



GYC Niche Research Workbook

Fillable PDF text. One workbook takes you through the whole of Stage 1. Choose a niche with proven demand, and a product with a reason to exist.

How to use this workbook. Each part matches a step in Stage 1, so work through them in order. Please don't try to do it all in one sitting. Most people take three or four short sessions across a week or two, and that's the pace this was designed for.

And if you only ever finish Parts 1 to 3, you'll still be far ahead of where you started, because you'll know whether real people are already searching for what you want to make. Everything after that just sharpens it.

By the last page you'll have made one decision in three lines, and that decision will be backed by evidence you worked through in this workbook.

Part 1: Brainstorm (Stage 1, Step 1)

List every product idea you can think of, without judging any of them yet. For each one, tick any trap that applies. Traps aren't automatic nos. They're just costs you want to choose knowingly.

Niche	Idea	Only in one season?	Restricted/ risky?	Bulky or fragile?
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

If you feel stuck, try these prompts: What can you already make well? What do people keep asking you to make? What materials or communities do you have unusual access to? And what did twenty minutes of browsing Etsy spark?

My strongest 3 to 5, by gut feel: _____



GYC Niche Research Workbook

Part 2: Demand evidence (Stage 1, Step 2)

One page per candidate. Open an incognito window first, so Etsy shows you neutral results rather than results shaped by your own browsing.

Candidate ____ of 5: _____

Autocomplete phrases. Type your product into the Etsy search bar, then add each letter of the alphabet after it and note what Etsy suggests. Those suggestions are real searches by real shoppers.

Demand badges on the first page or two of results (Bestseller, Popular now, In X baskets):

☐ Many ☐ Some ☐ None

Review velocity. Look at the top 3 to 5 listings. How often are new reviews arriving?

☐ Weekly or faster ☐ Monthly ☐ Rarely

My demand verdict: ☐ Strong ☐ Moderate ☐ Weak



GYC Niche Research Workbook

Part 2: Demand evidence (Stage 1, Step 2)

One page per candidate. Open an incognito window first, so Etsy shows you neutral results rather than results shaped by your own browsing.

Candidate ____ of 5: _____

Autocomplete phrases. Type your product into the Etsy search bar, then add each letter of the alphabet after it and note what Etsy suggests. Those suggestions are real searches by real shoppers.

Demand badges on the first page or two of results (Bestseller, Popular now, In X baskets):

☐ Many ☐ Some ☐ None

Review velocity. Look at the top 3 to 5 listings. How often are new reviews arriving?

☐ Weekly or faster ☐ Monthly ☐ Rarely

My demand verdict: ☐ Strong ☐ Moderate ☐ Weak



GYC Niche Research Workbook

Part 2: Demand evidence (Stage 1, Step 2)

One page per candidate. Open an incognito window first, so Etsy shows you neutral results rather than results shaped by your own browsing.

Candidate ____ of 5: _____

Autocomplete phrases. Type your product into the Etsy search bar, then add each letter of the alphabet after it and note what Etsy suggests. Those suggestions are real searches by real shoppers.

Demand badges on the first page or two of results (Bestseller, Popular now, In X baskets):

☐ Many ☐ Some ☐ None

Review velocity. Look at the top 3 to 5 listings. How often are new reviews arriving?

☐ Weekly or faster ☐ Monthly ☐ Rarely

My demand verdict: ☐ Strong ☐ Moderate ☐ Weak



GYC Niche Research Workbook

Part 2: Demand evidence (Stage 1, Step 2)

One page per candidate. Open an incognito window first, so Etsy shows you neutral results rather than results shaped by your own browsing.

Candidate ____ of 5: _____

Autocomplete phrases. Type your product into the Etsy search bar, then add each letter of the alphabet after it and note what Etsy suggests. Those suggestions are real searches by real shoppers.

Demand badges on the first page or two of results (Bestseller, Popular now, In X baskets):

☐ Many ☐ Some ☐ None

Review velocity. Look at the top 3 to 5 listings. How often are new reviews arriving?

☐ Weekly or faster ☐ Monthly ☐ Rarely

My demand verdict: ☐ Strong ☐ Moderate ☐ Weak



GYC Niche Research Workbook

Part 2: Demand evidence (Stage 1, Step 2)

One page per candidate. Open an incognito window first, so Etsy shows you neutral results rather than results shaped by your own browsing.

