

After Reading This, You'll Know Exactly What to Write About (and How to Make Tons of Cash Doing It)

The Ultimate Guide to Finding Your Niche

You have two different concepts you have to wrestle with when it comes to figuring out what to write about.

You want to write about topics that interest you and express yourself authentically.

You also want to make money.

If you follow the right process, you can get paid to write words you love.

If you make some of the mistakes I'm about to share with you, you can choose a topic that is destined to leave you penniless.

This letter will help you achieve the former and avoid the latter if you decide to follow it step by step *without skipping a single one*.

A quick note before we start: The real problem is a level deeper than not knowing what to write about. The real problem is *fear*.

You already have a rough idea of what you'd like to write about, but you're afraid of going through the process all writers have to go through to land on a profitable topic and position themselves to stand out in the market.

You have to go through:

- Writing posts that miss the mark and wasting effort on bad ideas
- Getting criticized, mocked, and ridiculed for writing a post you poured your heart into (this will happen)
- The general fear and self-doubt that come with an uncertain future (it is impossible to know all the answers before you start because all the good answers come from *doing the thing* not *planning to do the thing*)

If you committed to an initial topic idea and wrote your ass off for 90 days, you'd emerge with a voice and a clear idea of how to refine or pivot your topic over time.

Read this post, rip the band-aid, and go through the rough patch that all newbie writers must go through to reach their long-term goals.

There's good news, though...

If you follow the steps I'm about to share with you, you'll avoid wasting time on writing a topic that has zero chance of success and you'll pretty much nail your topic before you pen a word.

Let's dive in.

There Are Only Four Niches

These are the only 'niches' that make money:

- Health
- Wealth
- Relationships
- Self-improvement/lifestyle

The first 3 are more potent than the last one.

You can get self-improvement/lifestyle to work, but it's a trickier route that requires unique strategies to monetize your writing.

Ditch the advice that you can write about whatever you want and make a killing. If you want to make money writing, you have to treat your writing like a business.

In any business, the only way to make money is to identify what the market wants and give it to them.

You can be passionate about a business all you want, but if nobody wants to buy what you have to sell, you don't have a business.

If you write esoteric personal essays that can only be monetized through places like Medium, you'll make less money than someone who writes about wealth and builds products about the topic.

That's the game.

You can make any decisions you want, but you have to live with the tradeoffs of those decisions.

The biggest mistake is trying to 'have your cake and eat it too,' which is a mistake I see tons of writers make far too often.

There's more good news, though.

There are enough sub-topics underneath the main four that you can match something you are already interested in with a topic people want to not just read, but pay money for.

Let's look at how to find those topics and pick the one that makes the most sense.

The Number One Reason Why Most Writers Stay Stuck in the Niche Trap Forever

They lie to themselves.

A lot of writers tell this lie that they have zero clue what topics are interesting to other people.

What they are really saying is they haven't put the time and effort into figuring out what people are interested in.

It reminds me of this quote:

"Business is an open book test but most people are too lazy to copy the answers."

If you want to figure out what people are interested in, use your brain and a little elbow grease to observe what already exists in the market.

I don't come up with product ideas in a vacuum.

I look at my competitors and see:

- What kind of products they are creating
- How they price them
- What kind of content they write
- The questions their readers ask them in replies and comments
- How they position themselves in the market

I look for the things all of my competitors have in common and implement them in my process.

Then, I brainstorm the few small differences I can make to my business to stand out.

You innovate by studying what already works and then adding a slight little twist to it by:

- Sharing unique stories from your life that nobody can copy
- Highlighting the things you disagree with about your topic/industry (this is what 'positioning' is)
- Combining your unique interests to create an edge, e.g., you write about productivity but you come at it from the angle of spirituality and mindset

A good niche has these three qualities:

- You love to write about it
- Others are interested in reading it
- People are willing to exchange money for your knowledge

The process I am going to share with you takes effort.

Market research is boring and tedious, which is why almost nobody does it. But it's the key to building a winning writing business.

It's simple to do, but not easy to follow.

Here are the steps...

1) Dig through your life experiences to come up with topic ideas

You don't need to be a credentialed expert to have information worth sharing.

It helps, but even something as simple as a hobby you enjoy can turn you into an 'authority on the topic.'

You have lived life for multiple decades. Unless you are the world's most uninteresting person and have accumulated zero skills, you have more than enough experience to turn some of it into writing material.

Grab a piece of paper, write down these questions, and answer them until your brain hurts. After that, write down an extra 5 answers for each question.

