

Blogging Brainstorm:
**FIND YOUR BLOG TOPIC,
VOICE AND USP**



BLOGGING BRAINSTORM: FIND YOUR BLOG TOPIC, VOICE AND USP



Some people say that blogging is dead and that social media has killed it. However, they are wrong. In fact blogging is often the backbone for many businesses. Blogging allows you to generate influence, build your authority and cultivate relationships with your clients and customers, while reaping the benefits of making a living doing something you, hopefully, love.

FACT: 37% of marketers say blogs are the most valuable type of content marketing. (Source: [Content Plus](#))

FACT: Company websites with blogs get 55% more visitors (Source: [Content Plus](#))

FACT: 46% of people read blogs more than once a day. (Source: [HubSpot](#))

FACT: Most people read 5-10 blogs. (Source: [HubSpot](#))

So what is a blog really? A blog is an online website that has entries known as posts that appear from last entered to first in chronological order. Blogs feature comments from their readers, links to other sites and products and interaction with social media platforms. The format of blog posts can be written, images, videos, audios or any combination of these. Most blogs are created using specific software such as WordPress or Blogger.

There are many reasons people blog. Probably the original reason was to express thoughts and opinions, and that's still a popular reason to blog. People also blog when they have something they want to market or promote, such as for a business or yourself.

Another reason is to help other people in similar situations as you, such as in parenting or health-related blogs. Or you might want to blog to establish yourself as an expert in your topic.

You could start a blog to connect with like-minded people. Or to make a difference in a cause you are passionate about, like social or environmental issues.

A good many blogs are created to make money by promoting products or services as well as other income-generating activities.

Other people simply blog as a creative outlet and to have fun. They may dedicate their blog to a particular actor or hobby.

Just about anything you want to know can often be found online in a blog. Not all of these blogs are profitable; some are just for information, some for non-profit.

If you're like many new bloggers, you are most likely wanting to make your blog profitable. You need to know, though, that not all topics will be profitable. It's best to do some research before you jump in with writing posts. You'll want to see if there are people spending money in your niche.

You don't want to be a copycat niche either. You'll want to develop your own unique voice that people will listen to and come back for more.

Finally, you need to know what your unique selling proposition is, so people will instantly recognize your brand.

Don't panic. All these things are easily accomplished. This report will help you with the blogging brainstorming for finding a profitable topic, developing your voice and ways to determine your unique selling proposition.

Finding Your Topic

You know you want to share your knowledge with others. You're passionate about your topic and want to tell everyone about it. But will anyone read your content? How do you know if what you are passionate about will be well received and profitable?

Or maybe you don't know what topic you want to pursue. In that case, how do you choose what to blog about?

First let's get the basics down.

What is a niche or topic?

The niche is basically what your blog is about. It's for a specific group of people sharing something in common. Your niche can be very broad, like health in general, or it can be very tight such as preventing high blood pressure in women over 50. There is no right or wrong niche. Your niche is what best fits you, your personality and your passions.

Examples of broad niches:

Making money
Spirituality
Health and fitness
Cooking
Sports
Interior décor

Examples of tight niches:

How to make money after you retire
Living a Christian life for families
Health and fitness for busy executives
Vegetarian recipes for families
Exploring disc golfing
Minimalist decorating for twenty-somethings

How do you find a niche?

There are several ways to choose your ideal niche or business topic:

1. Your passion, hobby or personal interest is the most popular way. The common advice is to “do what you love” or what you are passionate about. It might be something you already love doing, like knitting, or something that you want to learn to do, like golf.

Everyone has something they do for fun. It might be a unique as collecting Elvis memorabilia. Or you might love searching for the best deals on electronics or love doing do-it-yourself projects around the house. The list is unlimited on passions.

Make a list of all the things you love to do or would love to learn how to do. This is for the things that make you giddy, the things you would do 24 hours a day if you could, or the things that you get so involved in you lose track of time. Do you love to play sports? Do you love to talk about the latest fashions? Do you love to dress up your Pomeranian? Get creative and dig deep.

2. Your professional expertise or experience is another great option, if you aren't burned out from doing it already. Maybe you already have a field of expertise you enjoy. Are you a doctor, accountant or a chef? Have you won awards for your creative writing? What are you good at or a have certifications in?

