Niche Scorecard Worksheet

Nichecraft | Printable companion to the public niche-validation chapter

How to use:	Complete one candidate sheet for each market. Score only when you can point to evidence; leave unknowns blank.
Score scale:	1 = weak or contradicted evidence; 3 = a specific but limited signal; 5 = repeated, recent buyer evidence. Use the same scale for every criterion.
Decision bands:	These are proposed decision bands, not industry benchmarks. A low score may mean “unknown”; investigate it before rejecting a market.
32–40 · Prioritize:	Take the candidate into buyer interviews; confirm the evidence and ask for a concrete next action.
24–31 · Investigate:	Use the lowest-scoring criteria to decide what you need to learn next.
8–23 · Rework or park:	Revisit the niche definition or move on unless new buyer evidence changes the picture.

Print the three candidate sheets that follow and compare their evidence after scoring.

Candidate Worksheet

Nichecraft | Candidate 1 of 3

Candidate market: _____

Total score: _____ / 40 · complete only when all eight criteria are scored

Repeated pain:
Recent examples from more than one buyer; frequency is clear.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Meaningful consequence:
Time, money, risk, or service quality is affected.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Existing workaround:
People spend effort or money to get around the problem.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Clear owner and budget path:
You can identify who owns the workflow and how spend is approved.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Buyer access:
You can reach real practitioners and decision-makers.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Room in current alternatives:
Buyers can explain what existing tools or services fail to cover.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Shared workflow across buyers:
The same job and problem appear across organizations in the niche.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Reason to act soon:
A deadline, recurring loss, or operational trigger makes delay costly.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Use the suggested decision bands on the first page after scoring all eight criteria.

Candidate Worksheet

Nichecraft | Candidate 2 of 3

Candidate market: _____

Total score: _____ / 40 · complete only when all eight criteria are scored

Repeated pain:
Recent examples from more than one buyer; frequency is clear.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Meaningful consequence:
Time, money, risk, or service quality is affected.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Existing workaround:
People spend effort or money to get around the problem.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Clear owner and budget path:
You can identify who owns the workflow and how spend is approved.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Buyer access:
You can reach real practitioners and decision-makers.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Room in current alternatives:
Buyers can explain what existing tools or services fail to cover.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Shared workflow across buyers:
The same job and problem appear across organizations in the niche.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Reason to act soon:
A deadline, recurring loss, or operational trigger makes delay costly.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Use the suggested decision bands on the first page after scoring all eight criteria.

Candidate Worksheet

Nichecraft | Candidate 3 of 3

Candidate market: _____

Total score: _____ / 40 · complete only when all eight criteria are scored

Repeated pain:
Recent examples from more than one buyer; frequency is clear.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Meaningful consequence:
Time, money, risk, or service quality is affected.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Existing workaround:
People spend effort or money to get around the problem.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Clear owner and budget path:
You can identify who owns the workflow and how spend is approved.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Buyer access:
You can reach real practitioners and decision-makers.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Room in current alternatives:
Buyers can explain what existing tools or services fail to cover.
Score (circle one): 1 2 3 4 5
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Shared workflow across buyers:
The same job and problem appear across organizations in the niche.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Reason to act soon:
A deadline, recurring loss, or operational trigger makes delay costly.
Score (circle one): 1 2 3 4 5
Evidence, source, or date: _____
Notes: _____

Use the suggested decision bands on the first page after scoring all eight criteria.