What career experience have you accumulated? Some of the best topics to write about involve writing about breaking into an industry or sharing tips to level up based on what you learned from that industry.

Prime example...

I have a friend who learned interview and networking skills that helped her land six-figure corporate roles.

Lots of people don't want to be entrepreneurs and make-money gurus, they just want to get a job they like that pays good money.

She has a seven-figure business teaching people how to do just that.

What do you find easy that others find difficult?

The things that come naturally to you don't seem that special because they come easily to you, but there are people out there who are dying to do what you do.

For example...

There's a guy named Nat Eliason who is really good at figuring out how to use and master difficult tools like Roam Research.

He created a course on how to get the most out of using Roam to 'build a second brain' and did \$400k in sales without talking about a topic like how to get rich.

What hobbies do you have?

There is huge money in writing for niche audiences and teaching them how to master a hobby you love.

I've seen creator businesses built around:

- Playing the guitar
 - Running
 - Golf
 - Mindfulness/Yoga
 - Baking sourdough bread
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What do you just love to GEEK out on and study?

If you like to 'nerd out' on a certain topic you can build an audience and a business by learning about the topic, testing it to get results for yourself, and teaching others what you learn.

James Clear did this. He just had an obsession with building good habits so he researched all these methods to build better ones.

He studied the work of credentialed experts, referenced them, tested them himself, and reported what happened.

He doesn't have a degree in habits, but he's read hundreds of books and papers while testing out the strategies, which turned him into an expert.

What problems have you overcome?

One of the best pitches you can make to an audience goes like this:

- I had this problem and failed to fix it tons of times
- I stumbled on this unique way to solve the problem
- Let me show you how to fix it without wasting time and making mistakes like I did

I have an acquaintance who makes \$5,000 per client teaching them how to quit porn.

He can charge so much because porn use is a problem that ruins men's lives. It's a hard problem to fix. And he helps tons of men who struggled mightily finally fix it.

Do a Braindump and Come Up With Potential Topics

After you have all of these answers out of your head and onto a piece of paper, use the insights to brainstorm topic ideas.

Brainstorm every possible topic you might want to write about. Do not filter yourself whatsoever.

Most people who want to become writers are avid readers. You've read enough content to have an idea of what topic content looks like.

Stop lying to yourself and pretending that you don't and just do the damn work.

Write down your list. Make it exhaustive. Write until you genuinely can't think of anything else.

The next day, cross off all the obvious 'nos' and then, for every single one you have left, run the topics through this vetting process.

2) Perform Boring and Tedious Market Research

This is the part nobody wants to do, which is why most writers stay stuck at square one forever.

Just accept upfront that this process will be:

- Boring
- Tedious
- Grueling
- Stressful
- Annoying, irritating, and frustrating

Accept it, don't be a little wuss, and just do it.

Remember what I said earlier about the answers already existing?

If you want to find out if a topic will work, go and see if it already works.

There are tons of ways to do this. Pick a handful that make sense and run every single topic idea through this process.

You're going to run each topic through the market research process and give it a 1–10 score on how profitable it might be.

This is an intuitive judgment call.

The point isn't to get the perfect answer. The point is that if you actually do market research you will develop an *intuitive understanding of how markets work*.

There are telltale clues to see how well a topic works and what the reader demand looks like:

There are people selling online courses and coaching on the topic already:

- Look for blogs in your niche and see if the top results offer coaching or courses
- Search [topic] + online course to see if anything pops up
- Read sales pages and take note of pricing. Hop on sales calls with people who offer coaching, hear their pitch, and take note of pricing

You should build a general habit of seeing how people market their products. Some of my favorite strategies are:

[A] Create an email account *just to sign up to other newsletters* and see how they 'move you through their funnel.'

- How do they structure their welcome emails?
 - How often do they pitch their products?
 - What do their strategies look like when they do a big launch?
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[B] Practice 'copy work' to learn how to write sales materials

Copywriting is the process of writing words to sell stuff. If you want to get good at writing copy and promoting products, study the copy and promotional strategies of products that are already successful.

- Read 'sales pages' from start to finish
 - Answer these questions after reading
 - What are the typical traits and behaviors of people in this audience?
 - What are their pain points and desired outcomes?
 - What is life like for these people? Write out a fictional 'avatar' description of this person.
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[C] Study consumer feedback

I do this mostly by studying books on Amazon.