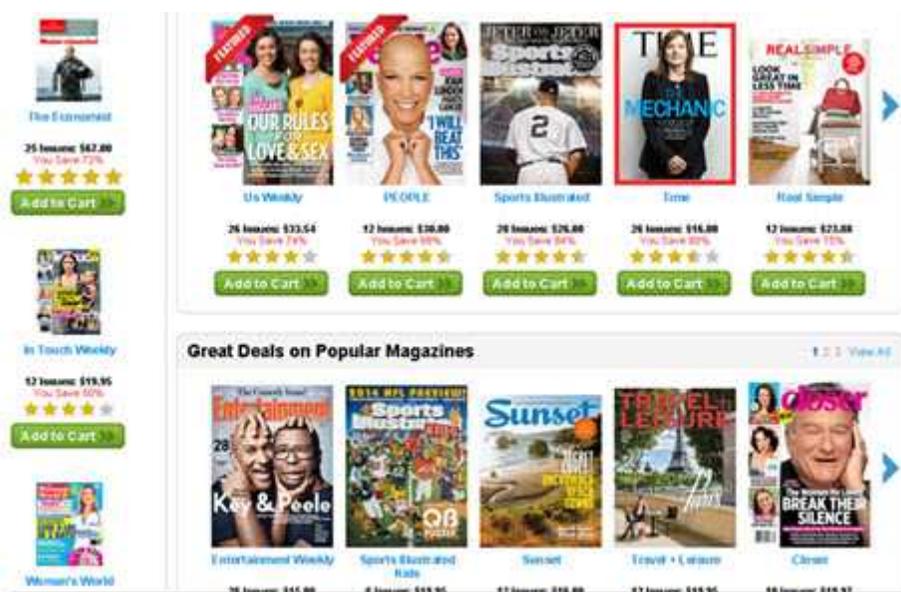
Make a list of your skills and expertise even if you don't particularly love doing them. Do you have a certificate in graphic design? Do you have a knack for negotiating?

3. Your ideal lifestyle or dream can be turned into a blog. What would you love to do if time, money and obligations weren't an issue? This can be a fun niche topic. Make a list of all the things you would love to do. Maybe you want to travel across Europe exploring castles. Or you have passion to build a log home by hand. Whatever you have always dreamed of, list it.

4. Identify your strengths. What are you good at? Are you funny? Do others turn to you for advice about certain topics? Does everyone say you're the best at creating stunning dinner parties? Are you an excellent photographer? Do you get compliments on your fashion sense?

5. Browse through and study blogs you regularly visit. Make a list of them and what they all have in common. Are they all fashion blogs? Food blogs? Or is there a certain lifestyle coming through on each of them? What is it about each one that keeps you returning?

6. Look at magazines at the checkout counter of your grocery store, or check out magazines.com. These magazines are all good ideas for niches. The niches attract enough readers to make it worth spending money to publish the magazines and keep them in business.



7. Think about what you could talk about endlessly. You've already created a long list of things you love to do or are good at. Look at that list and think about what you could talk about forever. Do you love talking about being a parent and the shenanigans of your kids? Or maybe you love talking about your dog's obedience training. If you can't see yourself talking about it forever, then cross it off your list. Is the topic something where you already have tons of article topics swirling around in your thoughts? If so, that one might be a good possibility for your blog's niche.

Will It Be Profitable?

You should have a list of possible topics now. You are ready to begin. But wait – how do you know they will be profitable? Is every topic going to be a money maker? The answer is maybe. If you can get people to read it and build a relationship with those readers, you can probably monetize it. But will it be profitable?

Here are a few ways to help determine if what you are interested in will be profitable.

1. Go to Amazon.com and search through the categories and subcategories. These categories are all hot topics that you can build a niche around. The subcategories are a great way to narrow down a broad niche and to see what people are buying. For example if you want to have a blog in the health and fitness niche, browse through Amazon's categories until you find a narrower topic like this:



2. Use a keyword tool to search for possible topics. In the search box, enter the broad niche or your favorite keyword. For example Siberian Husky dogs, organic foods or science fiction. Then look at the search terms to narrow your topic. These tools let you see how often your search term is searched for, giving you a look at how popular it is.

Your product or service

siberian husky dogs

All group ideas Keyword ideas

Search terms

siberian husky dogs

Keyword (by relevance)

Keyword	Avg. monthly searches	Competition
siberian husky dog	170	Medium
siberian husky puppies for sale	6,000	Medium
siberian husky puppies	18,100	Medium
siberian husky puppies for adoption	560	High
siberian husky for sale	6,000	Medium
husky dogs	5,400	Low
siberian huskies	4,400	Low
siberian husky	165,000	Low
siberian husky breeders	1,000	Medium
siberian husky dog names	110	Low
husky dogs for sale	1,300	High
siberian huskies for sale	1,300	High
siberian husky dogs (1)	140	Low
siberian husky dogs for sale	60	High

3. Are there products and books on the topic? If there are multiple angles and different subtopics on the niche in books, that's a good sign people are buying in the niche. Also browse the web for blogs and websites dedicated to your chosen niche. Do the top blogs have lots of activity and comments, and a social media presence?

4. Do you see a true need or problem you can solve within your niche? It will be hard to make the blog profitable if there aren't needs or problems you can help solve.

