



A Mama's Blogging for Biz Guide

How to Choose a Lucrative Niche

You know two things for sure. One, you love blogging. And two, you would love to earn an income through your blogging love.



What you don't know for sure is how exactly this is all going to work out. But this is the perfect first step; picking up an ebook on niche choosing. Getting clarity on who it is you want to serve will offer a clearer picture on the sorts of problems you can solve. And people can't help but pay to get their problems solved. With, that concept in heart and mind, this is the perfect starting off point to get your blog to biz brainstorm rumbling.

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Chapter 1: Why Choose?

If you've been blogging for a while, you have a beautiful edge here over the rest of the online entrepreneur wannabe market. With some blogging under your belt, you've probably come up with some sort of idea of who it is you want to be writing to on a weekly basis and the sorts of things you can write about. Dare I suggest, possibly you even know what you would consider yourself a little bit of an expert in?

Maybe you're even experiencing the enviable problem of having too many niches to choose from. This is a great starting off point. But if you're wondering why you even want to choose a niche to begin with, let me tell you!

And the lucrative bit of this e-guide's title? We've established that you're feeling out the money side of this blogging world. So, to make the most of your blogging to business plan, you want to ensure that the target audience you choose is not going to be a waste of your money making efforts.

Creating offerings takes time and energy and that's only half the work. You are also going to have to get the word out there; either through direct one on one emails, or to your list or maybe even a Facebook or webinar campaign. The more clear on who it is you want to serve, the less time and effort will go to waste chasing up the wrong tree where your perfect mamas like to hang out in.

"Choose a job you love, and you will never have to work a day in your life." - Confucius

When I started blogging way back in '06, I blogged about everything under the sun. My category list on my blog's sidebar included knitting, sewing, homeschooling, homesteading, spinning, traditional foods, Simplicity Parenting, ecourses, gardening, yoga, and it on and on.

That's almost ten years of passions and interests documented and gushed upon.

Which is natural because my blogging coincided with my parenting journey. I started blogging when my eldest was almost one and now she's almost 11 (yikes)! And you know how parenting messes with your sense of self (in a good way of course). Well, monetizing your blog is a similar self-messing experience, in a good way if you can actually make money at it.

You increase your chances of that happening if you approach the task in a level-headed manner. There is room for your creative, heart-centered, right-brained intuitive self to guide you but there are some steps that do require a heavy left-brained approach and the very first step to monetizing your blog just happens to be such a maneuver - figuring out your niche.

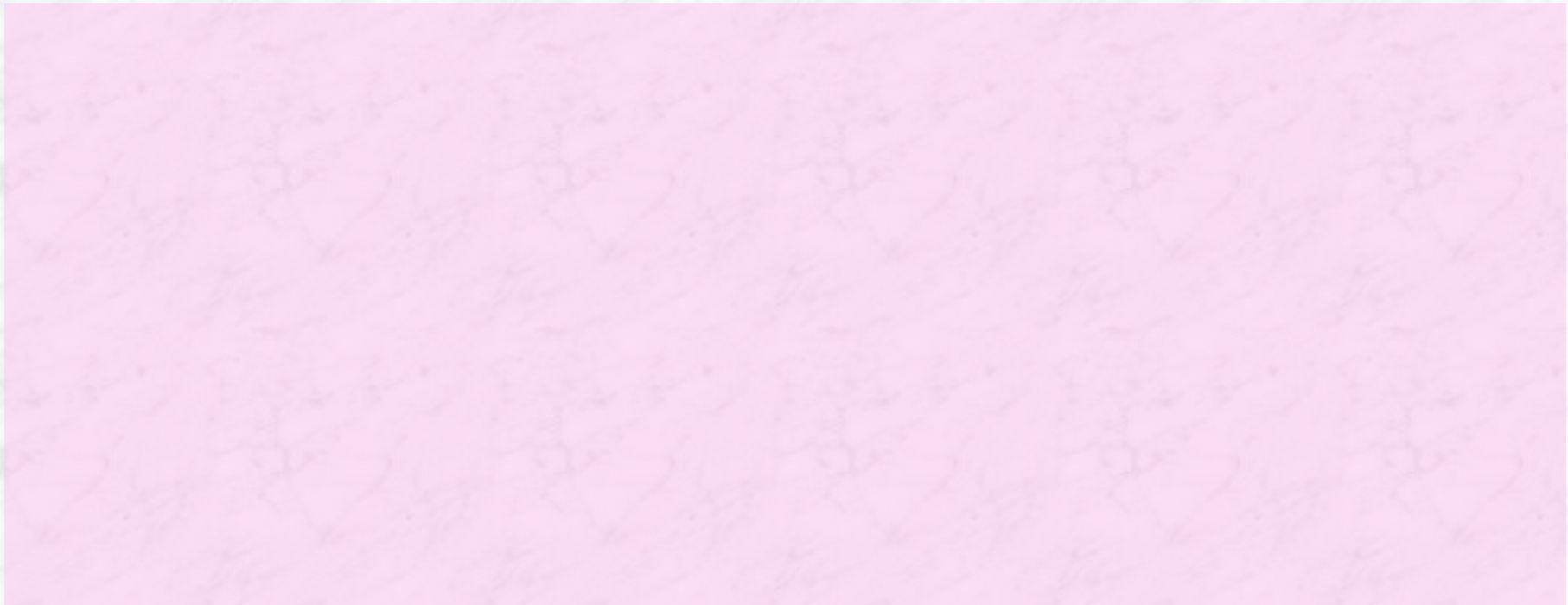
To brainstorm, I like to start off with a brain dump. Begin with taking a moment to put a timer on for three to five minutes (or the length of your favourite song) and write out who you think you'd like to work with on a regular basis.

