

Decision Matrix Template

A decision matrix helps you evaluate and compare different niche options based on specific criteria. Use this template to weigh the pros and cons of each potential niche and determine which one aligns best with your goals and audience.

Instructions: Rate each criterion on a scale from 1 to 5 (1 = Poor, 5 = Excellent) for each niche option. Then, calculate the total score for each option to determine which niche is the best fit.

Criteria	Option 1:	Option 2:	Option 3:	Option 4:
Personal Interest				
Audience Demand				
Content Sustainability				
Competition Level				
Monetization Potential				
Expertise and Knowledge				
Unique Perspective				
Engagement Potential				
Total Score				