



## NICHE IDEAS FOR YOUR YOUTUBE CHANNEL

WHAT IS A NICHE? A niche is your main topic or category that you specialize in. You want to think about:

*WHAT ARE YOU GOOD AT?*

*WHAT DO YOU LOVE TALKING ABOUT?*

*WHAT ARE YOU PASSIONATE ABOUT?*

*WHAT HAVE YOU BEEN THROUGH THAT CAN HELP OTHERS?*

This will be the overall THEME of your youtube channel. The more videos you have that are in the same theme, the more likely people will subscribe. If you have videos that are about too many different topics, people may not subscribe. If you talk about fixing cars, growing plants, knitting, and sports and someone found your video on knitting, if they don't see too many other videos on knitting they are not likely to subscribe.

You can have more than 1 theme or topics but try to relate them to each other. The idea is to find your ideal audience.

**Example 1:** You can talk about FARMING, GROWING VEGETABLES, and SELLING AT MARKETS. The 3 are related because farming leads to you selling on markets.

**Example 2:** Homeschooling your kids, (lessons and tips); Reviewing books and curriculums; Managing time/stress for moms or ways to live on a budget. All moms who homeschool can appreciate all 3 topics even though they are slightly different. Since many (not all) homeschool moms don't have jobs, they try to find ways to homeschool on a budget.

**Example 3:** You love to travel and record vlogs; You can review different hotels or restaurants; You can talk about how you afford your travels; You can try to recreate some recipes you find at expensive restaurants. Here, anyone who loves food and travel may want to subscribe because all 3 topics are related.

The more people watch your videos and get to know you the more they will want to watch and follow you and ultimately support you.

Experiment with long videos vs shorts. Some people do better as shorts than long videos. If you record a long video, make a short out of it and post it as well. You never know which one goes

viral. For shorts you can also link it to the longer video. Choose “related to” video in the settings. You can also use shorts to promote your longer full videos.

## **FOLLOW TRENDS:**

See what is trending in the world or on youtube. How can you use your NICHE or expertise to talk about it.

If there is a reality show that everyone is talking about and you are a therapist, give your opinion as a therapist of the people on that show or why something happened the way it did.

If there is a massive hurricane that everyone is talking about and you work in construction, you can share tips on things people can build to keep them safe.

If there is a popular topic and you are an artist, draw or paint a picture of the event.

If there is a popular meme and you are musician, make a music remix.

If you are a comedian you can make parodies of current political debates etc.

If you are a police officer you can talk about something that happened on the news that everyone is talking about and giving your feedback / opinion on it or sharing tips on what to do if something like that happened to you.

If there is a trending movie and you work in fashion, you can review outfits from that movie or find similar outfits for cheap and share how others can wear the same outfit for less money.

If you are a hair stylist you can show people how to DIY styles at home vs going to salons or try celebrity hair styles or review hair products or have hair tips people are searching on youtube such as “fix static hair” or “how to cut bangs yourself” etc.

### **Apply the above to:**

Think what are people searching for?

AND

What is trending?

## **TOPICS:**

1. real estate
2. gardening
3. plants
4. food
5. recipes / baking / cooking
6. hair / makeup
7. building
8. repairs
9. how to
10. cleaning / decluttering
11. photography
12. art
13. music
14. your job
15. life experience/lessons/advice/regrets
16. memes
17. reaction videos
18. reviews
19. hobbies: fishing, cars, etc
20. travel
21. vlog
22. things you're good at
23. money / finance
24. religion / faith
25. teaching
26. stuff for kids / toys / games
27. Homeschooling tips, reviews
28. pets / animals
29. history
30. research / investigations
31. fashion
32. Tech products / reviews / repairs
33. scrapbooking
34. your reaction / review of movies or TV shows
35. food tasting
36. trying different things
37. sports
38. fitness / working out
39. money / budget
40. investing
41. you trying to learn a new skill like doing the splits or hand stands
42. beauty / makeup
43. timelapses or before / after
44. Nature
45. journalism

## **TEST**

Test different things out and see what gets you views and subscribers. Read comments and see if there's anything people are asking or requesting.

If this was helpful I'd love for you to leave a comment on my video and let me know what niche or topic your channel is so others can go check it out!

Link to original video:

<https://youtu.be/Vv26B3k5-XE>

[Youtube Channel](#)

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