

# Pick a Niche

What are you passionate about? What activity or topic do you find yourself returning to again and again? What do your friends or family ask you advice about? Is there a common thread that runs through your life? List some topics below:

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***Look over the following list. Circle what is interesting.***

Animals  
Beauty  
Birth  
Branding  
Business/  
Entrepreneurship  
Homemaking  
Style & Design

Computer Science/  
Coding  
Cooking/Recipes  
Diet  
DIY or How-to's  
Fashion  
Finance/Investing/  
Frugality/Money  
Saving  
Food/Restaurant  
Discovery  
Gardening

Graphic Design  
Health & Fitness/  
Nutrition  
Home Style/Design  
Homeschooling  
Humor  
Kid's Crafts  
Life Hacks  
Lifestyle  
Marketing  
Music  
Parenting

Pet(s)  
Product Reviews  
Relationships  
Religion  
Sports  
Technology  
Travel  
TV Shows  
Web Design Tutorials  
Blogging

Niche down:

It's always best to niche down and then expand your blog to include a bit more. If you start out too broad, you're going to lose readers. I started out strictly sharing recipes. Then I added some other homemaking stuff. Then I added too much (humor and vintage recipes) and had to cut back. Your niche will refine over time. You're not locked into this choice forever.

***So pick your main topic:*** \_\_\_\_\_

Now, use the following space and brainstorm at least 20 post ideas within this topic. If you're passionate about the issue and know enough, this shouldn't be hard. If you can't think of 20 ideas within the next day, you won't be able to write about this topic for years.