Module 1
Lesson 2

Your Blog Purpose

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Module 1- Lesson 2

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Exercise 1 - Brainstorming Your Niche

Spend 5-10 minutes jotting down as many niches relating to your Blog topic as you can...

Now go back and tick those niches that you feel drawn to and that you would be excited to cover on your blog.

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Exercise 2 - Brainstorming Your Ideal Reader

Spend 5-10 minutes building a picture of what you know about your ideal readers already by answering as many of these questions as you can:

What age group do they fall into?
What sex are they?
What level of education do they have?
What is their employment situation?
What is their family situation?
Where do they live?
What are their beliefs?
What are their interests?
What are their dreams?
What are their frustrations?
What are their fears?
What social media channels do they prefer?
What other blogs and books to they read in your niche?

Don't worry if you can't answer all of these questions - just do what you can for now!

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Exercise 3 - Finding Your Sweet Spot

Now you have an idea of the niches that excite you and you're starting to build a picture of your ideal reader.

Go back and look at the niches you ticked and now look at them through the eyes of your ideal reader. Which would THEY like to read about? See if you can narrow your list down further - ideally to just 1 or 2.

Lastly, see if you can answer these questions:

WHO is your blog for?

WHAT will it help them with?

WHY? (as in what change will this bring about?)

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