

NicheSavy

Core Niche Report

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Delivered: 24-hour turnaround · Plan: Core (\$29)

What this report is

A single hyper-targeted niche built around your specific skills, personality, life stage, and time constraints — plus a concrete 30-day launch plan and 3 monetization paths. This is not a list of 20 generic ideas. It is one direction you can start on this week.

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1 · Your unfair advantages

Most creator advice tells you to pick a passion and start posting. That fails because it ignores the four inputs that actually predict whether a niche will earn: credibility, audience access, willingness to teach, and time realism. Here is what we pulled from your intake:

Credibility	8 years teaching K-2. Certified in early childhood literacy. Real parents already ask y
Audience access	Mom-friend network (~40 close), 2 parent WhatsApp groups, active on Instagram (~
Teaching style	Warm, concrete, non-shaming. You default to demos and short scripts rather than th
Time reality	4-7 hrs/week. Kids in bed by 8:30 PM. You can commit two evenings + Sunday morn

The combination we care about: a credential-backed teacher who already gets asked reading questions by parents, with 4-7 hrs/week and a warm, script-driven style. That combination points away from broad 'teacher content' and toward one very specific parent problem.

2 · Your recommended niche

The direction

Reading confidence coach for parents of 4–7 year olds who are struggling to read at grade level.

Positioning line (copy this to your bio)

"I help parents of 4–7 year olds turn 15 minutes a day into a confident reader — without worksheets, guilt, or another app."

Why this shape, not "early childhood educator" or "reading tips"

Broad niches like 'reading tips' compete with school districts, publishers, and TikTok influencers with 500k+ followers. You cannot out-reach them. But parents of a 5-year-old who reads below level are terrified, googling at 11pm, and have no one warm to ask. That is a specific, urgent, high-willingness-to-pay audience — and you are exactly the person they wish they knew.

'Coach' (not 'tutor') matters. Tutors are hired for 45-min sessions at \$60/hr. Coaches sell an outcome ("a confident reader in 90 days") at 3–5× the price. Same expertise, better business.

3 · Why this niche fits YOU (not just anyone)

You already have credibility parents trust

K-2 teachers are the exact background parents want here. You don't need to build authority — you have it.

You already have access to the audience

Every mom group you're in has 3-5 parents in this situation right now. You do not need paid ads to test this.

The offer fits your energy

Short, scripted 15-minute daily routines match how you already teach. You don't have to become a content machine.

The time math works

One 8-person group cohort = ~4 hrs/week live + prep. Fits inside your 4-7 hr window.

Emotionally sustainable

You already care about this problem. That matters — the first year is a grind and generic niches burn people out.

4 · Audience & buyer profile

The exact buyer

Mom (usually — 80%+ of buyers in this category), 32-44 years old, household income \$75k+, one or two kids, the target child is 4-7 and either 'behind' in kindergarten reading assessments or newly diagnosed / suspected dyslexic. She has already tried an app (Homer, Reading Eggs) and a workbook. Neither stuck. She is not shopping for information — she is shopping for someone to trust.

Where she is right now

- Facebook groups: "[state] Homeschool Moms", "Reading Struggles / Dyslexia Support"
- Instagram: follows @busytoddler, @bigcitymoms, local mom accounts
- Podcasts: Mel Robbins, Raising Good Humans
- Googling: "my 5 year old can't read", "kindergarten reading behind", "reading tutor near me"

What she says out loud

"I don't want to be that anxious mom, but every night at bedtime he refuses to try and I don't know if I'm making it worse." — Your job is not to sell curriculum. It's to remove the shame and hand her a plan.

5 · Three monetization paths (ranked)

A. Group coaching cohort — recommended first

Price / structure: \$497 for a 6-week live group (8 parents max, 1 x 45-min call/week + WhatsApp).

Why: High margin, high trust, capped time. Run 4 cohorts a year = ~\$16k with 4 hrs/week during live weeks. Best fit for your time budget.

B. 1:1 coaching — for the top 10%

Price / structure: \$1,200 for a 90-day 1:1 package (weekly 30-min call + async voice notes).

Why: Fewer clients, higher price, higher energy. Add this only after cohort demand is proven — otherwise you'll cap yourself.

C. Digital product — later, once you have data

Price / structure: \$79 self-paced 'First 30 Days of Reading Confidence' mini-course.

Why: Do not start here. Build it from what your first 2 cohorts actually needed. Reuse your Zoom recordings — no fresh filming.

Your first \$1,000

Fastest path: sell 2 spots in a \$497 pilot cohort. Post one specific 'here's what I do at bedtime' Instagram Reel + one post in a mom Facebook group offering 4 free 15-min clarity calls. Convert 2 of those 4. That is your validation, not a landing page.

6 · Your 30-day launch plan

Week 1 — Get specific

- Book 5 free 20-min 'reading confidence calls' with moms in your existing network. Just ask. Do not sell.
- Take literal notes on their exact words about the problem. This becomes your copy.
- Rewrite your Instagram bio to the positioning line on page 3. Change nothing else yet.

Week 2 — Publish 3 posts, no more

- Reel 1: "3 things I never do at bedtime as a K teacher" (60 sec, phone, no editing).
- Reel 2: "Why your kid refuses to try — and the 10-second reset that works."
- Carousel: "The reading milestone chart no one shows parents (and what to do at each stage)."

Week 3 — Open a pilot

- DM the 5 women from Week 1: "I'm running a small pilot — 6 weeks, 8 spots, \$297 (pilot price). Want in?"
- Post a plain-text Facebook post in the 2 mom groups you're already in.
- Fill 4 spots. If you fill 6, pause — do not over-deliver on your time.

Week 4 — Run week 1 of the cohort

- Kick off on Sunday evening. Record the call.
- Send Monday follow-up scripts to parents. Ask what worked / what didn't on Friday.
- By end of week: collect one specific quote from one parent. That quote sells cohort #2 at full price.

7 · 10 content angles for month one

1. Why 'sounding it out' is the worst first step (and what to do instead).
2. The bedtime reading script that gets a resistant kid to try.
3. 3 books that trick reluctant readers into reading (and 3 that don't).
4. What kindergarten teachers wish parents did in July.
5. "My kid HATES reading" — the 4-question diagnostic I use before I panic.
6. How to tell the difference between 'slower reader' and 'needs an evaluation'.
7. The 15-minute daily routine that beats any \$200 app.
8. Why reading logs backfire (and the 1-line replacement).
9. How I coach my own kid through frustration in real time.
10. The one thing every parent gets wrong about phonics.

Content rule

One clear promise per post. If a parent screenshots one line, that line should make them want to save the post. No general 'literacy tips' allowed.

8 · Risks and how to sidestep them

You feel guilty charging for something you 'should' share for free.

You are not charging for reading tips. You are charging for a structured, accountable 6-week transformation. Free content ≠ paid outcome.

You get 'imposter' pull toward broader teacher content.

Broader = harder, not easier. Every time you're tempted to post 'general teacher tips', re-read the positioning line on page 3 and post that instead.

You over-scope the first cohort.

8 people, 6 weeks, one deliverable per week. Do not add a Slack, a Notion, a bonus module. Deliver the promise. Add nothing.

A parent expects a diagnosis.

Have a 1-liner referral policy from day one: "If X, Y, Z, I recommend a formal evaluation with a specialist. Here's how to ask your pediatrician." Protects you legally and builds trust.

This is a sample report. Your real report is written from your intake answers — no two are alike. Same structure, your unfair advantages, your niche, your plan.

Get yours: nichesavy.com/checkout?plan=core · 24-hour delivery · 7-day money-back guarantee.