

THE BIG BOOK OF



**YouTube
NICHES**





ABOUT THE AUTHOR

Saloni Srivastava, founder of Hustlepost Academy is the quintessential businesswoman who runs multiple online ventures while enjoying her bowl of freshly made Korean Ramen.

She has been featured in YourStory, The Times of India, and on the cover of Failing It Up Magazine.

Saloni is also a well-known YouTuber with 500,000 followers, a TEDx speaker, and the co-founder of India's first influencer run ed-tech platform for new age careers.

She also mentors multiple aspiring YouTubers and content creators all around the world.

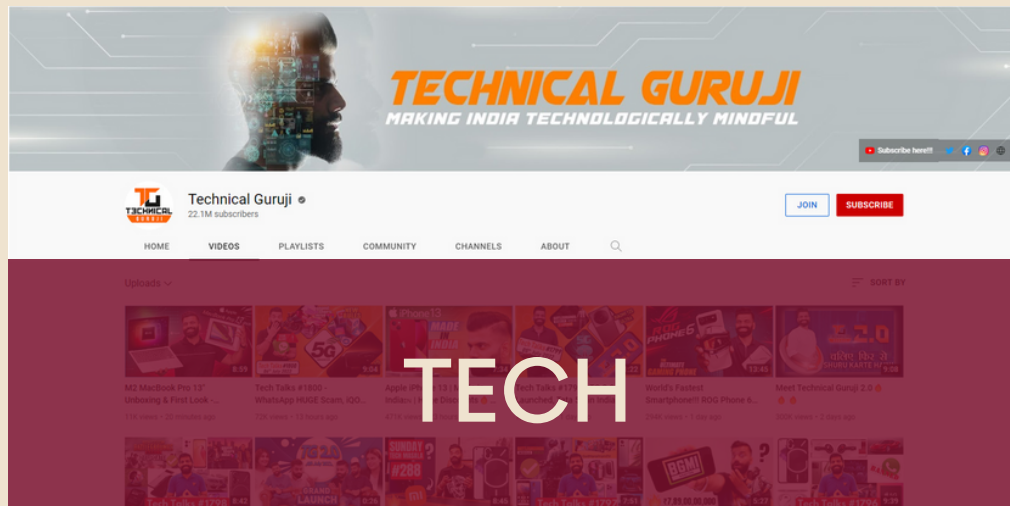


A List of Popular and Profitable Niches to Start Your YouTube Channel:

The process of starting a YouTube channel often gets stuck at the very first step, selecting a niche. A lot of you might also relate to this, you know you want to become a YouTuber, but there is either nothing that intrigues you or you wish to cover almost everything that you like. Either way, this dilemma of selecting a niche ends up delaying the start of your channel.

Well, not anymore! It's time to pick a niche and here is a list from which you can select the one that you believe you can cover for years to come without getting bored.

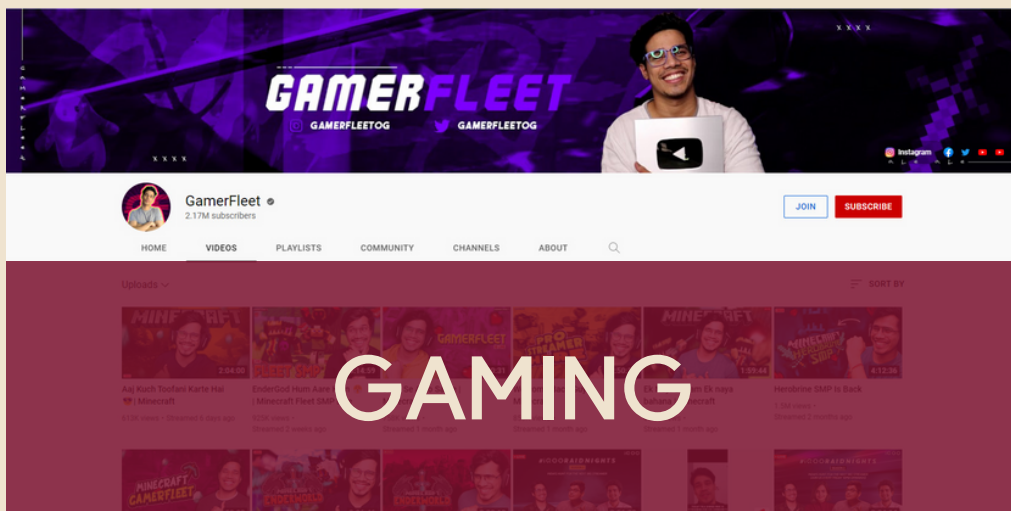




For someone who has decent knowledge about the technology, how it works, and which product to pick and why, starting a tech channel makes the most sense. You can start a YouTube channel in which you unbox new products, compare different technologies, tell your audience about the softwares, applications, and products that they should be using for their benefit, and much more.



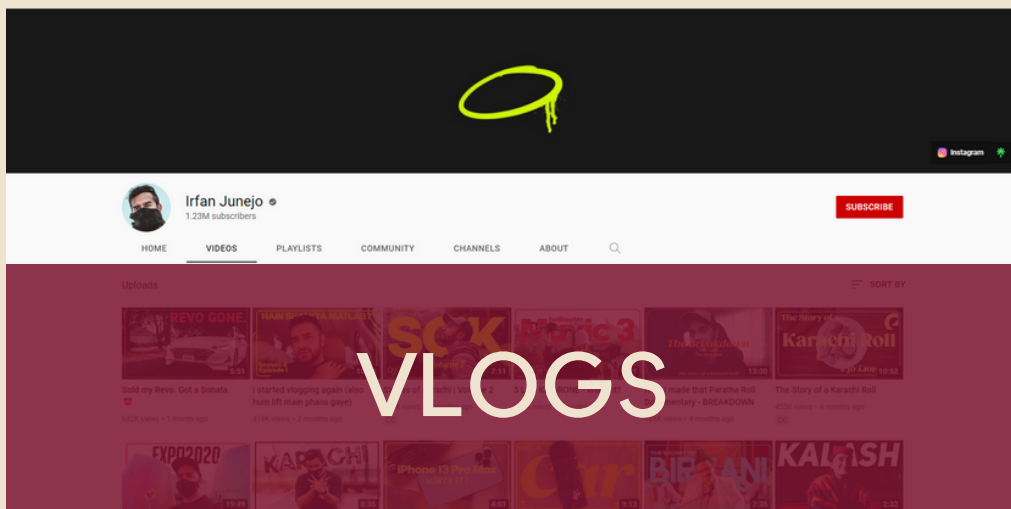
Sounds a little basic but there is still a lot that people don't know how to do and you can teach the right, easy, effective, or creative way of doing something.



GAMING

It may surprise you as well but gaming is one of the most consumed niches on YouTube. Who would have thought that people like watching YouTubers live streaming games? Well, here we are, with innumerable YouTube channels with an unimaginable audience that loves not just playing but even watching games.

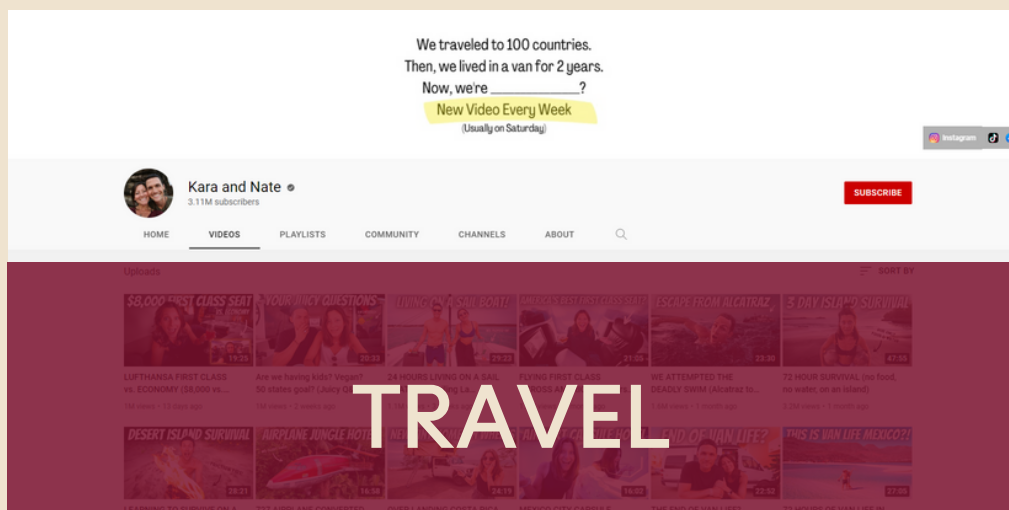
If you too are a gamer, it's your time to start live streaming your games on YouTube.



