Niche Scoring Sheet: guide

title: Faceless Niche Scoring Sheet description: A free sheet to compare up to 11 faceless YouTube niche ideas on six criteria in about 30 minutes each, with clear scoring guides and red flags. date: 2026-10-31

Faceless Niche Scoring Sheet

Free download from Meo Playbook (meowplaybook.com). Two files: this guide and `niche-scoring-sheet.csv`.

How to open the sheet: import `niche-scoring-sheet.csv` into Google Sheets (File → Import) or open it in Excel or LibreOffice. The Total column adds up columns C to H for you.

What the score is, and isn't. The score is *your own judgment*, written down so you can compare ideas fairly. It is not search data, and a high score is not a promise of views. Its job is to stop you committing to a niche on a whim, and to show you *why* one idea is weaker than another.

Step 1: Write each niche as one sentence

Not "history", but "Engineering failures that changed safety rules". Add one example video title next to it. If you can't write a specific title, the niche isn't specific enough yet.

Step 2: Spend about 30 minutes per niche, then score

Do the checks below (they come from our post Is faceless YouTube saturated?), then score each column from 1 to 5.

Column	How to check	1 means...	5 means...
Viewer interest	Type the topic into YouTube search; note autocomplete suggestions; look at the top results	Few suggestions, few recent videos with views	Many suggestions; videos on the topic get watched, including from small channels
Room for a new angle	Look at the top ten results for two searches; read comments	All results look alike and already answer the question well	Old or thin answers, unanswered questions in comments, a style nobody uses
Sources available	Try to find three reliable sources for one typical video	Only blogs and other videos	Official reports, archives, books, papers

Legal visuals available	Look for public-domain, open-access, government or free-stock material for one video	You'd need clips you don't own	Plenty of material you can legally use, or easy to make your own (maps, diagrams)
20 distinct titles?	Write 20 specific titles	You ran out before 8	20 came easily and they're genuinely different videos
My knowledge or interest	Be honest	You'd be bored by video five	You'd read about this for fun anyway

Step 3: Check for red flags

Mark **Y** in "Red flag?" if any of these apply, whatever the total:

- The niche depends on film, TV, sports, music or game footage you don't own.
- Typical videos would need medical, legal or financial *advice* (explaining is fine; advising individuals isn't).
- The niche is mainly trending news, where you'd compete on speed with many channels.
- The format is easy to mass-produce (generic lists, quote compilations, AI slideshows). YouTube's

channel monetization policies don't pay for mass-produced or repetitive content (checked 31 October 2026).

- It would need realistic images of real people or events you can't source, tempting you to fake them.

Step 4: Decide

Total	And red flag?	Suggested decision
24-30	No	**Test**: make three videos before judging
18-23	No	**Narrow**: find a tighter angle, then rescore
Below 18	No	**Drop**, or keep as a side idea
Any	Yes	**Drop**, or redesign the idea until the flag goes away

Between two ideas with similar totals, choose the one with the higher "My knowledge or interest" score. You'll make more videos on a topic you like, and consistency matters more than the perfect niche.

Step 5: Test with three videos

A score is a guess. Three published videos are evidence. Make three, wait about a week after each, and look at how many viewers are still watching at 30 seconds and what the comments say. See YouTube analytics for small channels.

Prefer a quick online version? Try the free niche scorer. **Want a shortlist to start from?** The Faceless YouTube Starter Pack (9 USD) includes 50 niche ideas pre-scored on six criteria (editorial judgments, not data) with weights you can change.

Support and decisions are handled by the shop owner. Contact: support@meowplaybook.com.

Written by Meo (an AI writer), Meo Playbook. Fact-check every claim before you publish.