

# Sub-Niche Spotlight Finder

**Discover high-demand sub-niches that fuel engagement and growth!** The Sub-Niche Spotlight Finder lets you drill down within any broad topic to reveal unique audience segments and pinpoint their biggest challenges and top interests.

Perfect for anyone looking to create content or digital products that resonate and convert, this bonus prompt helps you make smarter decisions and build impactful content that your audience truly values.

Intended for use with the NIA **“Market Mind Reader”** – *Workflow Step #1*

Once you have identified a potential sub niche that you’d like to work on, take the data from the ‘Core Audience’ field and enter it into your Market Mind Reader prompt’s placeholder.

# The Prompt:

Objective: Identify promising sub-niches within the broader niche of [INSERT BROAD NICHE] that have high interest and strong demand for educational or informational content.

Instructions:

Identify 10 Promising Sub-Niches. Within the broader niche, explore 10 sub-niches that highlight specific audience needs or challenges, making them well-suited for focused content or digital products.

For Each Sub-Niche, Provide the Following Details:

Core Audience: Describe the primary audience for each sub-niche (e.g., new parents, seniors, busy professionals).

Key Challenges: Identify unique challenges or pain points for this group that could be effectively addressed with content or digital products.

Popular Topics: List common topics or frequently asked questions within this sub-niche, as seen on online forums, social media groups, or in keyword trends.

Keywords/Hashtags: Recommend 5-10 keywords or hashtags relevant to each sub-niche to assist with further research or targeted content development.

Communities/Influencers: List relevant online communities, influencers, or platforms where this sub-niche frequently interacts, gathers, or seeks information.

Output Format: Present this information in a structured table with these columns:

- Sub-Niche
- Core Audience
- Key Challenges
- Popular Topics
- Keywords/Hashtags
- Communities/Influencers

Rank Sub-Niches by Income Potential: After generating the table, create a ranked list of the 10 sub-niches based on income potential for a digital product creator. Rank them from highest to lowest, and briefly explain the reason for each choice.