VLOGS

Vlogging is such a wide industry. You can vlog anything and anywhere. Vlogging is the idea of sharing actual glimpses of whatever you do in your life or day. For instance, a travel vlogger shall record their travel journey, and a day-to-day vlogger can share their day, morning routine, evening routine, work routine, basically anything that they usually do in its true sense.

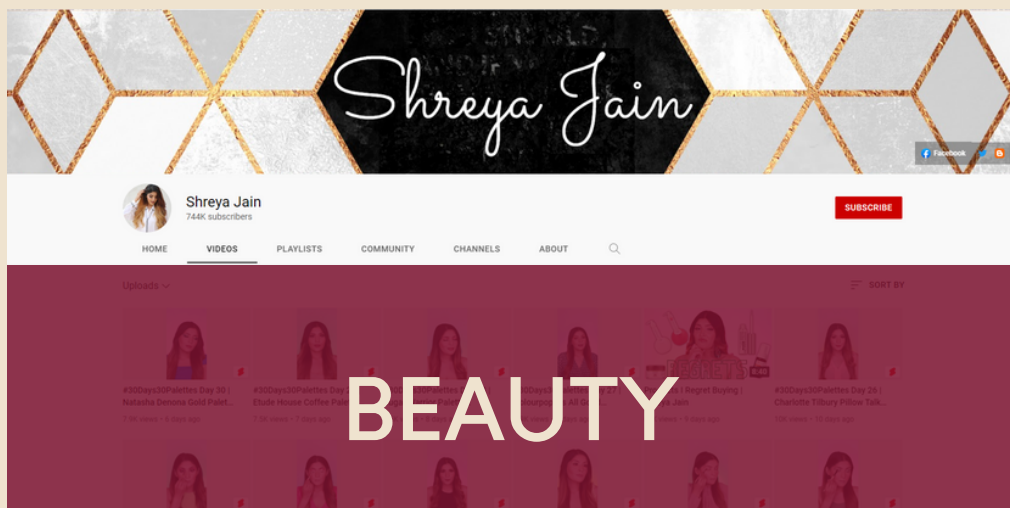
People love watching vlogs. We all love watching something real and true, don't we? No wonder vlogging is an extremely popular and profitable niche.



TRAVEL

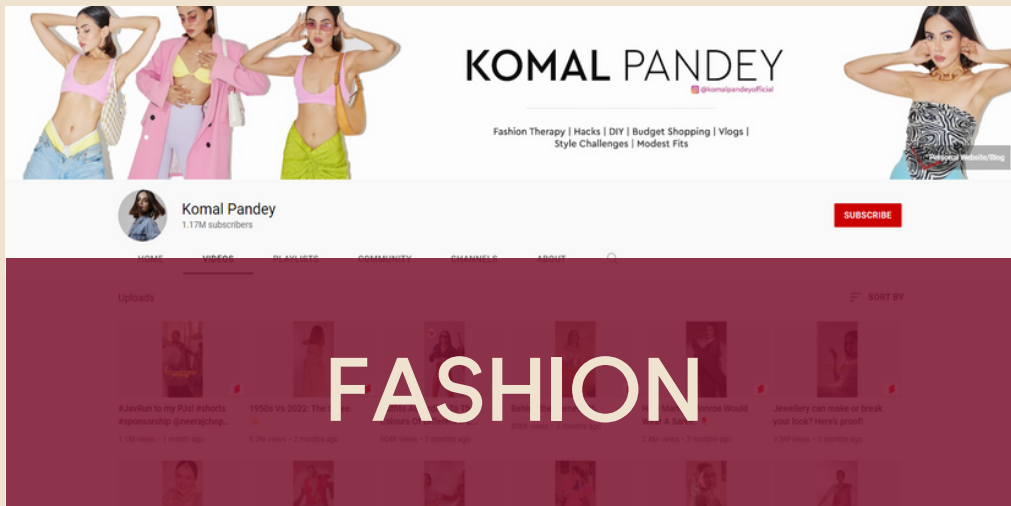
Where are all our travel enthusiasts now? Come on, it's your time to shine. Start a travel channel. Share how you pack your bags, where you stay, and what your trip was like with your audience. More and more people are interested in travelling, especially after the pandemic, and they often look for content online before selecting a destination.

Starting a travel channel will not only get you paid but you will even get opportunities to travel for free. And most importantly, with the responsibility of uploading new videos at regular intervals, you will consider travelling more as well.



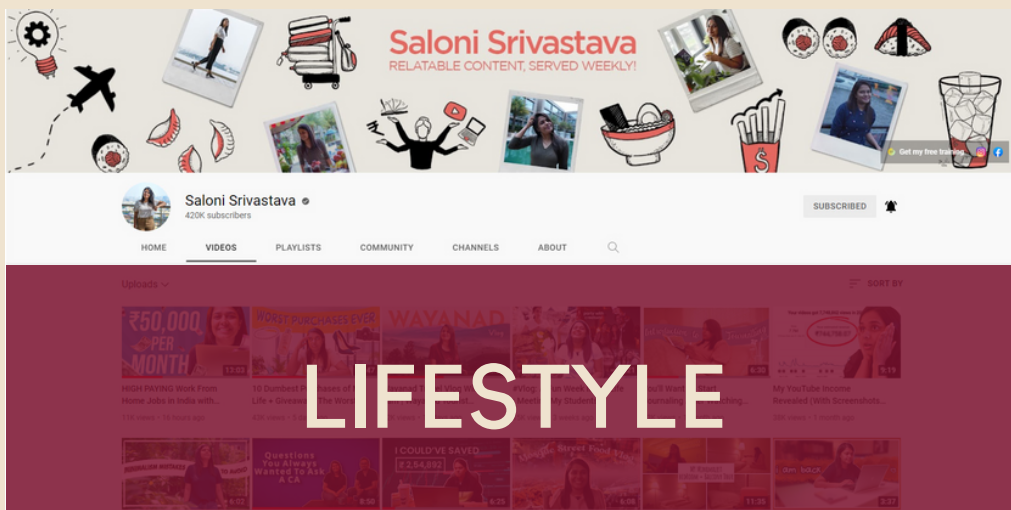
BEAUTY

Beauty again is a very vast industry. You can never get out of content ideas. Makeup videos, tutorials, skincare, home remedies, and product reviews and comparisons, there is so much that you can cover. And if you think the industry is already flooded with content creators, believe us, there is still so much space available for newbie beauty enthusiasts. Even if you start just now, you can easily grow and make space for yourself if you are consistent and good at what you do.



FASHION

Just like beauty, fashion also is an industry that despite having so many content creators keeps welcoming new creators for good. On a fashion channel, you can share different ways of styling clothes and accessories, what to wear on different occasions, and hauls on budget and from different websites. People look for this kind of content online before making a purchase and for inspiration before occasions.



LIFESTYLE

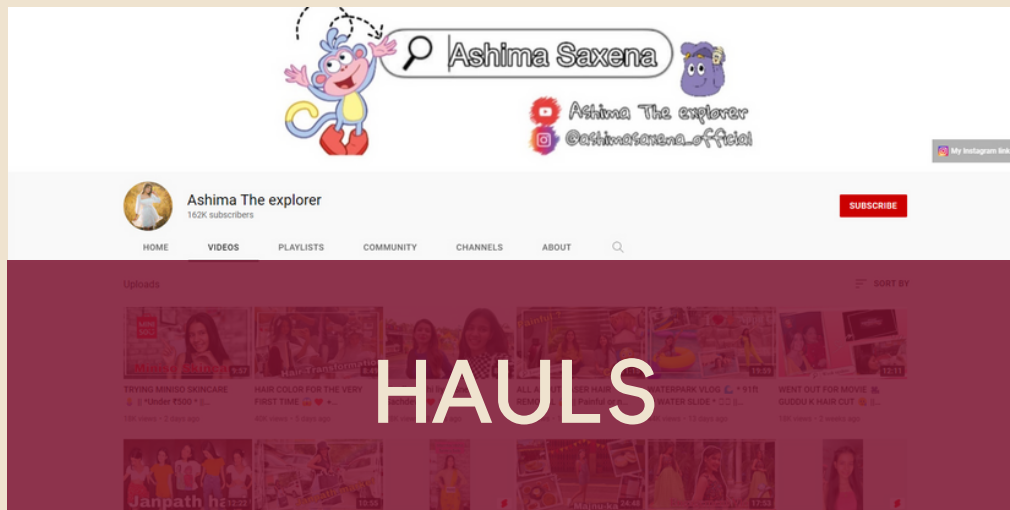
If you wish to cover a myriad of topics, lifestyle is the perfect niche for you. You can cover food, travel, vlogs, beauty, skincare, routines, fashion, and home management under the lifestyle niche. This is a great option if you wish to try different niches. You can later choose to niche down or continue covering everything under lifestyle, the choice is yours. Isn't that amazing?



