



# CHOOSING A NICHE

*Blogger Workbook*



[www.eattravelhustle.com](http://www.eattravelhustle.com)



A lot of bloggers starting out overcomplicate the process of choosing a niche and forget about what they are genuinely passionate or knowledgeable about.

The reason I use the term “niche” instead of “topic” or “subject”, is because you can still write about topics outside of your niche.

The niche that you choose will impact every aspect of your blog, strategy, design, branding, and opportunity for monetization. Your niche describes your:

- + Mission statement or purpose
- + Design & branding
- + Products and services
- + Audience
- + Topics and content (including opt-ins)

You can't just research profitable niches on Google or Pinterest and then choose one at random and think it will be successful. Choosing a niche that way will leave you dreading writing about it, researching new content ideas and even engaging in conversations with your prospects or readers about the topic. And conversely, choosing a niche that is extremely small or obscure just because you think others haven't or won't tap into your market is a mistake. If no one else on earth is talking about it, where will your readers come from?

You want your new website visitors to immediately be able to identify your strengths and knowledge as soon as they land on your site.

Now, you don't need to be an expert about a particular subject matter to choose it as your niche, but if you aren't an expert, you have to be willing and interested enough to learn and share all that you can with your readers... as you become an expert. For example, perhaps you have been recently diagnosed with an illness and want to write about your experience. As long as you are extremely interested in learning and sharing all you can about it, then it can be a good niche. However, if you anticipate overcoming this illness and it no longer being a topic you are passionate about sharing with others, then this is considered a “life stage niche” and not recommended for growing a long-term profitable blog.

If you have a broad niche, let's say you can't stop talking about fashion, then choose a few smaller topics within that broad topic to focus on. So perhaps, you only talk about curvy fashion tips, insider deals, and accessorizing on a budget.

Lastly, if you want to choose a broad topic and are just starting out and don't know which subtopics to focus on, choose many subtopics and adjust based on what content receives the most engagement and interest from your readers.

There are a few key questions and activities that you can do to figure out what niche you should blog about... Use this workbook to answer some questions to brainstorm and decide what niche you should choose.

# Choosing a Niche Worksheet

1. What is your favorite thing to talk about?

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2. What can you help people with? What are your skills & strengths?

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3. What are you passionate about? What inspires you?

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4. What knowledge do you have that you can teach others?

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5. If your topic is broad, how can you use an audience characteristic to narrow it?

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*(for example: FITNESS for Paraplegics)*

Did you notice a common theme in your answers?

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