

Find Your Vlogging Niche: A Step-by-Step Worksheet @peekatthis

Introduction:

Choosing the right niche is the first step to creating a successful vlog.

This worksheet will guide you through a series of questions and exercises to help you discover your passion, understand your audience, and define your unique content style.

Pro Tip:

Don't stress about getting your niche perfect right away. When I started, I thought I'd focus on tech reviews, but I quickly realized my passion was travel and personal stories. The key is to start somewhere and refine your approach as you learn more about your audience and what resonates with them.

Section 1: Discover Your Passion

What topics are you most passionate about?

- **Travel and adventure**
- **Beauty and fashion**
- **Gaming and tech**
- **Education and tutorials**
- **Food and cooking**
- **Fitness and wellness**
- **Other: _____**

What do you enjoy talking about or sharing with others?

- **Personal stories**
- **How-to guides and tutorials**
- **Product reviews**
- **Entertainment and humor**
- **News and trends**
- **Other: _____**

What skills or expertise do you have that others might find valuable?

Section 2: Understand Your Audience

Who is your target audience?

- Age group: _____
- Gender: _____
- Interests: _____
- Pain points: _____

What kind of content does your audience enjoy?

- Educational and informative
- Entertaining and humorous
- Inspirational and motivational
- Visual and cinematic
- Other: _____

Where does your audience spend time online?

- YouTube
- Instagram
- TikTok
- Facebook
- Other: _____

Section 3: Define Your Content Style

What tone or vibe do you want your vlogs to have?

- Professional and polished
- Casual and relatable
- Fun and energetic
- Calm and soothing
- Other: _____

What type of videos will you create?

- Talking head videos
- Tutorials and how-tos
- Vlogs and day-in-the-life content
- Product reviews and unboxings
- Other: _____

How often will you upload new content?

- Daily
- Weekly
- Bi-weekly
- Monthly
- Other: _____

Section 4: Set Your Goals

What is your primary goal for vlogging?

- **Share personal stories**
- **Teach or educate**
- **Entertain**
- **Build a community**
- **Monetize your content**
- **Other: _____**

What do you hope to achieve in the next 6 months?

What do you hope to achieve in the next year?
