

Picking A Niche

2. Idea Creation & Why Videos Go Viral

Picking a niche is a very important step on your creator journey. In this video we talk all about how to do it!

We also cover:

- What is a niche?
- Advantages of picking a niche
- How to pick a niche
- Are some niches better than other?

In basic terms a niche is a topic or category that you stick to when making videos. Picking a niche for your videos has a ton of advantages that should not be overlooked.

First it makes coming up with ideas easier. You might be thinking I'm crazy since we are limiting the possibility of what you can make videos about but your thinking about it all wrong. By sticking to a niche you can take video ideas from other niches and apply them to your own, making a unique video idea. We talk about this more in the ideas part of this course.

Sticking to a niche also helps you grow your audience faster. This is because by sticking to a constant theme the audience can know what to expect from you in the future and stick around. If you are all over the map it makes it hard for people to watch to follow as they have no idea if what you post in the future will be something they will enjoy.

Picking a niche should be a natural process and in general you should pick something that you are naturally drawn to. The reason for this is you will enjoy making content about it wayyy more and in the long run it will be far more enjoyable.

ACTION STEP:

Think about what you are already interested in. Is it cooking? Biking? Photography? and start thinking about if that is something you would like to make videos about.