Think of your favourite readers. Even if you haven't met them, perhaps there's a little smirk that comes to your heart when you see that they left you another comment, they linked to their blog and you just fall in love with the little bits about themselves they share over there.

Or maybe you find your right people to serve in your community. Maybe you volunteer through the Leche League and know that you can help these new moms who are struggling on a different level with your skills and experience having overcome those new mom challenges yourself.

Another area to consider is where you have worked in the real world before. Maybe you can offer copywriting services if you have an English degree or have worked in advertising or marketing in the past. How about your personal training interest back in the day? Maybe you'd love to help women who live remotely get back in shape Rocky in Siberia style?

In the space below, right out your skills, experience and interest along with the group of people that such tools can help out.



Now pick three of these groups of people and see if you can make them even more specific.

Here are some examples:

Let's take your experience of overcoming nursing challenges along with your passion for nutrition. Considering this, you might write resources titled New Moms Struggling with Being a New Mom, Newish Moms Having No Idea of What to Feed Their Kids or Pregnant Moms Interested in Nutrition for that First Year in Life.

As you can see in that example, these niche ideas can grow along with you so there's no fear that you'll ever be completely locked in. Deciding on choosing just one will however bring you to top of mind when a reader of your blog is wanting to direct their foodie pregnant friend that wants to raise little foodies to your perfect offering. And as their foodie friends visit your wares, you can offer products that address the challenges that they find themselves in as their mini-foodies grow.

And there's no need to fear that you'll be excluding people with your decision of which particular group you're wanting to talk to. Go ahead and choose a group right now. Here's a fill in the blank exercise to help you out:

(Adjective) (nouns) who want to (verb).

Examples:

Small dog owners who want to find their perfect small dog accessories.

New moms who want to feed their kids healthy, in season meals.

Work out of home moms who want to dress themselves stylishly.

Here's my example:

Blogging moms who want to earn an income from their blogging passion.

And it's tempting to go on and on but you don't have to. That's where your blog posts, about pages and sales pages can further refine what it is they are up to and why they want what it is that they want.

Chances are very good that you are my target niche I just spelled out up there. And chances are equally as good that I might be a little bit off.

Maybe you're a mom who doesn't blog yet, but is curious if it's even worthwhile to do so yet. Or you are blogging, love it, but don't necessarily feel ready to take step of monetizing yet, rather you are just wanting to have a deeper connection with your audience and targeting your niche until you're ready to take that next step.

The beauty of this is that once you have this pinpointed, at least in your own notebook, it's a starting off point for your business plan and you're not necessarily married to the niche. It's more of an open marriage. You can flirt heavily at least with those outside on your niche by still blogging about other stuff.

But the plan begins with connecting with your target niche and ask them what they want.

Now, who are you going to serve (or at least explore serving)?

_____ who want to _____.

Chapter 2: Got FOMO?

Have no fear of missing out, little one.

You aren't locking yourself into one segment of your reader population by consciously shining your heart light on one segment of them to focus on in the business realm. You're still going to have lots to offer to different readers who won't ever want to dress up their teacup Chihuahua in a mariachi get up (if that's your gig)!

Instead, think of how you'll really be offering a load of value to your perfect client or customer while offering a well rounded picture of the ripple effects that your area of expertise can bring to your tribe at large.

If you have a tiny or an established following already, then trust that those who are wanting to follow along on your entrepreneurial adventures no matter what will remain on your emailing list and pass on your information to friends that fit your new targeted niche.

And you can create ecourses and ebooks to your targeted niche and continue on blogging what you've might have been blogging about for years already. When I was serving moms who want to sew with small kids around in my Backwoods Mama Sew Camp years ago, I was still blogging about what I normally was blogging about: homesteading, cooking, homeschooling, art yarn, etc. As you can see, by following your blogging bliss, a natural niche will rise to the top naturally. Kind of like grass fed cream.

Otherwise, if you're really pumped and passionate about what might be a new direction for you, remember that the perfect client will not only stick around but will help spread the word on your perfect offering that offers much needed value to those who need help.

Niching brings clarity!