Blogs are about content. If you love something, but can't see yourself writing about it day after day, you need to consider another niche. Your blog topic needs to be something you won't get bored with soon. Chances are you will be contributing to your blog for the next two, three or five years or more. But it has to be something you can make a profit with as well.

How to Find Your Voice

The voices of Luciano Pavarotti, Elvis Presley and Whitney Houston are very distinctive. When you hear them sing, you instantly know it's them. In writing, your writing voice needs to be distinct as well. It should reflect who you are and how you normally talk.

You may be worried that you don't have a distinct voice or you don't know how to find it. However, the good news is everyone has a unique voice and finding it isn't hard.

Blogging is a very verbal-friendly writing genre since you are encouraged to write the way you would normally speak. You can swear (if that's how you always talk); the grammar police are more lenient and slang is accepted. Your speaking voice is almost mandatory in the blogging world if you are going to build a relationship with your readers.

"One word expresses the pathway to greatness: voice. Those on this path find their voice and inspire others to find theirs. The rest never do." ~ Stephen R. Covey

What is your voice?



Your blog voice isn't exactly your personality, or what you think your blog topic's personality should be. Your blog's voice is what truly connects you with your readers and helps you build trust and a community with your blog.

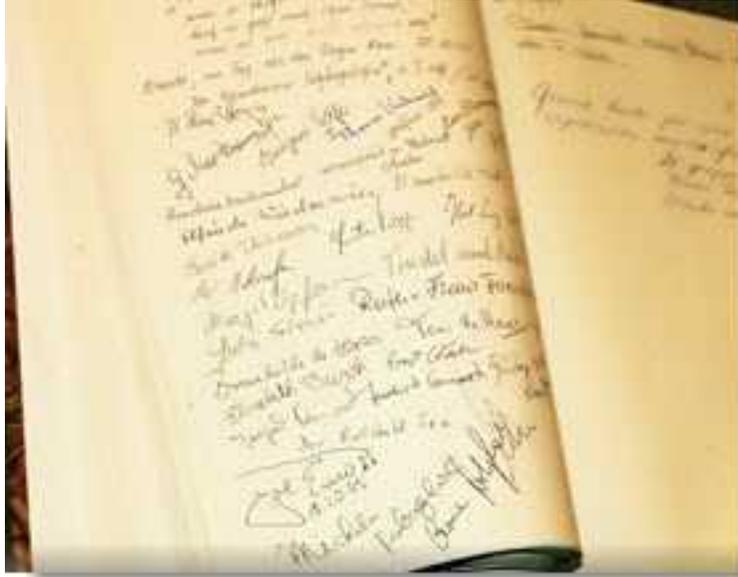
Your voice is a feeling or style evoked through your writing that helps the reader personalize the words. Your voice is what the reader uses to build a person behind the words and to connect with them.

Your blog voice is unique and exclusive to you. Your writing shouldn't be journalistic. Instead it flows best when you write the same way you talk.

Tips for finding your blog voice

If you are having trouble finding your blog voice, there are a number exercises you can do to help.

1. Pretend you are writing an email to a good friend. For this to work you need to know who your blog reader is. What do they do? What's the age group? Are they male or female? Married with kids? What's her (or his) biggest challenge in life? Her goals and desires? The more you know about your ideal reader, the better you can relate to them with your own unique voice. For example, your ideal reader might be a thirty-something mom of three who loves to do DIY projects but has little time to spare while working full time. She has a sarcastic sense of humor and is quick to respond to a pun.
2. Next time you're in a conversation with someone, really focus on how you talk. Listen to how you tell stories and share your opinions. Do you use a lot of slang or certain words over and over? Try to recreate this style in your writing. Do you ask lots of questions or get excited near the end of a sentence? The way you speak is the style that is your guide when you are writing.
3. How do you express yourself? Your writing style should reflect that. You want your content to be as natural and close to your true self as possible. If you speak in incomplete sentences, then write that way. If you are jargon-y, show it.
4. Describe yourself in three or four words. For example: flirty, funny, crass, snarky. Use these as a guide when writing. If you're the life of the party, your blog content shouldn't be all boring and serious. Inject some humor in it to show your voice.
5. List at least five blogs and books that you love to read. Compare how they are alike or different. Does each have the same type of voice? Is the writing intelligent, witty or emotional? Often what we enjoy reading the most is what's closest to our own voice.
6. Take a few minutes a day for a week or two to do some free writing. Free writing is a very unstructured form of writing where you just write whatever comes to mind. Put on some soft instrumental music and write without editing. Go back and read it. This is your most natural form of writing. Try to emulate it in your blog posts. Of course, you don't want to ramble about random things in a single post. However, your free writing will show you your grammar style, your tone of voice and how you use certain words over and over.



7. Do you enjoy what you are writing at the time you're writing it? If you feel like you've been pulling teeth just to get a short post written, it could be you're not using your own voice.