- Find a category of related books
- Look at the top results (Amazon rank higher than 30,000)
- Take notes on three-star reviews

Five-star reviews are usually from biased fans who the writer asked to review the book during the launch.

One-star reviews are usually from bitter and negative people.

Three-star reviews are perfect because they are honest critiques that talk about:

- What they liked: If you notice a pattern across multiple books, incorporate it into your writing
- What they didn't like/where the book fell short: This is how you create your unique angles...by filling in the gaps other writers missed.

There are blogs/writing accounts that monetize their work with ads, sponsorships, and affiliate marketing:

This is how most writers monetize topics that aren't in health, wealth, or relationships.

You have to monetize a bit indirectly if you're not going to sell products yourself, but it can be done.

[A] Ad revenue: You can make a lot of money by building a blog that gets a lot of traffic and then monetizing it with ads.

Blogging isn't 'dead' at all. If you write a lot of content about a niche interest and learn how to do basic SEO, you can get hundreds of thousands of people to visit your blog.

I have had three separate guest experts teach the skill of 'niche' blogging inside of our community.

Each of them makes either six or seven figures per year, without selling products at all, by using this strategy.

[B] Affiliate marketing: Instead of making your own products, you sell and promote other people's products for a commission.

Say you write about DIY crafting. You need materials and tools to pull it off, so you can write about, promote, and get paid for the items you use to facilitate your hobby.

You can also stack this on top of ad revenue to make even more money.

[C] Sponsorships: If you have eyeballs, traffic, brands will straight up pay you to promote their products if they feel you have an audience that might buy it.

Companies will offer sponsorships through:

- Sponsored posts: a blog post that promotes their product
- Newsletter ads: these are huge right now. Some top creators charge thousands of dollars for a single newsletter insert
- Social media shoutouts: If you have a nice-sized following on social these brands will pay for you to mention their products on the timeline

3) Do audience research on writing platforms and forums to see how much readers love to read and learn about the topic.

You don't have to guess what readers are interested in.

There is evidence everywhere, but you have to be willing to look.

If you deeply dove into what readers were up to, not only would you have a solid idea of whether the topic was a winner, you'd know exactly what to write about.

Here's what to look out for.

[A] Are there blogs on this topic that get a lot of traffic?

- Google best [topic] blogs
- Copy the link to the website
- Paste it into a tool that shows how many people visit the website and note the numbers.
You can use:
 - Ahrefs
 - Moz
 - SEM rush

You can even go a level deeper and see what topics seem to resonate most in that topic by looking up the 'keywords' these websites rank for.

[B] Is this topic popular on writing platforms?

This is as simple as going to:

- Medium

- Substack
- LinkedIn
- Twitter
- Newsbreak

And typing in those topics to see what pops up:

- Do a bunch of articles pop up or just a few?
- On Medium, search topic tags to see how many readers and writers there are
- Does your topic appear to fall under one of the top categories in Substack's explore section? Are there lots of similar newsletters in those categories?
- Are the posts/newsletters about that topic getting a ton of engagement—likes, comments, re-posts, etc?
- Do you just get a general intuitive feel that there's an audience out there for this topic?

If you want to go even deeper you can start to get specific information about the readers themselves that you can use to come up with topic ideas:

- What questions are they leaving in blog post comments?
- What questions are they leaving in replies on social media?
- What frustrations and pain points are they talking about in comments and replies?

You can then use these insights to write content.

On X for example, I look at questions readers ask but the big-name writer just doesn't have time to comment on then I write the answer to that question in a post.

After you run your topic through this analysis you'll figure out the general popularity of the topic and the best platform for that topic.

Examples:

- There isn't a lot of popular fiction work on Medium but there is a fiction community on substack.
 - How-to and advice stuff works great on Medium but performs poorly on Newsbreak where you'll do better writing about current events
 - Some topics might be too niche for writing platforms, but they'd work great with niche blogging and SEO
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Niche blogging is an underrated and highly profitable path to writing online.

My good friend, Siry Mas, built a six-figure business using this strategy without having to sell any products whatsoever.

If you want to make money strictly through writing, niche blogging is your best bet.

Siry put together every single strategy she's used to build multiple profitable blogs in her flagship program, [Niche Site Wealth](#).

Join the program, forward me your receipt, and I'll give you a free 30-minute coaching session as a bonus.

[Build a Six-Figure Blog With Niche Site Wealth](#)

[C] Where do your readers like to hang out?

You have to find online communities where people who love that topic like to hang out.

