

50 TIPS FOR FINDING YOUR BLOG NICHE, VOICE AND USP

Jumping into a blog niche without first doing a little research and planning could mean disaster. Not having your own unique voice and a unique selling proposition (USP) can mean your blog will stay hidden from the masses. Use these tips to find the right niche for your blog and for finding your voice and USP.

1. When choosing a blog topic, pick something narrow in a broader niche. Don't try to be everything to everyone in a niche.
2. When choosing a blog niche, ask yourself what you can teach or share with people to help them grow, learn and improve somehow.
3. Be the original. Don't copy someone else's voice or style when writing blog posts.
4. To find your voice, imagine your ideal blog reader. Describe him or her in detail. Write to that reader specifically when you post.
5. To discover your voice and niche, list your favorite blogs. Why do you like them? How are they different or alike?
6. When researching a niche, does the topic have a lot of social and web activity?
7. For your niche to be profitable, does it have a lot of potential products and ideas you can promote?
8. When choosing your niche topic you should be confident you can find a unique angle.
9. Browse the categories at Amazon or your local bookstore for blog topic ideas.
10. When choosing a blog niche, ask yourself if there is a problem you will be solving or a need you will be filling.
11. Think of your USP as a feature or benefit no one else has yet marketed to your ideal prospect.
12. What sections of your target market are being ignored? Can you build your blog niche around them?
13. Choose a specific subset of the blog topic market. Take a certain demographic and laser-target it.
14. Determine what exactly is unique about your blog and what sets it apart to build your USP.
15. Study your competition's blogs to see what is lacking that you can offer, to help you develop your USP.

16. Your USP should speak to the fears, worries, desires, and frustrations of your target market.
17. Your voice should speak to the fears, worries, desires, and frustrations of your target market.
18. Your USP should clearly define how your products and services benefit the people who need it.
19. To find your voice, ask a friend to read one of your posts. Does he or she think it “sounds” like you?
20. Use your favorite artistic and cultural influences when writing blog posts. What you like is a part of your voice.
21. When choosing a blog topic, ask yourself whether the topic has long-term appeal.
22. Off the top of your head, can you write down at least 25 things you'd blog about in your niche when choosing a topic?
23. How will you make your blog content different? Can your niche be more engaging, interactive or appealing in some way?
24. Listen to how you talk to help you develop your own unique writing voice. It should be natural and non-journalistic.
25. Browse through blogs in areas of interest to you to get ideas for your blog topic.
26. Narrow down a broad niche into a tighter topic that targets a specific segment of the market.
27. The most active demographic group for blogging is 21 to 35-year-olds with 53.3% of the total blogging population.
28. You want your voice to resonate with your ideal reader. Don't try to talk to everyone. Get specific.
29. Identify your own personality when trying to find your voice. Are you like a whale, dolphin, sea urchin, or shark?
30. Write like you talk to find your voice. Forget proper grammar if that's not you.
31. Grow and don't be afraid to transform your voice along the way. Your blogging journey will always be changing.
32. When choosing a niche, determine if people are buying. People might be interested in the topic but not buying.
33. Make a list of all your interests, skills, experiences and dreams to help you narrow down a blog topic.

34. Browse through books to determine different blog topic angles you might be interested in pursuing.
35. Choose a blog niche you love to keep you motivated in following through with the marketing and posting.
36. Look at the existing digital products being sold in the [ClickBank Marketplace](#) to help you narrow down a blog topic.
37. EBay is a great place to start looking at sub-niches when narrowing down your blog topic.
38. Think of your blog voice as your story that only you can tell.
39. When choosing a blog topic, three important elements to consider are the passion, pain and problems of your readers.
40. When choosing a blog topic, ask yourself: "If I had all the time and money in the world, what would I do?"
41. Your USP should answer the question: "Why should I read your blog, when there are millions of other blogs I could be reading?"
42. When choosing a niche topic you must be interested in the subject to stay motivated.
43. Your blog niche has to be focused on what your readers want, not what you think they want.
44. "There are many ways that we find to make doing something we love become boring." ~ Jonathan Mead
45. "Write for people. Not Google" ~ Chris Garrett
46. You might have chosen the wrong niche if you constantly visit other blogs to find ideas to write about.
47. Three tips to finding your blogging voice: read more, write consistently and keep it simple.
48. Don't limit yourself when trying to find your blogging voice. Show your fears, mess-ups and failures.
49. Be human. Readers of your blog want to connect with a real person.
50. Don't put on a persona when writing your blog posts. Be yourself.



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