

PRINTABLE NICHE & AUDIENCE FINDER

**Turn a broad printable idea into a clearer product built
for a specific person, interest, need, or situation.**

COLOR ME CRAZY CLUB

Welcome

You already did the brainstorming. If you're coming here from the **Printable Product Idea Starter Vault**, you should have several printable ideas that caught your attention. Now we're going to make those ideas more specific.

A product idea by itself is only part of the picture. “Coloring pages,” “meal planner,” “kids' activities,” “journal,” and “word searches” tell us **what** the product is. They don't tell us enough about **who it's for, why that person would want it, or how they might use it.**

Product + Audience + Need / Interest + Use Case + Angle

You aren't proving demand yet. That comes later. Right now, we're creating clarity.

Why “Everyone” Is Not an Audience

It can feel safer to create something that could appeal to everyone. The problem is that broad products often force you to make broad decisions.

Compare a generic printable planner “for everyone” with **a simple weekly planner for busy parents coordinating work, school activities, meals, and appointments**. The second version gives you something concrete to design around.

Knowing your intended audience can influence:

- What pages you include
- Which features matter
- How simple or detailed the product should be
- The visual style and language
- The product title and examples
- How the product is eventually described and promoted

You aren't excluding every other possible buyer. You're deciding **who you're designing for first**.

The Audience-Finding Formula

**Product Idea + Person + Need / Interest + Situation =
Clearer Product Opportunity**

Start broad: Printable coloring pages

Add a person: Printable coloring pages for adults

Add a need: Printable coloring pages for adults who want relaxing creative downtime

Add a situation: Printable coloring pages for adults who want an easy way to unwind after work

Resulting angle: Simple cozy evening coloring pages designed for relaxing, low-pressure creative downtime.

The original idea hasn't disappeared. It has become easier to understand.

Step 1: Who Could Use It?

Don't start by trying to invent the perfect niche. Start by listing realistic groups of people who could use your product.

Adults & Lifestyle

Adult coloring enthusiasts • Busy professionals • Parents • Stay-at-home parents • Couples • Families • Homeowners • Renters • Travelers • Readers • Hobbyists • Crafters • Gardeners • Pet owners • New homeowners

Children & Families

Preschool children • Elementary-age children • Tweens • Teens • Parents of young children • Homeschool families • Families traveling with children • Families looking for screen-free activities • Families planning celebrations • Grandparents looking for activities with grandchildren

Education

Preschool teachers • Elementary teachers • Homeschool parents • Tutors • Students • Classroom volunteers • After-school programs • Educational activity coordinators

Creative Audiences

Coloring enthusiasts • Artists • Crafters • Journalers • Writers •
Scrapbookers • Printable creators • Digital-product creators • Bloggers •
Content creators

Work & Business

Solo business owners • Freelancers • Online sellers • Digital-product
creators • Service providers • Bloggers • Content creators •
Side-business owners • New entrepreneurs • Home-based businesses

Events & Groups

Birthday-party hosts • Baby-shower hosts • Bridal-shower hosts •
Wedding couples • Family-reunion organizers • Community groups •
Club organizers • Classroom event organizers • Holiday-party hosts •
Neighborhood event organizers

Older Adults & Support Settings

Seniors • Families of older adults • Caregivers • Activity coordinators •
Senior community programs • Intergenerational family groups

Don't Stop at Demographics

“Women ages 25-45” might describe a demographic. It doesn't automatically tell you what product to make.

Compare that with: **Adults who love coloring but prefer simpler pages they can finish during short evening sessions.**

The second description gives you considerably more useful product information.

What connects these people to this product?

When possible, look beyond age and gender. Focus on what the person is doing, trying to accomplish, interested in, or dealing with.

Step 2: What Do They Want From It?

People don't use printables simply because they're printable. They use them to do something.

Relaxation & Enjoyment

Relax • Unwind • Reduce screen time • Enjoy a hobby • Have quiet time • Be creative • Pass time enjoyably • Explore an interest • Complete a satisfying activity

Organization & Planning

Organize a schedule • Track responsibilities • Plan meals • Manage household tasks • Remember appointments • Plan a project • Track progress • Prepare for an event • Organize information • Simplify routines

Learning & Skill Building

Practice letters • Practice numbers • Build vocabulary • Improve handwriting • Review school material • Practice problem solving • Learn geography • Develop reading skills • Reinforce a lesson • Make learning more enjoyable

Family & Children

Keep children occupied • Create screen-free activities • Build routines • Make travel easier • Encourage learning • Spend time together • Prepare for holidays • Organize family responsibilities • Create family traditions

Creativity

Generate ideas • Practice creative skills • Record inspiration • Complete creative challenges • Explore themes • Create consistently • Organize projects

Business & Productivity

Plan content • Organize product ideas • Track production • Prepare a launch • Understand customers • Review business progress • Organize digital products • Manage weekly priorities • Simplify repetitive work

Celebrations & Events

Entertain guests • Break the ice • Organize an event • Keep children entertained • Create memories • Encourage conversation • Add structure to a gathering • Make an event feel more personal

Step 3: When Would They Use It?

When?

Every morning • Every evening • Once a week • During school • After work • During quiet time • On weekends • During holidays • While traveling • Before an event • During an event • At the beginning of a month • While completing a project

Where?

At home • At school • In a classroom • At work • In a waiting room • In the car • On an airplane • At a party • At a family gathering • On vacation • At a community event

Why at that moment?

A parent might use a printable activity pack **during a long road trip because the children need something screen-free to do.**

An adult might use coloring pages **in the evening because they want a simple activity that helps them disconnect from screens.**

That is a **use case.**

Step 4: Build the Product Angle

I'm creating a _____ for _____ who want / need _____
so they can _____.

