

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:

Look over the following list. Circle about five topics.

Animals
Beauty
Birth
Branding
Business/
Entrepreneurship

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

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 in vintage recipes) and had to cut back. Your niche will refine over time.

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.