Content around home decor, organisation, management, cleaning, and products used for everything mentioned in the list have a huge audience on YouTube. We are always looking for new techniques, products, and organisation tips for home, kitchen, bathrooms, and every area of the home you can think of. If this kind of content intrigues you and you believe you have tips that shall work for the majority, it's time to share them.



Product reviews is another niche that is more popular than one may think. There are YouTube channels that are solely dedicated to unboxing videos and they have a significantly huge audience. You can do the same. And again, you can cover a wide range of niches under this. From tech and applications to beauty, skincare, fashion, and home appliances everything can be reviewed at your channel, you decide which industries you wish to cover.



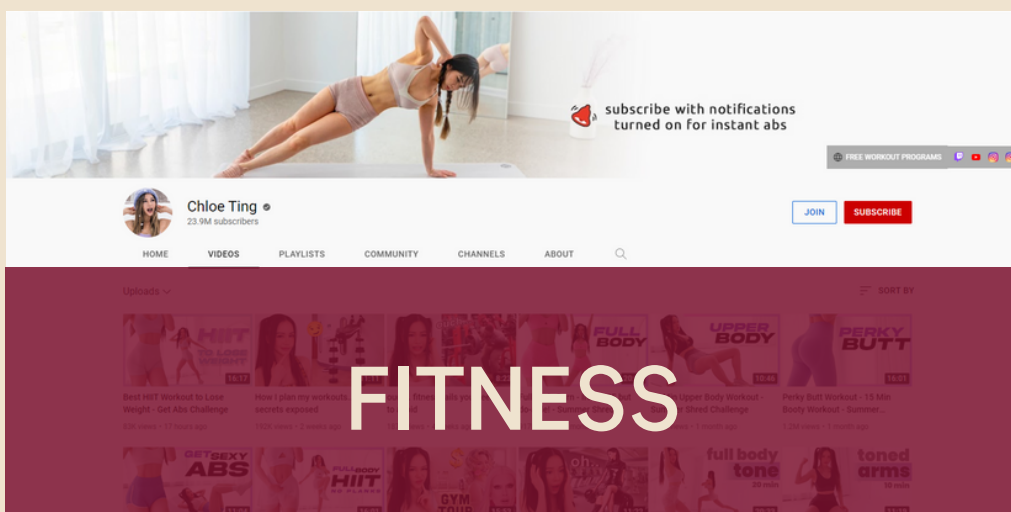
From websites and Instagram stores to local markets, people are always looking for reviews and hauls on YouTube before making a purchase so that they can get an idea of what they are investing in. If you are always purchasing clothes, makeup, and accessories online, you can share haul videos on YouTube for an audience that is like you when it comes to shopping.



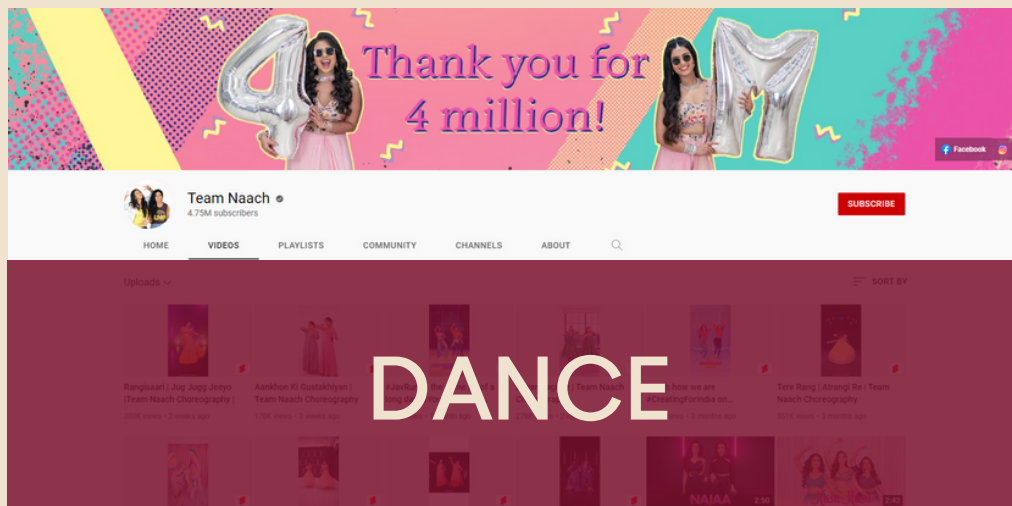
If you are passionate about cooking, you can start a cooking channel on YouTube. Even in cooking, you can choose to niche down. Like, you can cook regional dishes, or for a specific group of people, and on budget. Niching down in cooking can help you grow quickly. And having your unique style can help you stand out from the competition in this niche.



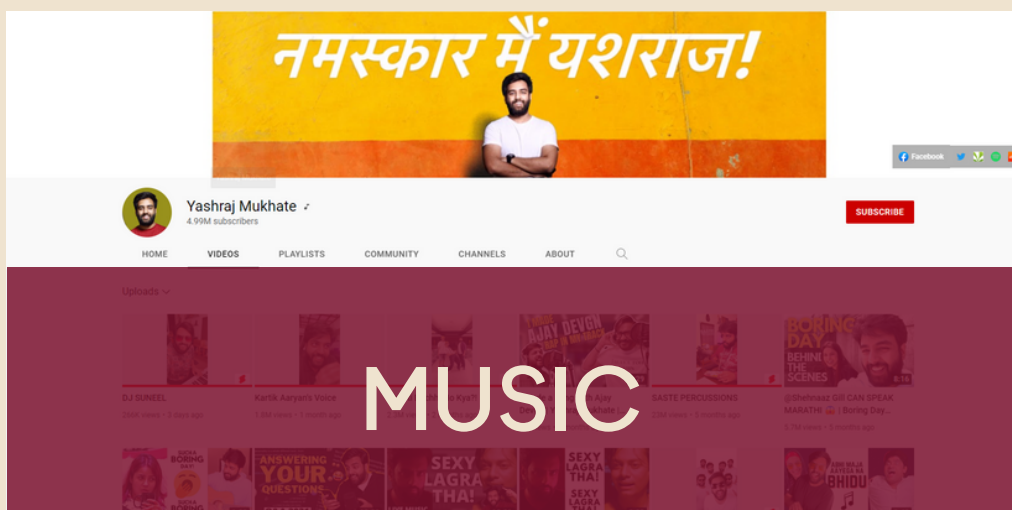
Do we really have to tell you how trending this niche is? You go to your favorite food place and let the world know about it. Not just that, for tourists who are visiting a city or state, YouTube videos and channels that cover famous places to try in that city can come in handy. There is a lot one can do within the food blogging and vlogging niche.



Document your workout and share it on YouTube, some people are just starting working out and they need to know how people are doing. Not just home workouts but even weight lifting and using equipment has a huge audience. People are often shy and scared to ask how to use specific equipment, they can check your content and help themselves. You can share your experiences and help your audience through that as well.



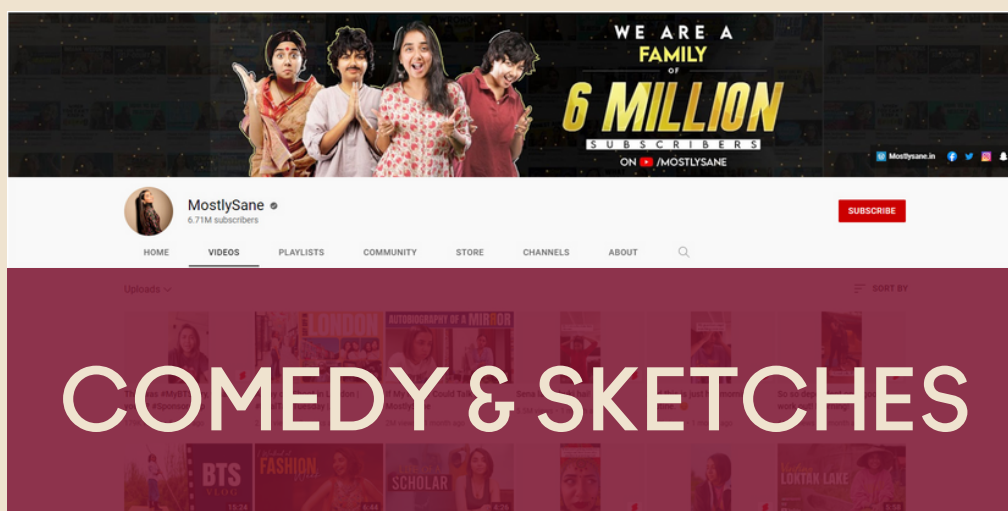
If you like dancing, what is stopping you from recording your performances and practice sessions and uploading those videos on YouTube? Please don't say you are not good at it. You, of all people, should acknowledge and appreciate your talent and start recording and sharing it with others.



