



Finding your Niche

- **What are you passionate about?**

- **What special skills, knowledge or life experiences do you have?**

- **What topic would you like to write about?** (Example: food, travel, wellness, home decor, finance, real estate, crafts, etc. List 1- 2 general topics here.)

- **What sub-topics within that general topic could you write about?** Brainstorm a list, be specific. (Example: Travel- family vacations with kids. Home Decor- how to decorate your home on a budget. Food- Vegan, Desserts)

- **What background or life experiences give you knowledge about this topic?** List any achievements, training or experience you've had.

- **Determine what problems you could solve for people based on your experience, list 2-3 ideas.**

- **What other websites are offering similar content? What could you do differently and offer a unique solution about?**

***Bonus: If you already have a community, ask them! Tell a story that relates to the topic idea you are considering. Ask them what questions they have or what their biggest challenges are.**