How To Pick A Niche

What are your passions/hobbies?

* Take a deep dive into your day to day, what things make you happy, what things do you look forward to by the end of the day, are any of these things ideas you can make faceless channels out of? Sports/Tech/History/Music? Etc…

What are you Knowledgeable about?

* What topics are you very knowledgeable about, start writing these things down, and use these topics to try to find other faceless channels out there

What videos do you watch on YouTube/TV

* There may be youtube channels you watch now that are faceless channels, if you enjoy these channels a lot then then there may be an opportunity for you to make a channel in that same niche
* There also may be video titles that you search for consistently on YouTube that are also faceless topics
* What do you watch on TV a lot? There are certain topics on tv shows that can be turned into faceless content for example tmz,science channel, sports,news,drama etc…….

What if I don’t have hobbies/interests that relate to YouTube niches?

* When you run into this problem, one thing you may need to do is dig even deeper into your life. Was there a subject you were into as a kid but faded away when going into adulthood once responsibilities started to hit? Maybe it's worth diving more into your younger years and try to find things you used to love as a younger person?
* Then you may need to learn something new, sometimes our interests don’t line up with faceless channels so we need to find a solid niche on YouTube that we would be willing to learn more about

How To Know Which Competitor Channels I Should Use?

How big is the channel?

* You should be looking for channels that are under 500k followers
  + The reason why we ask this is because bigger channels are on a totally different level on YouTube when it comes to getting views/growth, because they have such a large audience they have the ability to post general videos and have a good chance of the video doing good. Us beginners on YouTube will not be at that level for awhile so it is best to not use these big channels as competitor channels
  + Which Niche has more smaller channels doing well versus larger established channels (500k+) doing well? Finding smaller channels that are doing well is a good sign because it means that newer channels still have potential at growing in the niche

What views should I be looking for?

* You will want to find channels that are semi consistently getting more views than the amount of subscribers they have, the bigger the difference the better, the reason why we want these stats is because it shows there's a big NEED for that type of content because not many people are making videos about it.
* Another metric is to look for channels that are doing over 1,000,000 views a month

Other things you should look for

* Are they posting consistently? - if they haven't posted in a long time then don’t use them as a competitor
* Are they a Personal/face channel? If so they should not be used as a competitor
* If they do compilations, or don’t have a voice over, or post very controversial content, then you probably want to avoid these

I found one competitor channel. How do I find more?

* Go to their most popular videos in the last month or all time and search those titles on YouTube. The thought process behind this is if one video did well, there’s a good chance someone else in that same niche used that video as inspiration and made a similar one, or one very similar to it, if you search for more recent titles then you are more likely to find channels that are still running and have not stopped posting
* Go to the channel>>channels and look to see if they feature any other similar channels that you can follow
* In an Incognito tab go to these channels and click on a recent video that has a good amount of views, click on it, and then look at the suggested videos on the side and see if there are similar videos/channels to the niche you are trying to get into
* If you have VidIQ downloaded you can go to a channels about section and see there tags for their channel, click on them and it will show you other channels or videos with that same tag
* Start thinking of a bunch of different titles of videos that could be done in those niches, and start searching them to see if you can find other faceless channels. A way of coming up with ideas is looking at other channels titles in the High Rpm Niche Cheat Sheet, and converting titles from those channel to your niche   
   -Exp. Original Video: What Most Don’t Know About Cleopatra  
   Converting To Your Niche(Geography For Example): What Most Don’t Know About Africa  
  Or what you can do is find trending topics in your niche and think of different ideas around that topic and search it on YouTube

I Found A Couple Of Different Niches How Do I Pick One?

Can your niche be sustainable in the long term?

* Some niches are based off of trends that maybe last for a couple of months or a year then die out. For example Fortnite gaming channels are not built for long term growth because the game may not be here in the future, and your growth depends on how popular the game is. However if you went into a category like Space (I’m not recommending you get into this) you will have no problem coming up with video ideas because “space” is not going anywhere
* Ask yourself, within a year or two years will I get burnt out from creating content like this, if so then you probably should not go into that niche, but if you think you won’t get burnt out then keep that niche open as a viable option
* Does the niche follow fair use guidelines like we teach in the course?
* Which one are you most interested in, it may come down to all of them having similar growth stats, then at that point you go for what you like the most
* Do all of the niches have at least 3-5 faceless channels that are doing good?

How is that niche performing on YouTube?

* Are there multiple successful channels in that niche? If so then you should be good to go, you just need to find your unique way of getting into the niche
  + If the niche is not performing well, is it because there isn't a big enough audience on YouTube for it? Or are the people that are making content are not doing a good job and are making bad content? If the latter then you have a good opportunity to come in the space and take over because the people in it already are not doing a good job