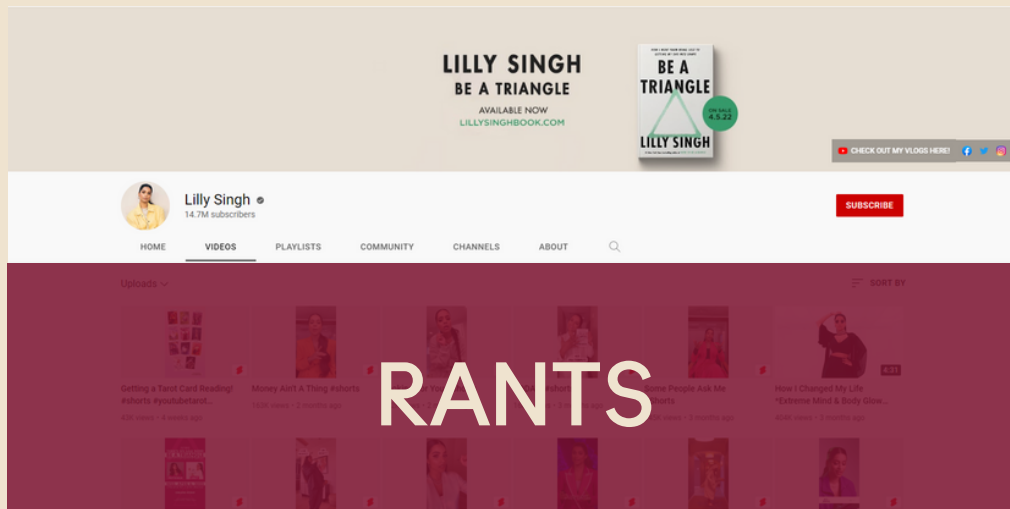
So many amazing singers are found on YouTube. You simply start by recording and uploading covers of yourself on YouTube and people find you and offer singing opportunities. This has worked for many singers and can work for you if you start your YouTube channel.



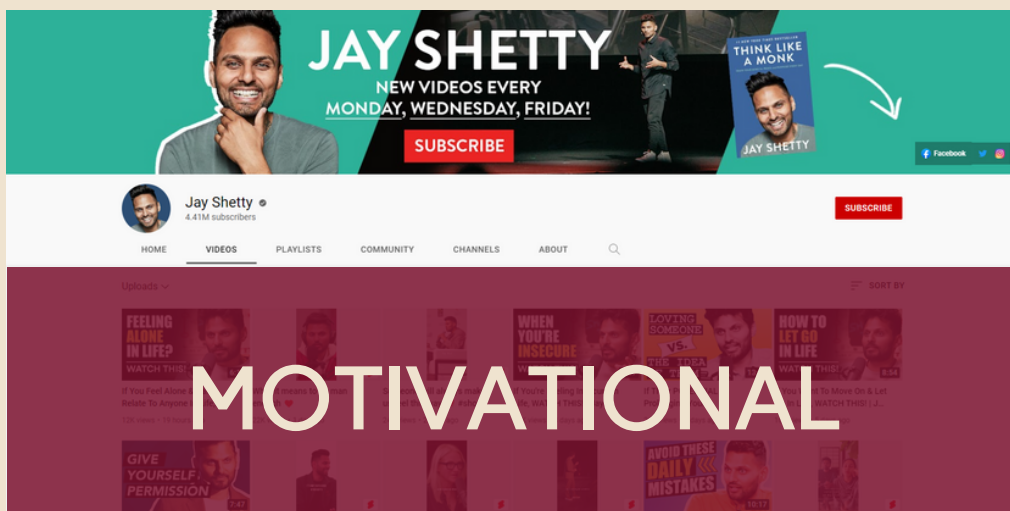
If you have a baby and don't mind sharing their videos and clips on the internet, you can start a YouTube channel for your baby. It's always fun watching cute, funny videos of babies trying to crawl, stand, walk, eat, and talk. If your baby is a little older, you can get them to showcase their talents. There is no competition among babies, every baby is cute and loved by the audience. However, the moral aspect of doing this is questionable.



If you are a comedian and participate in open mics you can post those recordings online. And if not that, you can try sketch comedy or vines, just like Bhuvan Bam does. The comedy audience watches everything available online. So your chances of getting views are considerably high.



Who doesn't like relatable rant videos? From period problems to long beard struggles, there is a video on every situation of life and no matter how many videos cover the same topic, people still watch them for fresh content.



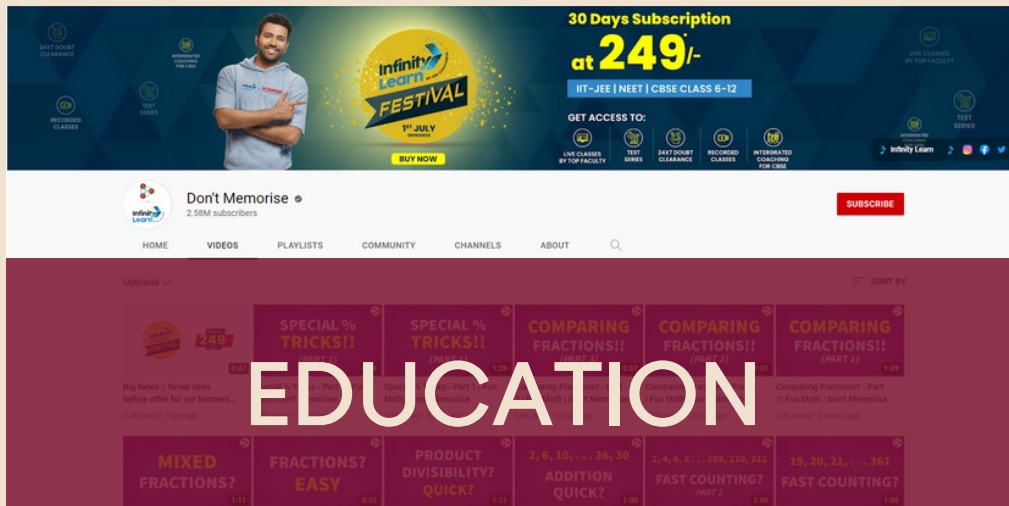
There is a lot that we believe we can share to help others. If you too have such knowledge and you think you can motivate people into doing something that they like or is beneficial for them, you can start a motivational channel and talk to your audience.



Content around mental health is less than required. Starting a YouTube channel that focuses on the importance and management of mental health and educates people about different mental conditions, you can easily get a decent audience. Provided you are equipped with the right information.

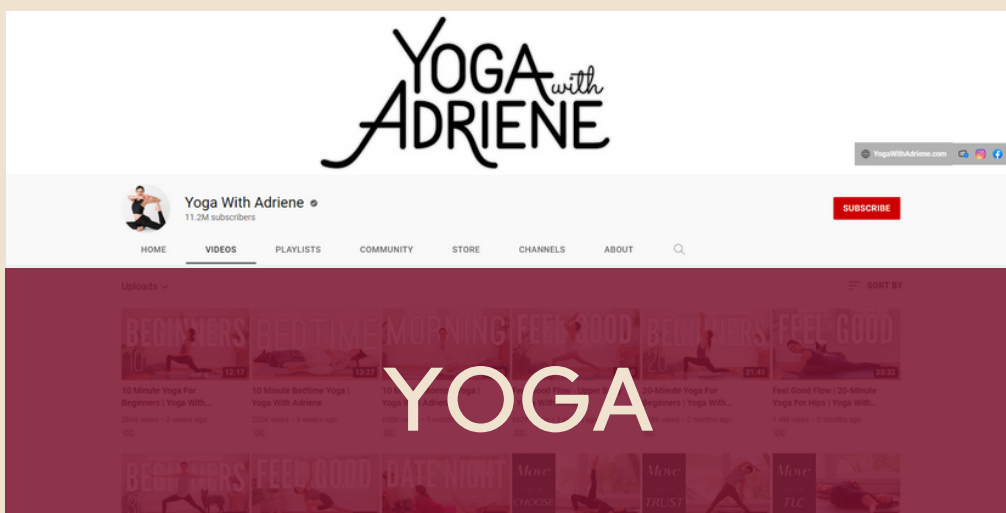


There are so many parents-to-be and new parents who don't know how to take care of every aspect of this new phase in their lives. They can take help from your content.