Candidate ____ of 5: _____

Autocomplete phrases. Type your product into the Etsy search bar, then add each letter of the alphabet after it and note what Etsy suggests. Those suggestions are real searches by real shoppers.

Demand badges on the first page or two of results (Bestseller, Popular now, In X baskets):

☐ Many ☐ Some ☐ None

Review velocity. Look at the top 3 to 5 listings. How often are new reviews arriving?

☐ Weekly or faster ☐ Monthly ☐ Rarely

My demand verdict: ☐ Strong ☐ Moderate ☐ Weak



GYC Niche Research Workbook

Part 3: Competition and the gap (Stage 1, Step 3)

Candidate _____ of 3: _____

The niche-down ladder. Start broad, then add detail with each level. You're looking for the level where the number of results drops but the demand signals from Part 2 are still there.

Level	Search terms	Number of results
1 (broad)		
2		
3 (specific)		

First-page quality, honestly:

- ☐ Excellent, so I'd need a sharper angle
- ☐ Decent
- ☐ Mediocre, which is an invitation

The gap sentence:

"Most shops in this niche serve everyone, but nobody is properly serving _____."



GYC Niche Research Workbook

Part 3: Competition and the gap (Stage 1, Step 3)

Candidate _____ of 3: _____

The niche-down ladder. Start broad, then add detail with each level. You're looking for the level where the number of results drops but the demand signals from Part 2 are still there.

Level	Search terms	Number of results
1 (broad)		
2		
3 (specific)		

First-page quality, honestly:

- ☐ Excellent, so I'd need a sharper angle
- ☐ Decent
- ☐ Mediocre, which is an invitation

The gap sentence:

"Most shops in this niche serve everyone, but nobody is properly serving _____."



GYC Niche Research Workbook

Part 3: Competition and the gap (Stage 1, Step 3)

Candidate _____ of 3: _____

The niche-down ladder. Start broad, then add detail with each level. You're looking for the level where the number of results drops but the demand signals from Part 2 are still there.

Level	Search terms	Number of results
1 (broad)		
2		
3 (specific)		

First-page quality, honestly:

- ☐ Excellent, so I'd need a sharper angle
- ☐ Decent
- ☐ Mediocre, which is an invitation

The gap sentence:

"Most shops in this niche serve everyone, but nobody is properly serving _____."



GYC Niche Research Workbook

Part 4: Your target customer (Stage 1, Step 4)

Who are they? (age, life situation) _____

They're buying: ☐ For themselves ☐ As a gift ☐ Both

The occasion or moment: _____

The wish underneath the purchase (the feeling they want, not the object):

Their exact words. Read twenty reviews on competitor listings and write down six phrases customers actually used. You'll reuse these in your own listings later, which is why they're worth collecting properly.

"	_____	"
"	_____	"
"	_____	"
"	_____	"
"	_____	"
"	_____	"

Now describe them like you'd describe a friend:



GYC Niche Research Workbook

Part 5: Five competitors under the lamp (Stage 1, Step 5)

	Shop 1	Shop 2	Shop 3
Shop name			
Price			
Materials			
Variations offered			
Shipping speed and cost			
What their photos emphasise			

The baseline. Features they all share, which your product will need to match:

1. _____
2. _____
3. _____
4. _____

The applause. What their 5-star reviews praise again and again:

The gold. Complaints that keep appearing in their 2 to 4 star reviews. Each one is a proven improvement waiting to be made:



GYC Niche Research Workbook

Part 6: Your unique handmade offer (Stage 1, Step 6)

☐ My product plan meets the baseline features from Part 5

My differentiation route (pick one, and do it well):

- | | |
|--|---|
| ☐ A sharper audience | ☐ Fixing the niche's recurring complaint |
| ☐ Real customisation | ☐ A distinctive material or technique |
| ☐ A recognisable design style | ☐ A bundle built for the moment |

My USP in one sentence:

"Unlike other _____ shops, mine _____,
which means _____."

The final test. Put your sentence next to your five competitors from Part 5. Would your customer pick you, and could they explain why in their own words?

- ☐ Yes, so carry on ☐ Not quite, so sharpen the difference and test it again

Part 7: Choose and commit (Stage 1, Step 7)

Finalist	Demand evidence	Clarity of the gap	Strength of USP	Would I enjoy making this weekly?	Total

My winning niche: _____

Runner-up, parked for Stage 6: _____