

. Lesson 2 should build directly on Lesson 1 and help students move from “**I know some products**” to “**I know exactly who I want to help and what problem I want to solve.**”

Your Knowledge Base strongly supports this approach: it emphasises **clear problem-solution fit, focusing on a niche for early dominance**, simplicity, customer-centricity and lean growth. The NorthStar system similarly recommends identifying problems that match the entrepreneur's interests and expertise, then starting small and validating demand before trying to expand.

Lesson 2 — Choose Your Niche & Audience

Lesson objective

By the end of this lesson, students will be able to:

- Understand what a niche is.
- Understand the difference between a broad market and a specific niche.
- Identify a particular audience they want to help.
- Identify the problems that audience is experiencing.
- Connect their interests and knowledge with a genuine audience need.
- Create a simple niche statement.
- Identify potential affiliate opportunities within their niche.
- Avoid one of the biggest beginner mistakes: trying to market to everyone.

1. Welcome to Lesson 2

In Lesson 1, we learned what affiliate marketing is.

You discovered that affiliate marketing isn't simply about putting links online.

It's about:

Finding people with a problem → providing useful information → recommending relevant solutions → potentially earning a commission when a qualifying referral results.

Now we're going to answer one of the most important questions in affiliate marketing:

Who are you going to help?

Because if you try to help **everyone**, your content becomes generic.

And when your content is generic, it's much harder for people to think:

“This person understands me.”

That's why we're going to introduce the concept of a **niche**.

2. What Is a Niche?

A niche is simply a **specific area of focus within a larger market**.

Think of it like this:

Broad market

Health

↓

More specific

Fitness

↓

More specific

Home fitness

↓

More specific

Home fitness for beginners

↓

Even more specific

Home fitness for women over 40 who want simple workouts at home

The further you narrow your focus, the clearer your audience becomes.

You don't necessarily have to stay extremely narrow forever.

The idea is to **start focused**.

Your Knowledge Base specifically identifies **Focus on a Niche for Early Dominance** as a success trait. The principle is that specialising initially can create stronger product-market fit and a more loyal audience before expanding later.

3. Why Should You Choose a Niche?

A beginner might think:

“If I target everyone, I'll have more potential customers.”

It sounds logical.

But there's a problem.

Imagine you're creating content about:

- Fitness
- Travel
- Technology
- Cooking
- Money
- Gardening
- Pets
- Business

Who exactly are you helping?

It's difficult to build a clear identity.

Now compare that with:

“I help beginners start exercising at home without complicated equipment.”

That's much clearer.

When someone sees your content, they can immediately think:

“That's for me.”

4. The Power of Being Specific

Let's look at another example.

Suppose someone searches for:

“How do I start a podcast?”

That's a broad question.

Now imagine someone asks:

“What microphone should I buy for my first podcast?”

More specific.

Then:

“What's the best affordable microphone for a beginner recording a podcast from home?”

Even more specific.

The more specific the problem becomes, the easier it can be to create useful content around it.

And that's exactly what you want.

You're not trying to create content for **everybody on the internet**.

You're trying to become useful to a **specific group of people**.

5. Niche vs Audience

These two terms are related but aren't exactly the same.

Your niche

What area are you operating in?

Example:

Beginner home fitness.

Your audience

Who specifically are you helping within that niche?

Example:

Busy women over 40 who want simple home workouts.

Their problem

What are they struggling with?

Example:

They don't have time to go to the gym and don't know what equipment or workouts they need.

Now we have something powerful:

Niche: Home fitness

Audience: Busy women over 40

Problem: They want to exercise at home but don't know where to start.

Potential solutions: Workouts, equipment, programmes, apps, educational resources and other relevant products/services.

That's beginning to look like an affiliate business.

6. Don't Start With the Product

This is a really important lesson.

Many beginners approach affiliate marketing like this:

“I found a product that pays £50 commission. How can I sell it?”

Instead, reverse the process.

Start with:

Who can I help?

