

Niche Research Rolodex

A starting-point directory for finding markets, questions, problems, and small digital-product opportunities.

This is a research rolodex, not a list of guaranteed products. Pick a market, then use the Niche Mining Prompt to investigate what people are actually asking, struggling with, and trying to accomplish before you build anything.

How to Use the Rolodex

1. Choose a broad market you understand, enjoy, or can research competently.
2. Select one niche from that market. Do not decide on the product yet.
3. Search YouTube and other relevant public sources using the Niche Mining Prompt.
4. Look for repeated questions, frustrations, tasks, desired outcomes, and gaps in existing explanations.
5. Record the strongest opportunities in the Master Product Manifest.
6. Choose a focused problem that can realistically be solved with a small digital product.
7. Use the Product Builder Prompt or customize an appropriate Done-For-You product.

What Makes a Useful Research Niche?

A useful niche gives you enough specific problems to investigate. The niche does not have to be tiny. Your research will narrow the market by identifying the buyer, situation, question, and desired outcome.

Too Broad to Build From Directly	Better Research Direction
Marketing	Email marketing for new digital-product sellers
Fitness	Home strength training for beginners
AI	AI workflows for local service businesses
Travel	First-time international trip planning
Business	Finding first clients for a new freelance service
Photography	Indoor product photography for online sellers

The Rolodex

Make Money & Business

Niche	Research Directions
Affiliate Marketing	Finding offers, getting traffic, building an email list, choosing niches, creating promotional content
Digital Products	Product ideas, validation, pricing, creation, sales pages, delivery, launches
Freelancing	Finding clients, pricing services, proposals, portfolios, client retention
Local Business Marketing	Lead generation, reviews, social content, websites, follow-up, promotions
AI for Small Business	Prompt workflows, automation ideas, content creation, customer service, productivity

Online Agencies	Choosing services, prospecting, fulfillment, retainers, reporting, client acquisition
E-commerce	Product research, conversion, merchandising, customer acquisition, retention
Print on Demand	Niche selection, designs, listings, traffic, pricing, fulfillment
KDP / Self-Publishing	Book ideas, formatting, covers, keywords, launches, author marketing
Career & Job Search	Resumes, interviews, LinkedIn, career changes, negotiation, job-search systems

Marketing & Audience Growth

Niche	Research Directions
Email Marketing	List building, lead magnets, welcome sequences, newsletters, deliverability, promotions
Social Media Marketing	Content ideas, posting systems, engagement, lead generation, platform-specific tactics
YouTube	Video ideas, titles, thumbnails, scripts, channel growth, monetization
SEO	Keyword research, content planning, on-page optimization, local SEO, link earning
Content Marketing	Editorial planning, repurposing, writing systems, content distribution
Copywriting	Headlines, sales pages, emails, offers, calls to action, research
Personal Branding	Positioning, content themes, authority building, audience development
Lead Generation	Prospecting, lead magnets, outreach, qualification, follow-up

Productivity & Personal Development

Niche	Research Directions
Productivity	Time management, planning, prioritization, focus, routines, systems
Goal Setting	Planning, tracking, accountability, habit execution, reviews
Organization	Home organization, digital organization, paperwork, decluttering, workflows
Study Skills	Note taking, test preparation, reading, memorization, scheduling
Public Speaking	Presentation planning, confidence, speech structure, delivery practice
Writing	Idea generation, outlining, editing, publishing routines, overcoming blocks
Career Development	Leadership, management skills, workplace communication, professional growth

Home, Hobbies & Practical Skills

Niche	Research Directions
Gardening	Starting gardens, seasonal planning, vegetables, containers, troubleshooting
Home Improvement	DIY planning, maintenance checklists, project preparation, tool selection
Woodworking	Beginner projects, plans, tool basics, shop setup, finishing
Photography	Composition, camera settings, editing workflows, niche photography

Cooking	Meal planning, techniques, specific cuisines, equipment, recipes and preparation systems
Baking	Bread, cakes, sourdough, troubleshooting, planning and technique
Crafts	Project instructions, materials, patterns, selling handmade work
Camping & Outdoors	Trip planning, packing, beginner skills, gear organization, destination preparation
Fishing	Species-specific tactics, seasonal planning, rigs, location research, trip preparation
Pet Ownership	Training routines, enrichment, grooming, travel preparation, new-pet checklists

Technology & Creator Skills

Niche	Research Directions
Artificial Intelligence	Practical workflows, prompts, tool selection, research, automation
No-Code Tools	Simple apps, automations, databases, websites, workflows
WordPress	Site setup, themes, plugins, maintenance, security basics, content workflows
Canva & Design	Templates, brand assets, social graphics, presentations, workflow shortcuts
Spreadsheets	Templates, formulas, trackers, dashboards, business calculations
Video Editing	Editing workflows, short-form production, captions, organization, publishing
Podcasting	Planning, recording, editing, guest outreach, publishing, promotion
Remote Work	Home-office systems, communication, productivity, collaboration, job preparation

Life Events & Planning

Niche	Research Directions
Wedding Planning	Budgets, timelines, vendor tracking, checklists, guest management
Travel Planning	Itineraries, packing, budgeting, destination research, trip organization
Moving	Timelines, packing systems, address changes, checklists, settling in
New Homeowners	Maintenance schedules, records, budgeting, project prioritization
Retirement Planning Lifestyle	Downsizing, routines, travel planning, hobbies, transition organization
Event Planning	Timelines, budgets, vendors, promotion, run-of-show checklists

Question Mining Starters

Once you select a niche, use these as search-pattern starters. Replace [NICHE] with the market you are researching.

- how to [NICHE]
- [NICHE] for beginners
- [NICHE] mistakes

- [NICHE] problems
- [NICHE] tutorial
- [NICHE] step by step
- best way to [NICHE]
- why is [NICHE] not working
- [NICHE] without [COMMON OBSTACLE]
- [NICHE] checklist
- [NICHE] questions
- [NICHE] tips
- I tried [NICHE]
- before you [NICHE]
- what I wish I knew about [NICHE]

Problem Patterns to Watch For

You are looking for product opportunities hidden inside the language people use. Pay particular attention when people say or imply:

- I do not know where to start.
- I understand the idea, but I do not know the steps.
- I keep making the same mistake.
- This takes too long.
- I need a template, example, checklist, script, calculator, or shortcut.
- I am confused by the options.
- I bought or tried something, but I still cannot get the result.
- I need to do this for a specific situation or type of customer.
- I wish someone would explain this simply.
- What should I do next?

Small Product Formats

Once research uncovers a focused problem, match the problem to the simplest useful deliverable. A product does not automatically need to be an ebook.

- Quick-start guide or focused report
- Checklist or action plan
- Workbook or worksheet
- Template pack
- Scripts or swipe file
- Prompt collection
- Calculator or spreadsheet
- Resource directory
- Reference guide
- Planning system
- Decision tree
- Troubleshooting guide
- Mini bundle combining two or three closely related assets

Opportunity Worksheet

Use one row for each promising problem you uncover. Move the strongest opportunities into your Master Product Manifest.

Niche	Buyer	Question / Problem	Evidence Found	Possible Product

Research first. The rolodex tells you where to look. The Niche Mining Prompt tells you what to look for. The Master Product Manifest records what you actually found. Your product should come from that evidence.