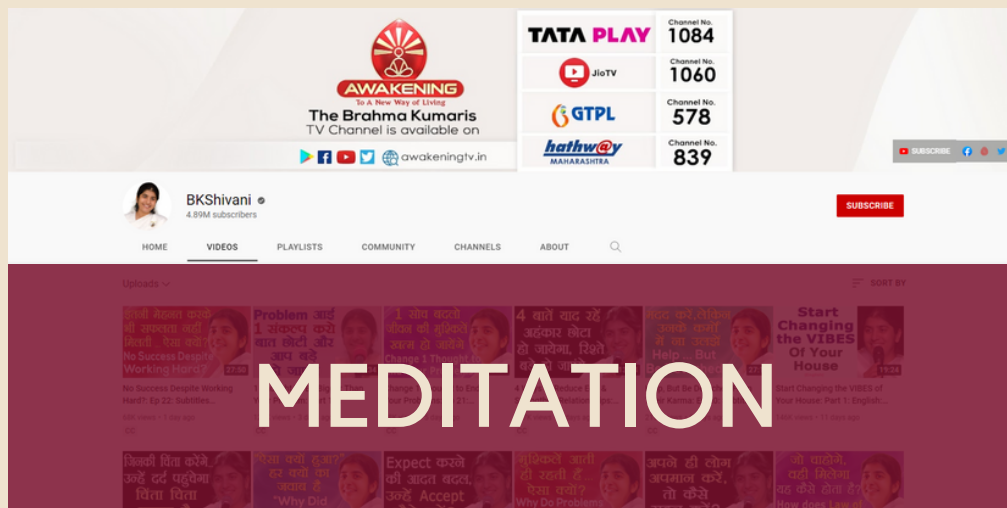
EDUCATION

Any specific subject that you believe you excel at? You can share your knowledge and tips with students who are pursuing or are looking forward to pursuing the subject. You can also talk about every subject and field of education and share information regarding the career and earning potential so that the students or aspiring professionals know what they are getting into.

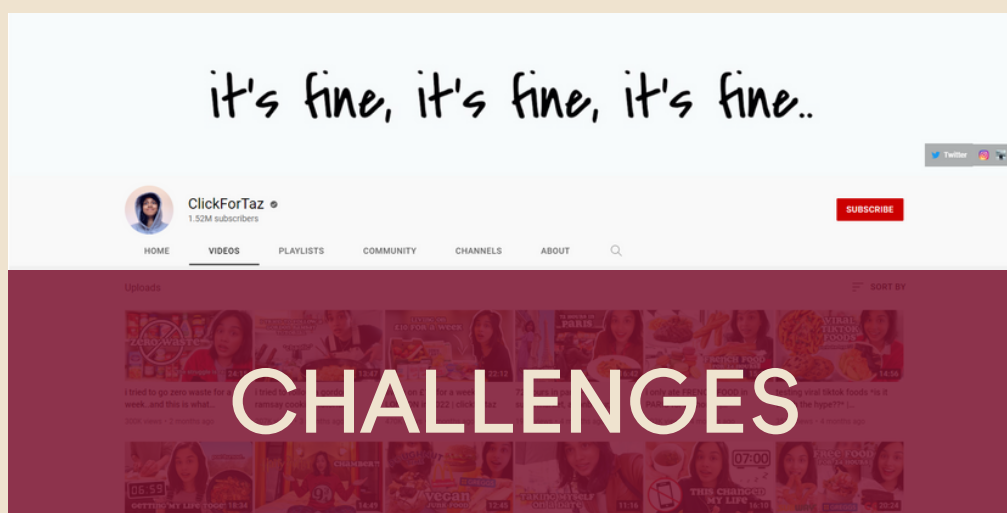


YOGA

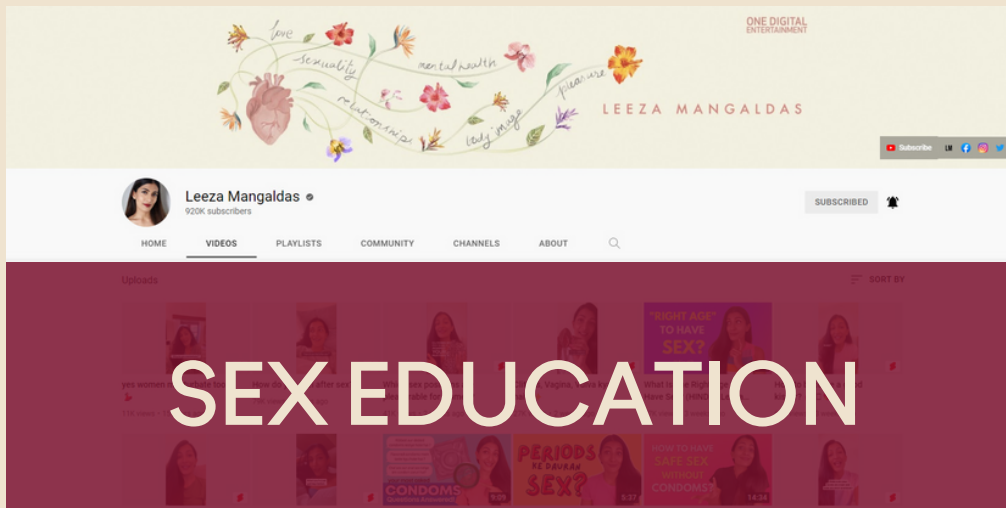
The whole world has witnessed a major shift towards yoga. Do you think you know how to do yoga? It's time to share your knowledge and guide newbies as well as experienced yoga enthusiasts.



A lot of people know the importance of meditation but have no clue how to meditate. It's a term that is thrown around a lot but the knowledge is pretty limited. If you think you can help people understand everything about meditation then this can be your niche.



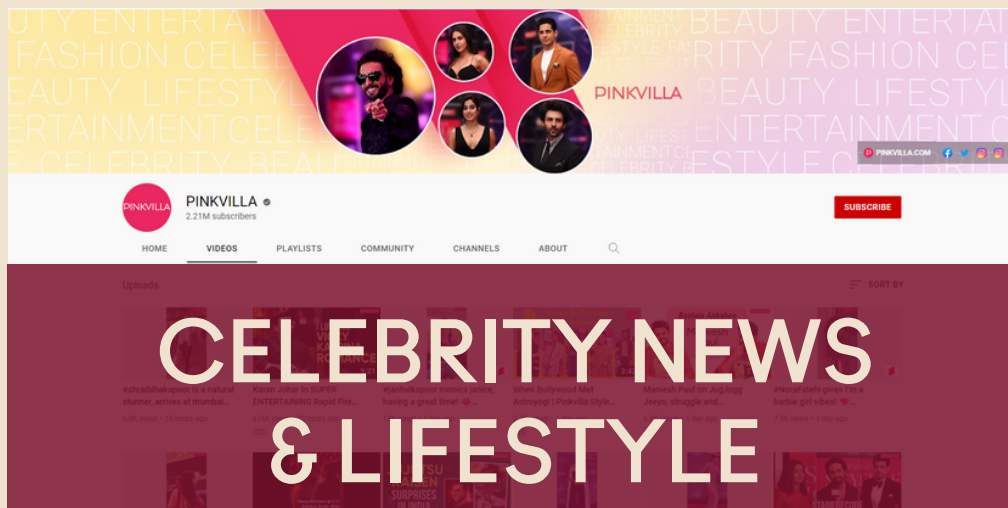
If you still feel like you want to cover everything or nothing so far has intrigued you then maybe doing challenge videos should be your call. Pick up a few challenges and create a video around that content.



We cannot stress enough how important sex education is. And the fact that the content on the internet, especially by Indian creators, is so limited is simply sad. If you think this is something that you can cover and create awareness about, pick this niche and start uploading already.



Everyone likes the idea of having plants and growing organic vegetables and herbs but a lot of them don't even know the basics of gardening. Well, if you know gardening, this is your sign to start teaching people through your YouTube channel.



How many times do you find yourself watching videos about celebrities? You can start posting information about celebrities online as well. You can interview celebrities and get information about them through your network and sources as well. It's a little difficult for beginners but once you have the right network, it shall not be as difficult.



