



Find Your Niche

WORKBOOK

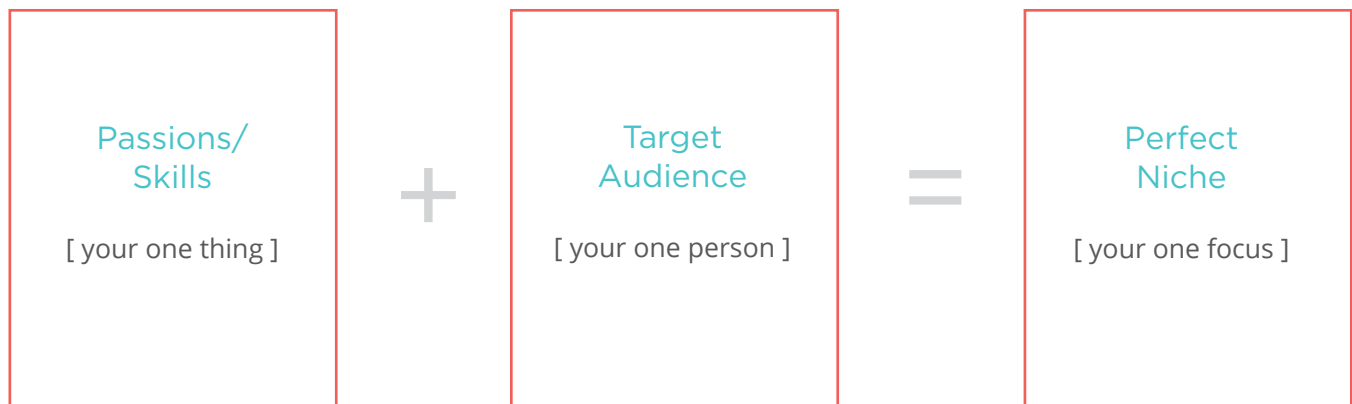
FIND YOUR NICHE

The more targeted you are with your blog's niche, the more you'll be able to attract and connect with your ideal readers. The trick here is to define a niche that's small enough to be very specific and large enough to make money over the long term. What we're looking for is that sweet spot – where the combination of your skills and knowledge intersects with what your audience needs, in a way that is unique enough for you to stand out.

If all of that sounds confusing, you want to niche down enough so that you can...

- Charge premium prices
- Communicate to your audience that you really get them
- Leverage your passions and skills to provide over-the-top value

...and at the same time not niche down so much that you run out of post ideas or find that your audience is too small. Make more sense? And finally we want to make sure you have a product/market fit, which is code for **make sure you understand (and provide) what your audience most wants.**



Let's dig in.



FIND YOUR NICHE

1. First, start with your passions and skills

You have to love what you're writing about in order to keep doing it after six months, a year, and so on. You should wake up dreaming about it and spend every minute thinking about it. When you have this kind of energy on your topic, it's a win-win! Your blog will connect with the right people, plus you'll have the confidence that you're writing for both yourself and your readers, who will love seeing your updates.

Passions and interests

List 5 things you love doing the most in order of preference.

1 _____

2 _____

3 _____

4 _____

5 _____

Skills and natural talents

List 5 skills you have. Hint: include compliments from friends/clients.

1 _____

2 _____

3 _____

4 _____

5 _____

Of these, which topic do/can you:

Wake up dreaming about most often? _____

Write about every day 1 year from now? _____

Provide the most value to your readers? _____

Think of a least 10 post ideas for right now? _____



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Use this space to list your 10 post ideas.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____



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2. Next, who is your ideal reader?

You may think you know your audience, but it always helps to know them better. Are you really clear on who they are and why they love reading your blog? Sometimes what you think is entirely different than what your audience thinks! Let's say you have a fitness blog and you're pretty sure that the reason your peeps go to a gym is get amazing six pack abs. But really they just want to have fun and let off some steam. See how these two are completely different? If you don't put it on down on paper like this, you'll create content that doesn't stick and develop products that don't sell as well as they could.

List some groups of people who may benefit from your blog. Try to be as specific as possible.

What specific things can (or do) you teach your readers?

If you've been blogging for a while, which of your posts receives the most shares, retweets, and repins? This will give you insight into how you're already helping your readers.



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It's completely normal to make assumptions about your readers, but if you really want to skyrocket your blog (and you do!), you have to learn more about your audience. In this next part, we're going to dig into your audience research even more and fill in the gaps between what you *really do know* and *what you think you know*, but don't know for sure.

What do you know with certainty about your readers?

When I say know, I mean really know. What do you already know about your audience? Only include things here that are based on what your audience has told you and your current research. In other words, ditch anything you think you know about them. We'll get into that next.

What do you *think you know*, but don't know for sure?

This can be anything that hasn't been validated by your readers (or if you're just starting out, by friends who represent your readers). Don't be surprised to see gaps between what you think and what you know. That's totally normal, and you got this!



There are 3 things you can do to better understand what your audience really wants:

Thing #1. Ask them!

Thng #2. Look at social media

Thing #3. Pre-sell an offer

Let's do it...



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Thing #1. Create a survey

Surveys are a great way to learn about your audience so you don't have to guess. You can use SurveyMonkey to create your survey and then share it with your peeps.

List 3 multiple choice or Yes/No questions you can ask to help understand your audience.

List some ways you will share your survey (e.g. email, in your blog and on social media).

Thing #2. Look at social media

You can also pay attention to social media to get some cues. Look at where your peeps hang out and make a note of the topics they're following the most. What questions are they asking in FB groups and Twitter chats. Here's where you can glance at your competitors again to get some insight into what they're sharing. What are their most popular blog posts and products?



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Thing #3. Pre-sell a free course or eBook

We talked about product/market fit. Creating a freebie in the form of a course, webinar, or ebook is a great way to validate that you are on target with what your audience wants. You don't have to go crazy with the free offer or spend too much time on it. The idea is to "pre-sell" your ideas to your audience. You're about to seriously kill two birds with this one - freebies are also a big part of how you build your mailing list. Major bonus!

List 3 ideas for your freebie.

How will you share and promote your freebie?

And finally, how many people do you need to sign up for your freebie in order to validate your idea?

Speaking of eBooks and courses...

Every blogger/biz-owner needs to make money, right? The best niche ideas are also easy to monetize. What are some ways you will or do make money with your blog? Write the 3 top monetization methods you will use, and number them in order of priority.

- ☐ eBook
- ☐ eCourse
- ☐ Affiliate programs
- ☐ Ads
- ☐ Consulting services
- ☐ Coaching
- ☐ Other products



Parting Thoughts...

- **Start with what you love.**

You should wake up dreaming about it, spend every minute thinking about it, and have at least five post ideas you can't wait to write.

- **Think of your blog as a business.**

Think of your blog as a business right from day one. Every business has to find the sweet spot – where what you love to do intersects perfectly with your ability to earn a great income from it.

- **Connect similar topics.**

Maybe you want to write a travel blog, but you also want to write a cooking blog and a music blog. You should always be thinking to occupy just one space in people's minds. Pick one main topic and then find ways to weave your other interests in there

- **Can you write about it every day?**

You should be able to see yourself writing about this topic for the next six months, year, and longer. Do you enjoy it enough to keep coming up with new post ideas?

- **Write for one specific audience.**

When you write about too many different blog topics, you'll start to feel and sound a bit all over the place. Make sure your blog solves a specific problem for a specific person and clearly communicates how and who you help.

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