Then:

What problem do they have?

Then:

What solutions already exist?

Then:

Which solutions are genuinely useful?

And only then:

Which products or services could I potentially recommend?

This approach is much more aligned with the Knowledge Base principle of **clear problem-solution fit**.

7. The Problem-Solution-Audience Triangle

Give your students this simple framework:

WHO?

Who are you helping?



PROBLEM?

What are they struggling with?



SOLUTION?

What would help them solve it?

For example:

WHO?

People starting their first online business.

PROBLEM?

They don't know which tools they need.

SOLUTION?

Educational content comparing useful business tools.

That could potentially lead to affiliate opportunities involving:

- Website tools
- Email platforms
- Productivity software
- AI tools
- Design tools
- Courses
- Business services

But notice the sequence:

Audience first.

Problem second.

Products third.

8. Finding Your Natural Niche

Now let's make this personal.

You don't necessarily need to choose a niche based solely on:

“What's popular?”

Instead, consider the intersection of three things:

1. What do you know?

What subjects, products, skills or experiences are you familiar with?

2. What do you enjoy?

What could you talk about, learn about or create content around without constantly forcing yourself?

3. What problems exist?

Are there people actively looking for information, guidance or solutions in that area?

The sweet spot is where these overlap.

Example

You enjoy:

Cooking

You know:

Healthy meal preparation

People struggle with:

Preparing healthy meals when they're busy

Potential niche:

Healthy meal preparation for busy professionals.

That is much stronger than simply saying:

“My niche is food.”

9. Your Spark Zone

This is where we can bring in the NorthStar approach.

NorthStar emphasises **alignment before acceleration**—growth should amplify what gives you energy rather than drain you. It also recommends aligning business activities with your interests, strengths and Zone of Genius.

So ask yourself:

What topics naturally give me energy?

What could you happily learn about?

What problems do you enjoy helping people solve?

What subjects do people already ask you about?

What products or services do you naturally recommend?

This doesn't mean your niche has to be your greatest passion in life.

But it helps if you have enough genuine interest to keep learning and creating.

10. Finding Problems People Actually Have

Here's where we move from “**I like this topic**” to “**There is a business opportunity here.**”

Your interests alone aren't enough.

You need to identify problems.

For example:

Topic: Gardening

That's not necessarily a niche.

But:

“Helping first-time gardeners grow vegetables in small spaces.”

Now we have:

Audience: First-time gardeners

Problem: Limited space and lack of experience

Desired outcome: Successfully grow vegetables at home

That's much more actionable.

11. The Three Types of Problems

Encourage students to look for three types of problems.

Problem Type 1 — Something they want to achieve

Examples:

- Make money online
- Lose weight
- Learn a language
- Start exercising
- Build a website
- Travel more cheaply

Problem Type 2 — Something they want to avoid

Examples:

- Wasting money
- Making mistakes
- Choosing the wrong product
- Losing time
- Feeling overwhelmed
- Getting poor results

Problem Type 3 — Something they want to improve

Examples:

- Productivity
- Fitness
- Cooking
- Business
- Confidence
- Organisation

These problems can become the foundation of your content.

12. The Audience Avatar

Now we're going to make your audience more real.

Ask students to imagine **one person**, rather than thousands of people.

Give them this exercise:

My ideal audience member

Name: Give them a fictional name.

Age: Rough age range.

Situation: What is happening in their life?

Goal: What do they want?

Problem: What's stopping them?

Frustration: What annoys or worries them?

Desired outcome: What would success look like?

Questions: What are they searching for?

Products/services: What might help them?

13. Example Audience Avatar

Name

Sarah

Age

42

Situation

She works full-time and wants to become fitter.

Goal

Exercise consistently.

Problem

She doesn't have much time and doesn't want to spend hours travelling to a gym.

Frustration

She finds complicated fitness programmes overwhelming.

Desired outcome

Simple workouts she can do at home.