Finding your voice and injecting it into your blog posts is one of the best ways to build a relationship with your readers. Use your own unique way of talking when you write. Don't imitate other blog writers. You want your readers to get to know you. A unique voice is what helps you build a brand that is recognizable and builds a lasting relationship with your readers.

Unique Selling Proposition: How to Get It

Unless you are the only player in your market, you will need a way to set yourself apart from your competition. One way to do this is with a unique selling proposition (USP). A USP is an instantly recognizable statement that explains how your business is different. A strong USP can make or break your business. It's the cornerstone of all your marketing strategy. Until you have USP, your blog will just be another voice lost in the masses.

You need a USP to help you stand out, no matter what product you're selling or what market you're in. You want your market to think of you when they need what you are offering. A good USP will stick in their memory.

What is a unique selling proposition?

Basically, a USP is that "something" that makes you different from everyone else in your market. It's the marketing point that can help you attract and retain customers.

A USP tells your customers how you can better meet their needs and what makes you special. Your USP essentially tells them why they should buy from you instead of from your competitors. It takes some creativity to come up with a compelling USP, but it's the biggest decision you'll ever make for your business.

How do you find your USP?

Some bloggers will find it easy to identify their USP. But for most, finding your USP isn't that straightforward. You may have to try several out before you hit the one that sticks. The best USP will directly address a specific need of your ideal customer

Let's look at some examples of big businesses with a good USP:

- Enterprise: "Pick Enterprise. We'll Pick You Up."
- FedEx Corporation: "When it absolutely, positively has to be there overnight."
- M&Ms: "The milk chocolate melts in your mouth, not in your hand."
- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free."
- NyQuil: "The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine."

So how can you find a USP for your blog?

- Your unique selling proposition needs to emphasize that individual quality that separates your blog from your competition. Think about what one thing you do differently that your competition doesn't do.

For example, [Lynn Terry's Traveling Low Carb blog](#) distinguishes itself by "Making it easy for you to lose weight while on the go".



- Begin by identifying your ideal customer and getting inside their head. What do they want? How can your product solve their problem? What motivates them to buy? What makes them choose your competitors?
- How does your business solve your customer's problems? As a blogger, you have to be able to define your reader's problems and fears. Your USP can help define the problem and provide a solution.
- How is your blog different from the millions of others? How can you make yours unique? Is your product one that no one else has created? One way to make yourself stand out is with a unique offer. What can you offer that is uniquely yours – a service, support or feature? Offer a unique guarantee. Remember Domino's Pizza and their offer, "Pizza delivered in 30 minutes, or it's free".
- What's your big promise? Your biggest benefits? What makes your blog different?

For example, the [Recipe Girl blog](#) makes the promise of offering “the best recipes for entertaining and every day”.



Four ways to differentiate yourself with your USP

1. Be original and combine two ideas or services. Combine two existing ideas into one. Nerd Fitness did this with their blog. The author didn't target the normal fitness guys. He targeted average guys, nerds, and desk jockeys like himself to get fit.



2. Offer only one specific service or one specific product on your blog. Focus on offering one exceptional service. Specialize in one particular part of your topic. So instead of

being a blog that covers fitness machines, become one that specializes in elliptical machines made by specific company.

3. Offer to a very specific target audience. Cater to those who don't normally have a specific blog catered to them. Be a blogger that specializes in single moms of special needs kids under the age of five.
4. Be the first in your industry to offer the latest products, gadgets, news or whatever relates to your niche.

Your unique selling proposition is the thing that makes you stand out from everyone else. It can be your benefits or your product. A good USP addresses the needs of your market; it's memorable and it connects with your readers emotionally. When developing your USP, you'll need to study your competition, research your market and learn all you can about your ideal customer.

The Next Step

At this point, you should have a good idea of what your market needs, who your competitors are, have begun developing your voice and created a draft of your own USP.

Begin your blogging brainstorming journey by determining the niche you want to enter. Look at other blogs in your chosen topic to get an idea of the types of income they may be getting, whether from ads or sponsors or products of some type. Browse magazines and Amazon for ideas on the categories and how you could narrow a broad topic.

Do keyword research to see what people are searching for in your chosen niche. A large number of searches could indicate a profitable topic.

Once you've found your niche, you need to build a relationship with your readers. One way to do this is by having your own unique voice. Your voice is what helps people get a sense of who you are as a person.

If you aren't sure if you are writing in your own voice, take the time to follow the steps in this guide to find it. Do free writing. Ask others what your voice is. Listen to how you talk.

The final thing you need is a good unique selling proposition. Your USP is what people will remember about your brand or blog. It helps you stand out from the crowd.

Take the time to research your market to understand the individual needs and desires your ideal reader has. Your USP might include a specific benefit or service or a guarantee.

With the right niche, your unique voice and a good USP, your blog has a better chance of being a success and being fun to work on every day.



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