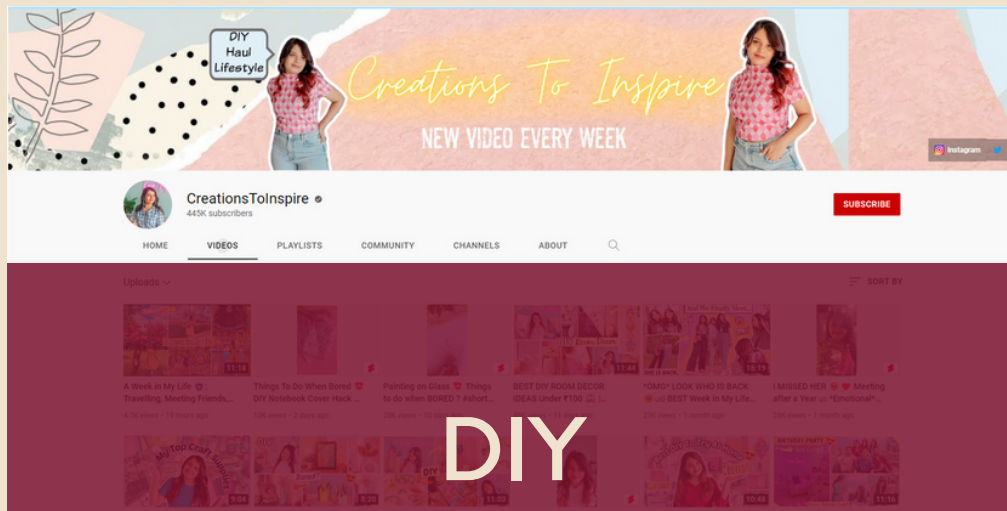
A lot is going on in politics and one can find everything but true news and factually correct information. If you think you can provide information regarding everything that's going on or has been there without taking sides, this should work for you.



Content on finance is pretty limited but there is a serious need and demand for information around finance. For someone who has decent knowledge of finance, this is the best niche they can pick.



We all come across so many YouTube channels showcasing luxury in the name of budget. It's high time we have someone who understands and respects the meaning of "budget" and makes content around that.



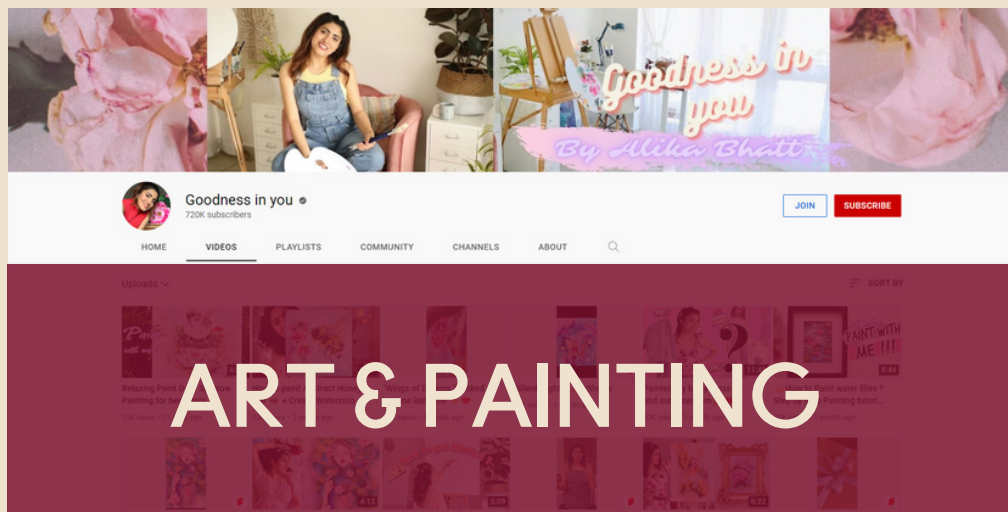
DIY

A lot of you must be gifted with the talent to create something on your own. From Jewelry to dresses, people can make everything on their own and we want them to show us how to do that. Are you one of those people who can DIY most of the things yourself? Well, make content and share your talent with us.

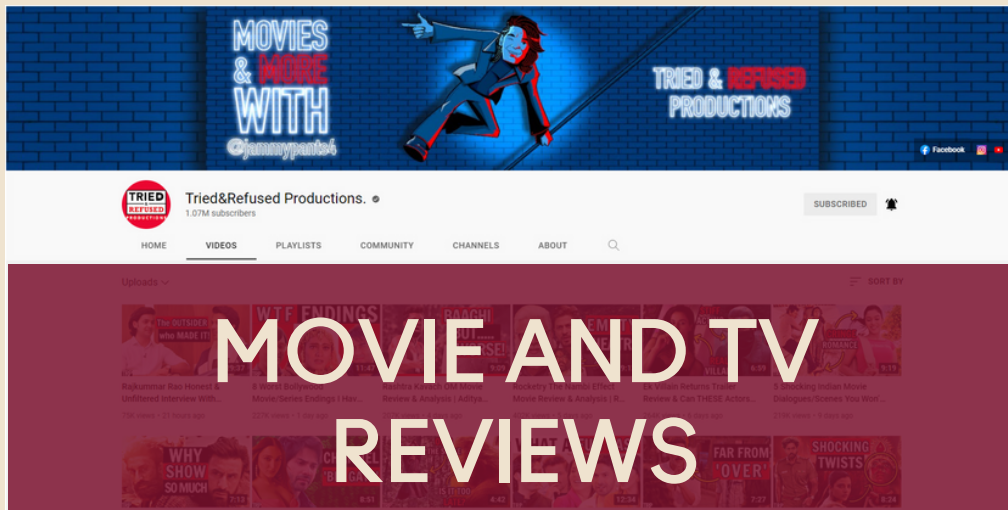


BOOK REVIEWS

Readers and those who wish to start reading are always looking for book recommendations and reviews so that they invest in books that people are already liking. You may think there aren't a lot of people who read as much as you. But that is probably in your circle only. Start posting videos on YouTube and you'll see for yourself how many people will come to tell you that they appreciate your content.



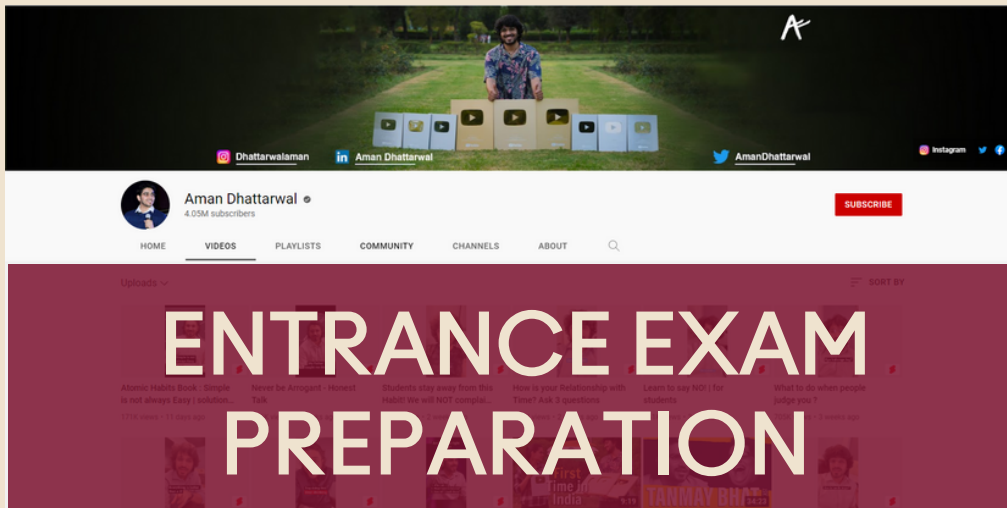
Art and painting is a type of meditation for some and then some people love the idea of painting but don't know how to start. You can be their guide and teach them the basics and different types of paintings.



Just like book reviews, some people look for TV and movie recommendations and reviews as well. If you like watching Netflix, this is one way you can monetise it.



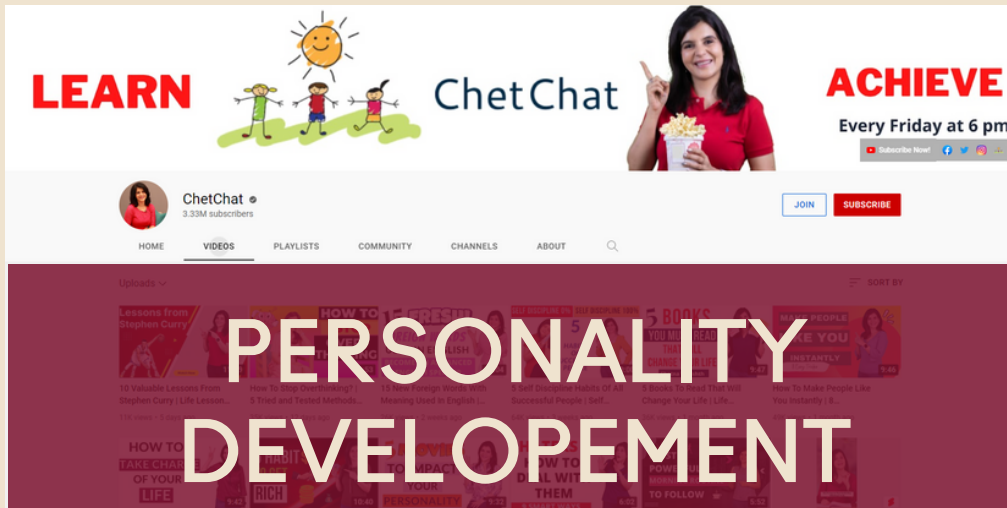
Like parenting, pregnancy is something that not many women are mentally prepared for. They need guidance, help, and suggestions, and YouTube really comes in handy. If you are qualified to provide this information, starting a YouTube channel will be a great decision.



