



Spend some time thinking about the following:

Spend some time listing some of your favorite Christian writers. Who have they niched themselves to reach? Fiction lovers who love history and all things old? Women who are in a godly marriage, but could use some recharging? Or maybe women who want to grow in the reading of the Word, but don't know where to begin?

As some indicators for who your favorite writers niche themselves towards, look at their about section and the header (top portion) of their website. Do they have a phrase (also known as a tagline) at the top of their page that would indicate who their target audience is and what they write about? Do they have any videos where they're speaking? What topics do they talk about and what type of person are they trying to reach?

If you're stuck trying to find your own niche, ask yourself, who comes to you for advice and what are they asking you? What would you love to speak about if you were given a mic and a stage for the night? What type of people would be in the audience, hanging on your every word?



If you were given the chance to achieve further certifications or degrees all expenses paid, what would it be in? Would pursuing this education shift your perspective and hone your niche? Is there a way you can take small steps towards educating yourself by self-teaching through the appropriate books, relevant Youtube videos, or maybe free Coursera courses?

One of the best ways to niche your audience is to talk to your one person as you're writing. Ironically, the more you narrow down your audience with this one person in mind, the larger your following usually becomes.

Going back to this one person, what do they like and dislike? What's their age? What current struggles are they facing that you can help them with?

If you're a visual learner, find an image on the web of someone who fits as your one person and either place this image on a photo editing software program like PicMonkey or you can print the image out and paste it onto a poster board or even on the back of this paper. Next, write out descriptions of your one person. Save this digital image or poster board/paper visual in a handy spot so you can retrieve it the next time you're writing.



Since you already navigated a number of your favorite writers' websites, now it's your turn. What would the tagline at the top of your website read? (Keep in mind, this is applicable whether you have a blog now or not.) If you had an about me page, what would it say?

What personal struggles have you faced that could help your one person?

What types of posts would you write? Do you prefer to be informative and explain to your audience how to do something, or do you prefer creatively storytelling and subtly inserting information in a non-direct manner? Maybe you prefer to cohesively mesh the two styles together? Or, is there an alternative way you like to convey your message?

Once you've narrowed down your niche, which writers are in the niche you've specified? Spend some time subscribing to their emails if you haven't done so already. After you've spent more time in their work, what are they doing that you would like to replicate? What would you do differently to carry out your own unique voice and message?



In your writing endeavors currently, how have you been missing your niche? Are your topics scattered and reaching different audiences? What would you change going forward?

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