These places are goldmines for market research.

Quora: Quora is a Q&A site where people ask questions about pressing problems, outcomes they want, or things they're interested in.

I went viral consistently by writing answers to Quora questions and re-posting them on Medium because the fact that someone asked about the topic vetted the idea for me and helped me write posts that I knew for a fact had demand.

Sean Kernan, who is a good friend of mine, started his career by writing answers to all sorts of questions on Quora, which is why he seems to come up with these random blog post ideas that have demand at the same time.

Forums: Facebook, Reddit, random forums online, you name it. There are these communities people hand out at that you can use to figure out exactly what people want.

You can observe these communities and take notes on what people are saying similar to the questions above.

Or you can go a level deeper and infiltrate these communities:

- **Answer questions:** This will help you practice demonstrating your expertise, too.
- **Develop relationships:** Message individual members, ask them about their problems, and listen to their answers.
- **Become a helpful member of the community:** If you are generally helpful, without asking for anything, you can make an ask down the road. Lots of people do this with Reddit. They get super engaged and then randomly mention their own content on the topic or promote affiliate products.

The bottom line: the deeper you dive into market research on the front end, the less time you'll spend constantly trying to 'come up with' things to write about or staying stuck with indecision about what to write.

Let Me Walk You Through This Process Step by Step

In our flagship community, The Writers League, we go the extra mile to help you solve this crucial step in your writing journey including:

- **Video walkthroughs:** I will show you exactly how to do this research. You watch over my shoulder as I do a video breakdown of the research process
- **Feedback:** As you are coming up with ideas and strategies, you can post your questions in our forum and get customized advice from yours truly
- **Support and accountability:** This process is daunting and tough. As you go through it, you can check in with the community and get encouragement, support, and accountability. We even have a special accountability channel designed to help you stick with your tasks.

If you choose the all-star version of the plan, I will personally review your entire audience research strategy and give you a customized step-by-step plan to help you write posts with viral potential, build your audience, and land your first customer in 90 days or less (or I'll work with you for free until you do).

Just click the button below, join us inside the community, and start building the writing career of your dreams fast.

[I Want a Custom Roadmap to Writing Wealth](#)

The Final Step: Analyze your Analysis

Rate every single topic on your list from 1–10 based on these factors

- Your passion level for the topic (gut-level intuitive score)
- Consumer demand and interest
- Profitability

For up to a total score of 30

Tally up the scores. Your top three answers will be the top three topics you'll go with for the challenge and an additional 60 days after.

- Topic #1 You'll write about 70 percent of the time
- Topic #2 You'll write about 20 percent of the time
- Topic #3 You'll write about 10 percent of the time

These will become your content pillars and this is how you can create an umbrella of topics to write about, that all have market demand and profitability, without having to feel pigeon-holed by having a perfect niche.

Your pillars might look like this:

- Productivity/time management
- Journaling/note-taking systems
- Mindfulness advice

So there you are talking about a handful of related topics without feeling boxed in.

You take these three topics and write about them for 90 days straight without stopping.

This is where you'll find your unique positioning.

As you are writing take note of:

[A] What posts dramatically out-perform others? Say you write about productivity but you notice that any time you write about perfectionism, people go nuts.

You can use this insight to position yourself as the 'productivity expert for perfectionists.

My old business coach did this. With a bit of a more specific avatar/problem to solve, you can charge a lot more money for coaching. She built a multi-six-figure business with a tiny email list by honing her message down.

[B] What unique insights and takes emerge? At first, I wrote general self-help stuff. As time went on I started to add my unique takes.

I noticed a lot of self-help advice was sugar-coated, so I started being brutally honest.

I noticed a lot of self-help writers gave 'one-size-fits-all' cookie-cutter strategies, so I started adding context to my writing by pointing out facts like the role circumstances, including luck, play in success.

I noticed some writers liked to take the positive, rose-colored, everything will be alright approach to self-help. I developed a 'darker,' more realistic sort of style where I pointed out the harsh realities of the process.

Style, voice, and your unique position in the market come from first doing the work in a state of uncertainty. Then, you develop more competence, competence, and a better sense of *what makes you different*.

[C] What do you enjoy writing about the most that others are interested in?

After you start writing a lot, you'll realize what you're more passionate about.

Maybe you had the right three pillars, but the one you chose as number two is actually your favorite, so you flip them.

Maybe one of the pillars isn't as good of a choice as you thought so you decide to ditch it and add something else in there.

