

Agency Niche Selector

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Evaluates candidate niches for your agency against demand, budget, competition and your fit, and recommends where to focus. Use it when you are spread too thin. For the resulting pitch use the Agency Positioning Statement.

Purpose of this tool & output

Choose a profitable niche to focus your agency

How the output is used

Use it to choose a profitable niche to focus your agency — an industry or service where you can win and command a premium.

Important cautions

Validate demand with real conversations before committing.

Companion documents

- Marketing Agency Setup Guide
- Agency Business Plan
- Agency Positioning Statement
- Service Productization Planner
- Agency Feasibility Study
- Agency Operations SOP

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.