Questions

- What equipment do I need?
- How often should I exercise?
- What's a good workout for beginners?
- Do I need weights?
- Which fitness app should I use?

Now look at how much content you could create.

You could create:

“5 Easy Home Workouts for Beginners”

“Do You Need Equipment to Start Exercising at Home?”

“Best Beginner Fitness Apps”

“Home Workout Equipment: What Do You Actually Need?”

And some of those topics could naturally lead to relevant affiliate products.

14. Your Niche Statement

Now we're going to turn everything into one sentence.

Give students this formula:

I help [specific audience] who struggle with [specific problem] to achieve [desired outcome].

Example 1

I help busy women over 40 who struggle to find time for exercise to build a simple home fitness routine.

Example 2

I help beginners who want to start a podcast but don't know what equipment they need to create their first home recording setup.

Example 3

I help first-time gardeners with small outdoor spaces grow their own vegetables.

This sentence becomes your **North Star** for the content you create.

15. Broad vs Specific

Give students some examples.

Too broad

✗ Fitness

Better

✓ Home fitness

More specific

✓ Home fitness for beginners

Even more specific

✓ Home fitness for busy women over 40

Too broad

✗ Technology

Better

✓ Technology for small businesses

More specific

✓ Technology for solo business owners

Even more specific

✓ Simple technology tools for solo business owners who aren't tech-savvy

The objective isn't to make the niche ridiculously narrow.

It's to make it **clear enough that you know who you're talking to.**

16. Don't Worry About Getting It Perfect

This is important.

Students often get stuck here.

They think:

"What if I choose the wrong niche?"

Tell them:

You are not signing a lifetime contract.

Your first niche is a starting hypothesis.

You can test it.

You can learn.

You can refine it.

You can narrow it.

You can expand it.

You can change direction.

NorthStar's Launch Path specifically recommends rapid testing and iteration, with an emphasis on **proof of desire before proof of concept**.

So don't spend six months trying to find the "perfect" niche.

Choose a sensible starting point and test it.

17. The Niche Validation Test

Before students commit, give them five questions.

Question 1

Are there people with this problem?

If nobody has the problem, there's no audience.

Question 2

Do people actively want a solution?

Are they asking questions, searching for information or discussing the problem?

Question 3

Can I create useful content around this problem?

Could you come up with 20–30 useful content ideas?

Question 4

Are there products or services that could genuinely help?

This matters for affiliate marketing.

Question 5

Would I enjoy helping this audience?

This connects the business to your Spark Zone and sustainable growth.

If you can answer **yes** to most of these, you have a promising starting point.

18. Your First Content Test

Now let's introduce the idea of **validation**.

Instead of saying:

"I've chosen my niche, therefore it must work."

Say:

"I've chosen a niche hypothesis. Now I'm going to test it."

For example:

Your niche:

Beginner home fitness for women over 40.

Create three pieces of content:

Content 1:

"3 Mistakes Beginners Make When Starting Home Workouts"

Content 2:

"What Equipment Do You Actually Need for Home Fitness?"

Content 3:

"A Simple 15-Minute Beginner Workout"

Then watch what happens.

Which topic gets attention?

Which gets questions?

Which gets clicks?

Which creates conversations?

This gives you information you can use to refine the niche.

That's the beginning of the feedback loop that NorthStar recommends.

19. Common Beginner Mistakes

Mistake #1 — Choosing a niche only because it's profitable

If you have no interest or knowledge, creating consistent useful content can become difficult.

Mistake #2 — Choosing something so broad that nobody knows who you're helping

“Lifestyle” is an enormous category.

Mistake #3 — Choosing something so narrow that there isn't enough audience demand

You need a balance.

Mistake #4 — Choosing products before identifying the audience

Remember:

Audience → Problem → Solution → Product

Not:

Product → Find someone to sell it to.

Mistake #5 — Constantly changing niches

Don't change direction every few days because one post didn't perform.

Give your idea enough time and testing to generate useful information.

