for file management, for presentations, Photoshop, InDesign, Premiere, Final Cut Pro, Camtasia/Screenflow, Adobe Illustrator

## SPACE (5)

Space movies, stars, charting the unknown, planet study, UFO sightings or exploration

## SPECIALTY SERVICES (12)

Plumbing, accounting, tax prep, electrical work, deck building, home building, kitchen remodeling, car servicing, car painting, concierge doctor, concierge hair stylist, concierge beard trimmer

## SPECIALTY TRAINING, TESTING, CERTIFICATIONS (8)

LSAT, GMAT, Nursing test, Personal Trainer Exam, SAT Test Prep, MCAT, Architecture Registration Exam, Bar Exam

## SPIRITUALITY (8)

Religion, home practice, understanding world religions, modern Christianity, the modern Muslim, mindfulness, meditation, prayer

## SPORTS (24)

Martial arts, judo, Jiu-Jitsu, futbol, American football, fishing,

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# THE ULTIMATE NICHE FINDER

*starts with S, T or V*

basketball, surfing, sailing, tennis, rehabilitation, injury prevention, swimming, diving, camping, hiking, golf, climbing, cycling, skating, skiing, hunting, poker, sports collectibles and memorabilia

## **STYLE (7)**

Hipster, punk, street, classic, era-specific style, minimalist, yoga

## **SUBJECTS (12)**

History, comics/superheroes, political science, statistics, logic, anthropology, archaeology, mathematics, government, political science, anatomy, mythology

## **TECH + APPS (5)**

How to create your own app, sound systems, networking, best ways to introduce new tech to the market, tech reviews

## **TRAVEL (20)**

One specific city, a state, a country, continent (or county/area), neighborhood, on a budget, luxuriously, with a family, digital nomading, expert packing tips, tech to help you travel better, best beaches, road-tripping Europe, road-tripping the USA, train travel, the chronicles of \_\_\_\_\_, landmarks, wonders of the world, wonders of the modern world, niche travel crews (ex: twins, group of 12, married couple, best friends backpacking)

## **TV (5)**

New shows to check out, deep dive into one show, deep dive into one genre, deep dive into one channel, deep dive into one producer (or writer, director, or actor)

## **VIDEO (16)**

Filming short stories, filming commercials, filming feature films, filming music videos, sound for videos, lighting for videos, set/

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# THE ULTIMATE NICHE FINDER

*starts with W*

scene selection for videos, storyboarding, business videos, YouTube videos, using videos to grow your non-profit cause, video gear and tech, editing videos, getting the right film crew, scripting your videos, screenwriting

## **WEBSITES (12)**

How to create your own website from scratch, websites for freelancers, websites for online stores, websites for coaches, websites for events, wedding websites, websites for infopreneurs, how to create Squarespace sites, how to use WordPress to the fullest, using Weebly, how to get the most out of your business website, starting a website company

## **WEDDINGS (11)**

DIY planning, nontraditional weddings, religious weddings, weddings on a budget, themed weddings, wedding florals, wedding centerpieces, becoming a wedding planner, wedding invitations, wedding playlists, hiring wedding planners and other organizers or vendors

## **WOMEN'S ISSUES (5)**

Gender equality in the workplace, women's health, pregnancy care, fitness for women, cosmetic surgery: what to know and what to look out for

## **WRITING (13)**

Fiction writing, nonfiction writing, self-publishing, getting published the traditional way, writing poetry, short story writing, screenwriting, writing sci-fi, writing romance novels, mystery novels, historical fiction, writing for business, effective sales copywriting

NOTES + IDEAS HERE

# THE ULTIMATE NICHE FINDER

*starts with Y*

## **YOGA (24)**

Ayurveda, pranayama or breath work, prenatal, postnatal, best yoga gear, eco-friendly yoga gear and props, the history of yoga, yoga for your back, yoga for athletes, yoga for martial artists, yoga for weight loss, corporate yoga, yoga for kids, yoga for anxiety, yoga for better digestion, yoga for sleep, yoga for depression, hot yoga, stand up paddleboard (SUP) yoga, niche yoga, yoga retreats, teaching yoga, starting a yoga business, best yoga studios

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