**Researching and Testing your Niche Prospects:**

1. ***Is there a need for it?***
2. Do an advanced search on Upwork using their skill and word filters.
3. *How many clients are looking for those skills?*
4. Look at your target jobs on Upwork.
5. *What do clients usually look for?*
6. *What additional skills do they require? What experiences do they require? Copy and list the requirements.*

**Example:**

**Niche Prospect**: Print Layout Design

**Number of Jobs**: 1,777

**Related Skills**: Adobe InDesign, Graphic Design, Print Design, Adobe Illustrator, Adobe Photoshop

**Experience Required**: Entry/Intermediate Level

|  |  |
| --- | --- |
| **Niche Prospect** | **Research Results** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |
|  | **Number of Jobs:****Related Skills:****Experience Required:** |

1. Have other people profited in any of these niches?

*Is there anyone who has become a successful influencer in this niche?*

*What did he/she do to get to this point?*

*What courses/training did he/she take?*

*Does he/she have a personal blog?*

*Has he/she written a book?*

*Do a research (stalk) about his/her journey. If possible, get in touch with him/her for an interview. Pick his/her brains and plot helpful steps you could use on your own journey.*

**Notes:**

**Filtering Prospective Niches:**

Based on the results of your niche research, follow your gut and list down the top 3 prospective niches you feel good about.

If you’re torn between more than 3 prospective niches, you might need to niche down. (If you need help niching down, please post in your Slack Mastermind Group)

Now, list your Top 3 Prospective Niches here:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_