Niche validation scorecard

Score two or three candidate niches before you commit to one.

01 Your candidates

Name the two or three niches you are weighing up, then score each one below.

Niche A

Niche B

Niche C (optional)

02 Score each one

Be honest. A high score everywhere is rare. You are looking for the best balance, not perfection.

Are there enough of them, near you or online?

Can they afford a recurring monthly fee?

Do you understand their numbers and their world?

How crowded is it with established local firms?

PREFER THIS DONE FOR YOU?

Ready to build the practice around your niche?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

Do you have a way in: a network or a referral route?

03 Your pick

Which niche wins, and why?

Write your positioning: we help [who] with [what] so they [outcome].

e.g. "We help e-commerce founders keep clean books and stay VAT-ready."

PREFER THIS DONE FOR YOU?

Ready to build the practice around your niche?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us