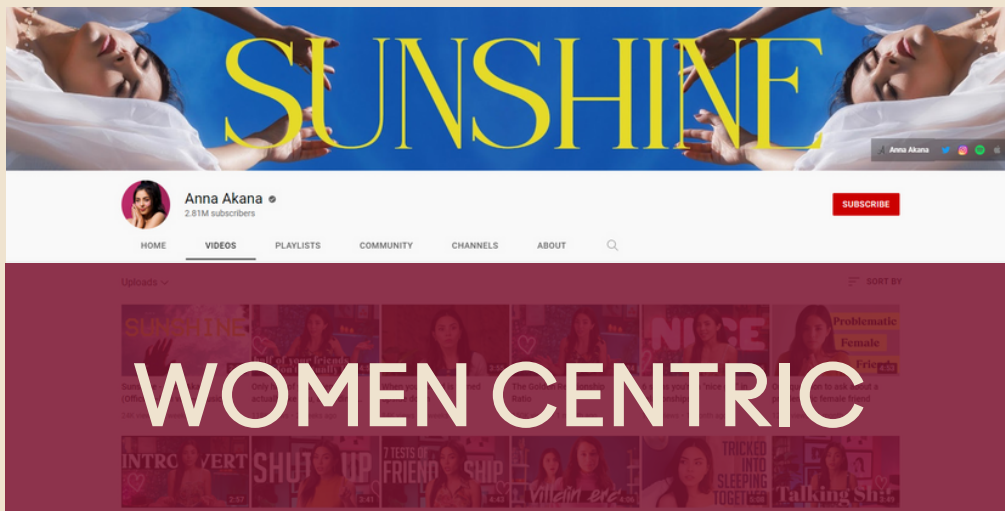
There are so many entrance exams that people, on regular basis, prepare for. Have you appeared in any of them yourself? If yes, you can share your experience and knowledge.



With the idea of the side hustle and converting a hobby into a career trending and gaining traction, videos that shed light on this subject are getting more and more views. In this time, starting a channel that is dedicated to a career and turning life skills into a career can prove to be very beneficial.



Taking personality development courses is not everyone's cup of tea. However, if the same information is available on YouTube, everyone would want to consume it for one reason or another.



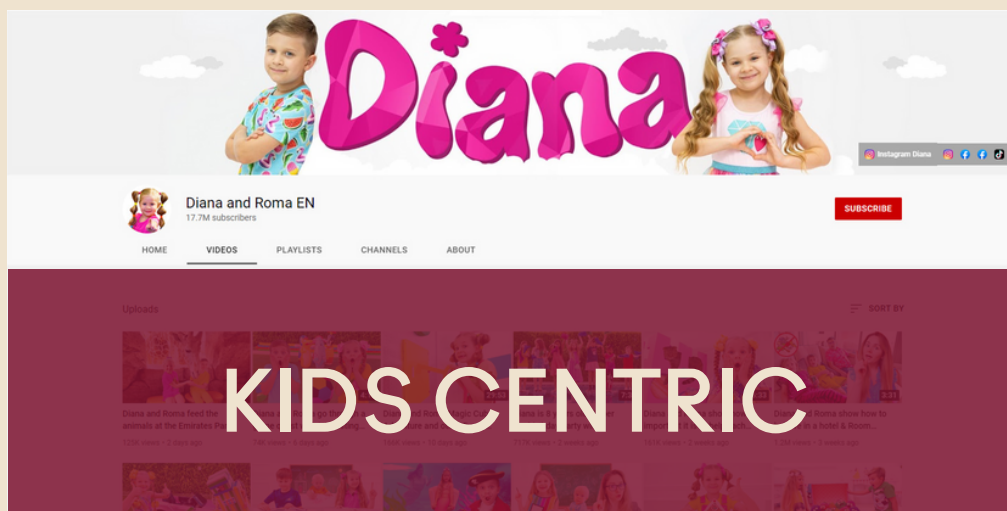
There is a lot that can be covered for the female audience. If you think you have a lot to share specifically for the women out there, you should consider starting a YouTube channel for women.



When it comes to working, from the office or at home, people need to learn a lot. No matter how many years of experience one has, one can never be perfect when it comes to working. You can make videos related to working, communicating, behaving, and putting your opinion on the table in the office environment. And similarly, for freelancers and digital nomads, you can share tips and tricks to be productive and save money while travelling.



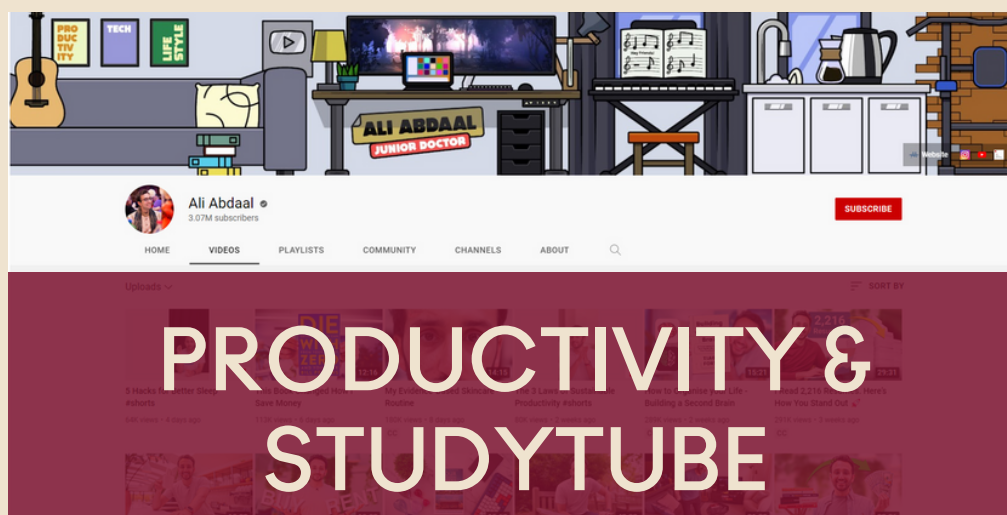
Like women, one can make content addressing the male audience. From fashion and personal care to educating men about feminism and sensitive topics like that, there aren't a lot of channels that are covering this kind of content, so you can benefit from less competition.



Even kids need to learn a lot. Especially with parents working and having less time for kids, creating good quality educational and entertaining content in this niche can be highly appreciated.



Finally, there is health, medicine, and Ayurveda. If you are qualified and hold experience in this industry, starting a YouTube channel in this niche can be profitable for you. There is no doubt people are looking for information regarding health, medicine, and Ayurveda.



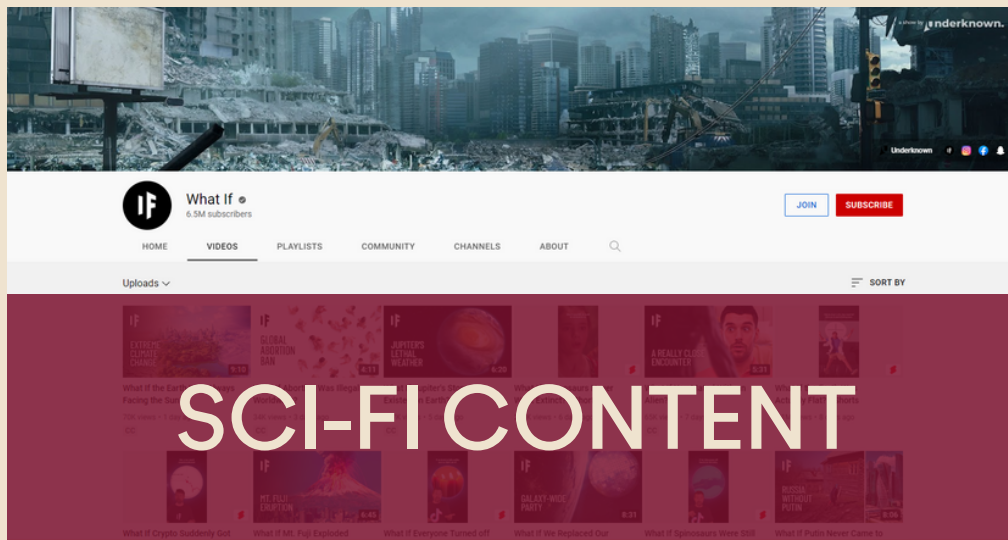
Studytube and productivity-related content is really trending these days. People these days are even watching 6 hours-long videos where the creator simply sits and studies in front of the camera. If that is your call, you can do that too.