Example: I'm creating a printable travel activity pack for parents of elementary-age children who need screen-free entertainment so they can make long road trips easier.

Example: I'm creating a simple weekly content planner for solo creators who need an easier way to organize ideas so they can consistently decide what to publish next.

Example: I'm creating bold-line cozy coloring pages for adults who prefer less complicated designs so they can enjoy short, relaxing coloring sessions.

This isn't necessarily your final marketing copy. It's a **product-development statement** designed to help you make better decisions.

Worked Example 1: Coloring Pages

Broad Idea

Adult coloring pages

Audience

Adults who enjoy coloring but prefer simpler designs

Need / Interest

Relaxation and creative downtime

Use Case

Short evening coloring sessions after work

Product Angle

A collection of simple cozy coloring pages for adults who want relaxing creative downtime without highly intricate designs.

Notice that we didn't just add an age group. We identified a preference and situation that could affect the actual design.

Worked Example 2: Kids' Activity Pack

Broad Idea

Kids' printable activities

Audience

Parents traveling with elementary-age children

Need / Interest

Screen-free entertainment

Use Case

Road trips and flights

Product Angle

A portable printable activity pack designed to keep elementary-age children occupied during family travel.

Worked Example 3: Meal Planner

Broad Idea

Printable meal planner

Audience

Busy families

Need / Interest

Simplifying weekly meal decisions and grocery shopping

Use Case

Weekly planning before grocery shopping

Product Angle

A simple family meal-planning kit that combines weekly meals, grocery planning, and frequently used meal ideas in one printable system.

Worked Example 4: Word Searches

Broad Idea

Printable word searches

Audience

Older adults who enjoy traditional puzzles

Need / Interest

Relaxing mental activity

Use Case

Quiet leisure time at home or in group activity settings

Product Angle

A large-print themed word-search collection designed for comfortable, easy-to-read puzzle sessions.

Here the audience affects something concrete: **print size and readability.**

Worked Example 5: Content Planner

Broad Idea

Content planner

Audience

Solo digital-product creators

Need / Interest

Organizing content without maintaining a complicated system

Use Case

Weekly planning for blogs, email, and social posts

Product Angle

A simple weekly content planner for solo creators who need one place to organize what they're publishing across their main channels.

Your Turn: Idea #1

Bring over one shortlisted idea from the Printable Product Idea Starter Vault. Identify at least three possible audiences before choosing a direction.

Product Idea:

Possible Audience 1:

Possible Audience 2:

Possible Audience 3:

What might these people want from the product?:

Your Turn: Idea #2

Bring over one shortlisted idea from the Printable Product Idea Starter Vault. Identify at least three possible audiences before choosing a direction.

Product Idea:

Possible Audience 1:

Possible Audience 2:

Possible Audience 3:

What might these people want from the product?:

Your Turn: Idea #3

Bring over one shortlisted idea from the Printable Product Idea Starter Vault. Identify at least three possible audiences before choosing a direction.

Product Idea:

Possible Audience 1:

Possible Audience 2:

Possible Audience 3:

What might these people want from the product?:

Your Turn: Idea #4

Bring over one shortlisted idea from the Printable Product Idea Starter Vault. Identify at least three possible audiences before choosing a direction.

Product Idea:

Possible Audience 1:

Possible Audience 2:

Possible Audience 3:

What might these people want from the product?:

Your Turn: Idea #5

Bring over one shortlisted idea from the Printable Product Idea Starter Vault. Identify at least three possible audiences before choosing a direction.

Product Idea:

Possible Audience 1:

Possible Audience 2:

Possible Audience 3:

What might these people want from the product?:

Audience Comparison

Don't automatically choose the largest audience. Consider which combination gives you the clearest direction.

Can I describe this person clearly?

Do you understand enough about why this person might use the product to make meaningful design decisions?

Is there a clear reason for the product?

Can you explain what the printable helps the person do, enjoy, organize, learn, create, or accomplish?

Does the audience affect the product?

A useful audience choice should usually tell you something about complexity, page size, font size, activities, instructions, visual style, themes, features, or organization.

Can I imagine a real use case?

Complete this sentence: They would use this when _____ because _____.

Strongest Match #1

Build one of your strongest product-and-audience combinations.

Product:
Audience:
Need or Interest:
When / Where They Use It:
Why They Use It:

Product Development Statement

I'm creating a _____
for _____
who want / need _____
so they can _____.

Strongest Match #2

Build one of your strongest product-and-audience combinations.

Product:
Audience:
Need or Interest:
When / Where They Use It:
Why They Use It:

Product Development Statement

I'm creating a _____
for _____
who want / need _____
so they can _____.

Strongest Match #3

Build one of your strongest product-and-audience combinations.

Product:
Audience:
Need or Interest:
When / Where They Use It:
Why They Use It:

Product Development Statement

I'm creating a _____
for _____
who want / need _____
so they can _____.

Before You Move On

You don't need a perfect customer profile. You need enough clarity to make better product decisions.

You should now be able to answer:

- What am I considering creating?
- Who could realistically use it?
- What do they want from it?
- When or why would they use it?
- How does that information affect what I create?

If you can answer those questions, this workbook has done its job. But we're not choosing the final product yet.

What's Next?

**FIND IDEAS → IDENTIFY THE AUDIENCE → EXPAND
THE OPPORTUNITY**

Next Resource: Printable Theme Expansion Worksheet

You'll take your strongest product-and-audience combinations and explore themes, variations, seasons, formats, difficulty levels, audience-specific versions, companion products, bundles, and product-series opportunities.

The objective isn't to make every possible variation. It's to determine whether one promising idea has enough room to become **more than one isolated product**.

After that, we'll move into validation.