PUZZLEPOUTALON STUDIO

Niche Scorecard

VidNova - Printable Template

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Niche Scorecard Worksheet

Score up to 3 candidate niches side by side before you commit. One honest hour here is cheaper than three months in the wrong niche.

How to Score

Rate each criterion from 1 to 5 for each niche:

- 5 = strongly in your favour
- 3 = average / unclear — go find the evidence before scoring
- 1 = strongly against you

What each criterion means:

- Demand — Are people already searching for and watching this topic every week? Check search volume and whether mid-size channels in the niche get steady views.
- Competition gap — Are there questions, angles, or audiences the current channels ignore? A gap scores high; a niche where 50 channels post the same video scores low.
- Originality room — Can you add your own insight, data, structure, or experience, or would you be forced to repackage what already exists?
- Production cost — Reverse-scored effort: 5 = cheap and fast for you to produce weekly (faceless, simple assets), 1 = expensive, slow, or dependent on gear/locations you do not have.
- Monetization paths — More than ads: affiliate products, digital products, sponsorship fit, memberships. 5 = several clear paths, 1 = ads only.
- Policy risk — Reverse-scored risk: 5 = low risk (clear of reused-content, inauthentic-content, and advertiser-friendly issues), 1 = high risk (graphic, medical/financial claims, copyright-heavy, or easily flagged as mass-produced).

Multiply each score by its weight, then add the weighted scores for the total.

Scorecard

Criterion	Weight	Niche A	Niche B	Niche C
Demand	x3			
Competition gap	x3			
Originality room	x2			
Production cost	x2			
Monetization paths	x2			
Policy risk	x3			

Criterion	Weight	Niche A	Niche B	Niche C
TOTAL (weighted)	—			

Maximum possible total: 75. Write the evidence for any score of 5 or 1 in one line below the table — a score you cannot justify is a guess.

Niche A: ____

Niche B: ____

Niche C: ____

Decision Rule

Pick the niche with the highest weighted total, with two vetoes:

1. Policy risk veto — Any niche scoring 1 or 2 on Policy risk is eliminated, whatever its total. A channel that cannot stay monetised is not a business.
2. Production cost veto — Any niche you cannot sustain at your planned cadence for 90 days is eliminated. Consistency beats intensity.

If two niches finish within 5 points, choose the one with the higher Originality room score — it is the one you can defend against copycats and against an inauthentic-content review. Record the winner and the date, then plan its first 10 videos with the Launch Checklist.

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