Have you watched YouTube videos that give you a tour of beautiful houses worldwide? If you have a real estate business or wish to collaborate with them, starting a YouTube channel that features houses and villas for sale in your region is a good way to start. You can later cover a bigger area within real estate and take commissions for sales as well.



Reaction videos are one of the easiest content ideas you can begin with. Aren't we reacting to everything we see online on daily basis? Why not sit and record our reactions as well? Not only is that fun to watch but when you are reacting to content that is new and trendy, you kind of help people get an idea of what they can expect from the content they are considering consuming. Like movies, TV series, YouTube videos, everything.



There is something interesting about videos that state interesting facts and information. Do you think you can keep sharing such information? Then starting a YouTube channel about sci-fi and related content should be your call.



“Podcasts but on YouTube” is a new trend. Of course, you will need some connections, to begin with, but it isn’t as difficult as it seems. All you need to do is start with someone who is slightly more approachable and decently established than extremely successful people in the industry you wish to pick.



We all are looking for ways to organize our homes and different spaces within our homes and offices. If you are a Monica-level organizer, this is your niche. Select this without any second thoughts. People all around the world need a Monica for organization tips and guidance.

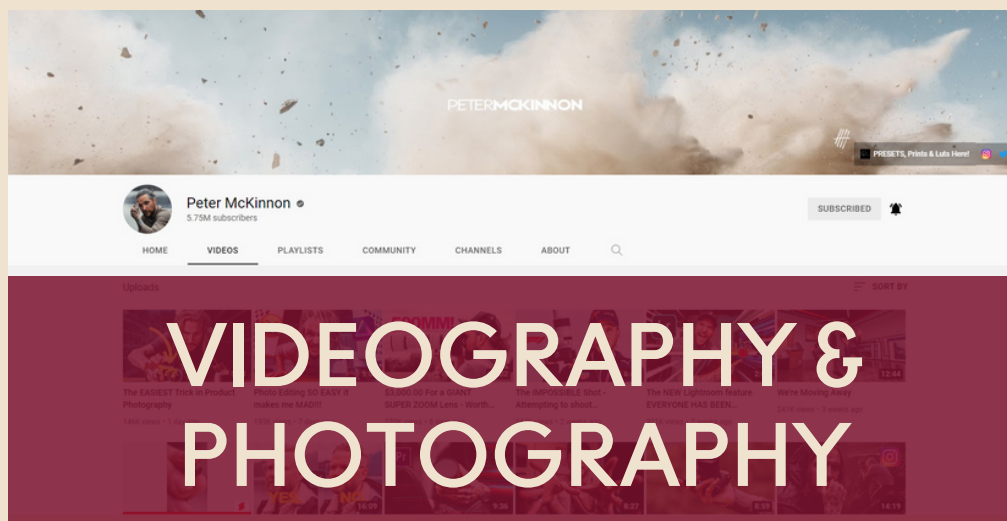


People are not familiar with crypto and blockchain and don't know how vast this niche can be. If you are familiar with the niche to its core, this is your sign to start posting videos and educating people about every aspect of cryptocurrency and blockchain.



BUSINESS & ENTREPRENEURSHIP

Learning skills to become a freelancer and convert your hobby into a business is one thing, but actually becoming a businessperson and managing life and work all by yourself is a completely different struggle and learning experience. Do you think you have that kind of experience that you can share with people and help the business newbies start on the right foot? Well, start making videos about it and share your expertise.

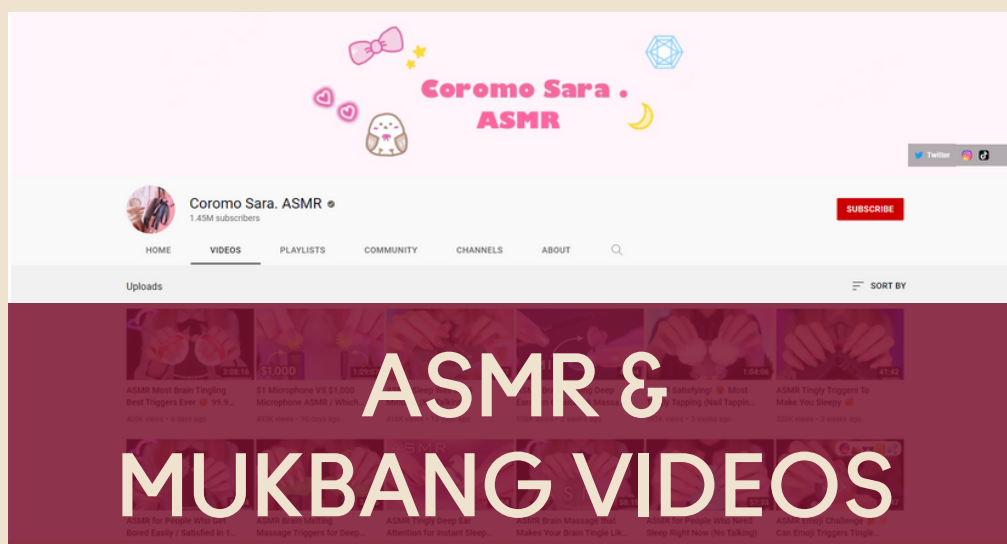


VIDEOGRAPHY & PHOTOGRAPHY

Fun fact, people are crazy about videography, photography, and content creation. But they are still learning how to. You can start a YouTube channel on how to create content for YouTube. How fascinating is that? People need guidance on creating any and every type of content so if you think you can teach people how to create and edit content for different platforms then you should start a YouTube channel around that.



Storytelling is such an amazing skill. A lot of people try to step into storytelling but they are just not able to because they don't have the voice and skills of a storyteller. And some people are phenomenally good at storytelling but don't know this is something they can pursue. If you come in the second category, you should try your hand at storytelling.



There is a huge audience for ASMR and Mukbang videos. People find ASMR and Mukbang videos real and calming. Whatever reason they may have, the point is, that if you choose to start a YouTube channel on ASMR and Mukbang-related content, you will get a decent audience pretty easily.



ABOUT

THE COURSE

So you want to start a YouTube channel?

But the competition on the platform is not hidden from you. And there is no way we can sugarcoat it either. But what we can do, instead, is prepare you for the competition and share skills and techniques that will help you grow and be successful on YouTube even if you are planning to start in 2022. Yes, that is possible. And no, it won't take years for you to start earning as a YouTuber.

How can you become a successful YouTuber in 2022?

By joining our YouTube course.

What will you learn from our YouTube course?

There's a list of things we will cover in our YouTube course, starting from building your mindset to become a successful YouTuber to marketing your channel and videos to earn money.

Here's everything you will cover in the content writing course:



MODULE 1

Things to know before you begin, Building Your Mindset For Youtube Success, Remind yourself Why.

MODULE 2

Finding your niche, setting up your channel, how to do content research, effective content must-haves, the BBK content strategy framework, creating YouTube content

MODULE 3

Shooting basics, basic equipment you need, editing masterclass

MODULE 4

Analytics masterclass

MODULE 5

The TBT SEO framework, Marketing your videos

MODULE 6

Monetising your channel

This is literally every piece of information you will require from starting a YouTube channel to earning from it. And with the support from Saloni, a successful YouTuber herself, and aspiring YouTubers in the community, you can expect much more information and guidance that will help you in every aspect of your YouTuber journey.



ABOUT

HUSTLEPOST ACADEMY

Hustlepost Academy is an online school designed to help you escape a career that doesn't feel exciting. It is easy to say that you would want to make a career out of your hobby but when it comes to actualizing that dream, the lack of information often pulls you down and pushes you back to the beaten path of doing what you don't truly love.

We aim to put an end to that cycle. Here at Hustlepost Academy, we offer courses that will provide you with the information you need to convert your hobby into a side hustle and your dreams into reality in no time.

We have over 7000 students inside the academy at the moment, many of whom have built massively profitable side hustles as freelancers, coaches, product creators, content creators, and more.

You can be one of them.

[JOIN TODAY!](#)



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