

Finding your niche

Define your target audience by considering demographics, interests, and needs.

Are they male or female?	
How old are they?	
Single? Married? Kids?	
What do they do for work?	
Where do they live?	
What worries do they have?	
What are they frustrated with?	
What are their values in life?	
Why will they want to visit your site?	

Research popular topics within those areas and identify gaps or underserved niches.