20. Your Niche Formula

Here's the simple formula I'd like students to remember:

I help [WHO] with [PROBLEM] achieve [RESULT].

Then add:

I can help them by providing [CONTENT/SOLUTION].

And finally:

Relevant affiliate products could include [PRODUCT TYPES].

Example

I help:

Busy parents.

With:

Preparing healthy meals quickly.

Achieve:

Simple healthy family meals.

Content:

Recipes, meal planning, kitchen tips and product comparisons.

Potential affiliate products:

Kitchen equipment, meal-planning tools, recipe resources and relevant services.

Now you have the beginnings of a business model.

21. Lesson 2 Student Exercise

Your Niche Discovery Worksheet

Ask students to complete this:

Step 1 — What interests me?

Write down **5 topics** you genuinely enjoy or know something about.

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

Step 2 — Who could I help?

For each topic, identify a possible audience.

Example:

Topic: Photography

Audience: Beginners who want to take better photos with their phones.

Step 3 — What problem do they have?

Complete:

“People in this audience struggle with _____.”

Step 4 — What do they want?

Complete:

“They would love to _____.”

Step 5 — What could help them?

List potential solutions.

Information

Tools

Products

Services

Courses

Software

Equipment

Communities

22. Choose Your Top 3

Now ask students to select their **three strongest niche ideas**.

Score each one from 1–5.

Question

Score

Question	Score
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Do I understand or enjoy this topic?	/5
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Is there a clear audience?	/5
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Is there a clear problem?	/5
---------------------------	----

Do people want the outcome?	/5
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Can I create useful content?	/5
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Are there relevant products/services?	/5
---------------------------------------	----

Would I enjoy helping this audience?	/5
--------------------------------------	----

Total: /35

The highest score isn't automatically the winner.

It's simply a way to help students think through their options.

23. Create Your Niche Statement

Now complete:

I help _____ who struggle with _____ to achieve _____.

Then:

My initial content will focus on _____.

And:

Potential affiliate solutions could include _____.

24. Lesson 2 Quick Check

Question 1

What is a niche?

- A. Every possible customer
- B. A specific area of focus within a broader market
- C. An affiliate link
- D. A product catalogue

Answer: B

Question 2

Which is more specific?

- A. Fitness
- B. Health
- C. Home fitness for beginners
- D. Lifestyle

Answer: C

Question 3

Which should generally come first?

- A. Find the highest-paying affiliate product
- B. Identify the audience and their problem
- C. Create 1,000 affiliate links
- D. Buy advertising

Answer: B

Question 4

Complete the sequence:

Audience → **Problem** → _____ → **Product**

Answer: Solution

Question 5

Do you need to find the perfect niche before taking any action?

- A. Yes
- B. No—you can choose a sensible starting point, test it and refine it.

Answer: B

25. Lesson 2 Key Takeaways

Give your students these five points to remember:

- 1. Don't try to help everyone.**
- 2. Start with a specific audience.**
- 3. Find a real problem that audience wants solved.**

4. Choose solutions and products that genuinely fit the problem.

5. Treat your first niche as something to test and refine—not a permanent decision.

The bigger lesson is:

You don't build an affiliate business around a product. You build it around an audience and the problems you can help them solve.

That is the foundation for everything that follows.

26. Lesson 2 Homework

Before moving to Lesson 3, students should complete these five tasks:

- Choose their **top 3 potential niches**.
- Identify the **specific audience** for each.
- Identify at least **one important problem** that audience has.
- Write their **“I help...” niche statement**.
- Choose **one niche hypothesis to test**.

Their final answer should look something like this:

My niche: Beginner home fitness

My audience: Busy women over 40

Their problem: They want to exercise but don't have the time or confidence to go to a gym.

Their desired result: A simple fitness routine they can follow at home.

My niche statement:

“I help busy women over 40 build a simple home fitness routine without needing to spend hours in the gym.”

Potential affiliate solutions: Fitness equipment, apps, programmes and relevant resources.