1. Compare the evidence

Use the same search approach for both ideas. Check recent videos from several channels, not just one breakout. Record what you see separately from what you think it means.

Research date & your time / equipment limits

Niche A

Channel idea

Audience & problem

Who watches, and what specific job will your videos help them do?

Demand observations

Search phrases; recent video topics, publish dates and views; repeated viewer questions. What repeats across channels?

Competition & your original angle

Who already answers this? What is well covered? What can you demonstrate, explain or test differently?

Source URLs & dates checked

Link each observation to a video, channel or comment. Use source IDs if adding more on page 2.

Evidence gaps & next research action

What would change your mind? What is still an assumption?

Niche B

Channel idea

Audience & problem

Who watches, and what specific job will your videos help them do?

Demand observations

Search phrases; recent video topics, publish dates and views; repeated viewer questions. What repeats across channels?

Competition & your original angle

Who already answers this? What is well covered? What can you demonstrate, explain or test differently?

Source URLs & dates checked

Link each observation to a video, channel or comment. Use source IDs if adding more on page 2.

Evidence gaps & next research action

What would change your mind? What is still an assumption?

Continue on page 2 · Free online assessment: https://youtubenichefinder.brainer.one/assess

2. Choose a next step

Pursue: enough relevant evidence and a feasible original angle to justify one test. **Refine:** narrow the audience or question, or gather missing evidence. **Leave:** the idea does not fit your resources or the evidence no longer supports it.

A missing observation means “unknown,” not “no demand.” Views show attention to a particular video; they do not prove that a new channel will grow.

Niche A — pursue / refine / leave

Write or circle one, then explain using your source IDs.

Niche B — pursue / refine / leave

Write or circle one, then explain using your source IDs.

Which idea will you test first, and why?

Compare evidence, your ability to make useful original videos, and the biggest unresolved gap. “Research more first” is a valid next step.

First original video test

Viewer question & working video title

What you will create yourself

Your demonstration, footage, explanation or experiment.

Time / cost limit & publish date

Review date & what would change your decision

Look at viewer questions, retention and impressions where available. One video is a small test, not a verdict.

Extra evidence log

Use a separate sheet if needed. For each source: ID + niche, exact observation, URL, date checked, and what it cannot establish.

3. See how a comparison works

Illustrative inputs only: This is a fictional planning exercise, not research on real channels. The hypothetical observations below have no verified source URLs or dates. Replace them with your own evidence before making a real decision.

Scenario: A new creator has a phone camera, a small balcony and three hours a week. They are choosing between these two directions.

A · Balcony herb gardening for renters

Audience & problem
Renters who want to grow cooking herbs without permanent fixtures.

Hypothetical demand observation
Suppose several recent videos on different channels attract questions about shade and drainage. That suggests questions to investigate, not proven market size.

Hypothetical competition observation
Suppose general herb guides are easy to find, but guides showing a small shaded rental balcony are harder to find in the searches checked.

Sources & dates
Not supplied in this fictional example. In a real comparison, attach each video URL and date checked.

Gap & action
Does the apparent gap repeat across searches? Check “herbs shaded balcony” and “renter balcony drainage”; log recent results from several channels.

Decision
Refine to “herbs on a shaded rental balcony,” then pursue a small test if the source checks support the angle.

B · General indoor plant care

Audience & problem
Indoor plant owners who need help diagnosing common care problems.

Hypothetical demand observation
Suppose recent plant-care videos draw repeated questions about yellow leaves. This is a useful question, but the audience and plant type remain broad.

Hypothetical competition observation
Suppose several detailed guides already answer the broad question. Competition alone is not a reason to reject the idea.

Sources & dates
Not supplied in this fictional example. In a real comparison, attach each video URL and date checked.

Gap & action
The creator lacks plants for a useful original demonstration. Identify a narrower plant problem and assess the resources needed.

Decision
Leave this broad direction for now because it fits the creator’s resources less well, not because demand has been disproved.

First original video test for A: “How I check drainage on my rental balcony without drilling.” Film the creator’s own setup and a drainage demonstration; explain what the test shows and what it does not.

Limit & review: Use the existing phone and pots; cap preparation and filming at three hours. Set a publish date after the source checks and review two weeks later. Use viewer questions and available retention data to decide whether to improve the explanation or test another question. Low impressions alone would not settle niche demand.