There are two ways to go about creating a business plan: you can create the product first and then seek out the target audience. But because it's been established that blogging is awesome because your passion gets to shine through; it's more practical to establish who it is you want to be writing for and connecting with from the get go before you start creating. And before start creating you will want to begin by tapping into what your selected niche is struggling with.

That means it's survey (or question) time.

You can create a fast and simple survey using either Survey Monkey or Typeform but even a simple: "I would love it if you would take a moment and let me know what is your biggest challenge in the realm of (and here's where you slip in your niche idea)."

Sometimes I feel it helps to offer a little treat as a thank you. My favourite thing to do these days is to say that those who respond will be put into the draw to win a gift card to Amazon (who wouldn't want that?) or you could offer a free ebook or something else that wouldn't be any skin off your blogging nose to offer to all.

Chapter 3: How to Get Comfy with Your Expert Status

Imagine that you come back with all these responses and you feel in your mama bones you can bring relief, if not a solution, to some of these recurring struggles from your survey or quick question.

Remember that. You can, in fact, help.

It's natural to feel doubt about your expertise level and be audacious enough to claim this niche as an area that you can create a blog based business around.

But if you know more than the average Jane or Joe on a certain topic, then congrats! You are qualified to help the average Jane/Joe. I smell an expert around here!

And to build your confidence to minimize these episodes of self-doubt that can creep up when you're feeling weak or overwhelmed, design your own MBA program by taking an online class, pick up books or pay attention to the process you use to bring results to your ideal clients' struggles.

We're going to go deeper in with the brain dump. Put an egg timer on for 3 minutes and brainstorm on some niche ideas.

Think back to when you were a kid. What were you're already studying or obsessed with in a quirky kid-like way?
What clubs were you a part of?

After school what did you study or worked in? For instance, waitressing actually offered me some skills I still use today (albeit in subtle ways) with my coaching.

Use the space below to pour out potential niche ideas then circle one:



Chapter 4: Research Time

Now it's time to explore who else is serving your chosen niche. Fun place for to research such things is to head on over to Pinterest and type into the search bar the struggles that came back to you in your survey or quick question.

This will offer you a plethora of ideas on not only what to blog about, but also see what other sorts of offerings are out there and if there is indeed a demand. So no worries if there looks like there are many already out there serving your peeps. It's actually a good sign because that means there's a healthy market out there. And no worries that you'd be just another one of those sorts of offerings. No one will deliver the basics (or not so basics) in your exact way and in your unique voice. Sometimes people need to learn from a specific sort of person. You might be just that person to a tribe out there in the not so distant future.

I got a niche. Now what?

Awesome! Celebrate the fact that no one needs to know (if you don't want). Or celebrate the fact that everyone should know about it (if you want). As you can see two different camps on this.

If you feel like you really want to focus all your blogging for biz efforts on this niche alone, then you might want to let everyone who comes across your blog who this is. You can do that by making it a [part of your home page like I did](#), sprinkling bits throughout your site like in your tagline, the name of your website or really emphasizing it in your about page and having it echoed in all your social media and marketing efforts.

OR... you can be quiet, not necessarily mention it but start creating offerings (like webinars, ecourses and coaching services) along with the blog posts leading up to the launch of these opportunities to work with you.

Don't stress that your readers are going to catch of whiff you getting all salesy all of a sudden. You KNOW that there are some struggles out there and you are offering a gift to those who have expressed this stuckness.

If some of your readers aren't interested, then that's okay. They get that a mama's got to blog for biz sometime and they'll be happy to support you in anyway they can. Either through taking you up on your offer, sharing your announcements with their community or simply holding your space by following you along on this journey to see where it might lead you (and them)!

Either way, offer an opt-in to your mailing list that is related to the challenges your chosen niche faces. It's true, list size is important to selling whatever you might have to offer and if the emails on your list are turned on by a free pdf that helps them out with finding five minutes to do yoga, it'll mean that many more people who will be devour your next 15 minutes of yoga 5 times a week ecourse when it's available!

I personally think it's really sweet to send out an email to your readers with transparent honesty and giddiness of the bliss that's to come from your heart to theirs. It's a beautiful, heart-centered exchange. Mamas helping mamas. I love that. And that's why this is sorta my chosen niche.

Yes, mama, you're special because you were so lovingly chosen. So go ahead and choose and write a love letter to your special peeps today and see how you can serve while growing your bliss-charged business.

By the way, I'm Kathy Stowell.

I'm a coach and mentor for moms who love blogging and want to turn their hobby into a heart-centered, passion driven, stay at home dream biz.

I'm also the founder of [Mama Bliss Coaching School](#) - a 12 week one on one customized coaching and business training program to prepare moms to start offering coaching online and in their communities.



Listen to my podcast where I talk to Moms who are blogging for biz and love sharing their stories by subscribing to the show [Mama's Blogging for Biz and Bliss on Itunes.](#)

And learn how we can work together to get you blogging for biz sooner than later, in the mama-friendliest of ways possible:
<http://www.blissbeyondnaptime.com/work-with-me/>

Love,
*Kathy