You can course correct and iterate along the way, but only after you commit to a strategy for a long enough period of time.

Writers are like scientists.

You create a hypothesis: this is what I like to write about and what I think people want to read. I will write 2 posts per week for 90 days to gauge interest.

You run the experiment: a scientist doesn't stop running an experiment in the middle of it. They wait until the experiment is completed instead of judging the process while it's going on.

You study your findings: With a much better understanding of what works and what doesn't, you develop an informed opinion about your topic instead of just guessing or being stuck in paralysis analysis.

Imagine if scientists decided to avoid running experiments because they weren't sure if they'd work.

The point of running the experiment *is* to find out whether or not they're right.

The same goes for you.

The game of writing involves taking educated guesses and then adjusting your strategy based on your results.

You can't think your way into your go-to topics, writing style, positioning, competitive advantage, and nuanced mix of information.

It's a byproduct of doing the work.

You Are One “Period of Struggle” Away From Never Having to Struggle Again

Think about how you're going through the process of trying to pick and hone your topics and writing process.

You sit there for months or weeks on end vaguely thinking about what to write about in an unengaged way with no research process to help you gain a better understanding or make decisions.

This causes you to 'throw up your hands' and say you don't know what to write about this.

Now imagine what life would be like after spending say, a solid two weeks where you are hyper-obsessed with market research.

You'll have studied and taken notes on hundreds of:

- Blogs
- Blog posts
- Social media platforms
- Writing platforms
- Forums
- Sales pages
- Email funnels and promotions

You'll have all these little gems you can use to make decisions:

- An exhaustive list of all your interests, skills, useful experiences, strengths, earned life-lessons, accomplishments, and career accolades
- The literal words readers use to describe their problems, the questions they have, and their deepest pains and desires
- All of the strategies your future competitors use to promote their work, get more readers, and sell their products

Armed with all of that information and the intuition that comes from ruthlessly studying yourself, audiences, and the business side of writing...

Do you think that maybe it might be a tad bit easier to find a winning set of topics and strategies to write about them successfully?

Now imagine that, instead of writing random posts, occasionally, with no consistency, you spent multiple months writing about topics you took the time to research.

With these researched insights in the back of your mind, you will start to get this second-nature understanding of the landscape.

You won't have to stress yourself over finding the right voice and unique angle.

It will just happen.

Only in writing do people just sit around and mindlessly guess what to do next.

When you went to college, you weighed the pros and cons of different majors, chose one, and studied the ins and outs of the industry for four years, and then did a meticulous search of the best companies based on salary, workplace environment, and personal satisfaction.

Or if you didn't go to college you mulled over different potential careers and jobs based on your strengths, interests, and desired lifestyle.

But when it comes to this career, you just want the answer to fall in your lap, out of nowhere, without doing the work?

This initial period of market research, writing as a beginner, and having to learn how the writing game works...

It's time-consuming and you have to put in some initial work that doesn't provide an immediate reward.

But it'll set you up for the rest of your writing career.

My personal recommendation? Go into 'nightmare mode.'

I learned this from Alex Becker, an entrepreneur who has sold businesses for \$100,000,000+

You have a two-week period where all you do is:

- Go to work
- Exercise
- Ruthlessly study your business/industry

No T.V., social media, time with family and friends.

NOTHING but putting yourself in a mental equivalent of a dark cave and staying in there until you emerge with a plan.

You study the market. Do research. Watch YouTube videos and listen to podcasts.

You write down lists of questions when there are gaps in your understanding and then you search those questions and watch content explaining them.

You repeat this process until you've filled the gaps and understand the game.

Two weeks of a psychologically hellacious lifestyle will help you build a life beyond your wildest dreams.

The universe will give you what you want but it will require a sacrifice.

I have given you everything you need to figure this out.

Your excuses are gone.

You can no longer say you don't have a strategy to figure this all out.

99 percent of you won't do anything with this information. Hell, most of you won't read a 5,000-word post about how to do this.

I write these posts for the one percent. The ones who are willing to do abnormal levels of work for abnormally good results.

If that's you then congratulations.

I've just given you the keys to the entire kingdom.

Whenever You're Ready...Here's How I Can Help

[Get a 1 on 1 Clarity Call with me to get a customized plan for any phase of your writing career.](#)

[Learn how to write viral blog posts for just \\$49 with my 'Blog Post Blueprint' mini online course.](#)

[Join our flagship community, The Writers League, and get all the tools, resources, and support you need to become a full-time writer.](#)