

CHOOSING YOUR BLOGGING NICHE CAREFULLY

Starting a blog may seem like just a really simple task. After all what you need is a hosting provider and a domain name and the phew! You in the blogging business. But have you ever tried doing something for the first time? Something that you thought was really simple? But then the moment you decided to dive in you realized that you don't even know the first goddamn thing. Blogging too is cunning. Even choosing your colors will be tough. Let alone choosing a theme for the blog. And now there is this other thing which is what niche should I be in. After all you know at least something in the many blogging niches available for you to choose from.

Ever been faced with a lot of options? Did you see how confusing it really was? It's like being faced by numerous flavors of candy and you love candy.

This is what really happens to a lot of people who decided to dive into writing. To be clear about what I am talking about here, let me first of all begin by tackling the meaning of the word **niche**:

Niche: a specialized segment for a particular kind of product in the market.

According to the above definition, your special kind of product is your blog. Your market is your readership. To make it even more clear, I will give you examples of the popular niches that are available and already really popular in Kenya:

- How to make money online
- Health and fitness
- Food and cooking
- Beauty and fashion
- Lifestyle blogs
- Self-improvement blogs

So how do you select which kind of niche you want to be in? Here I am going to share the tips on how to choose how to choose a good niche that will be rewarding in the long run. But first let's check on some myths that people will always give to you when it comes to selecting the kind of niche that you need to be in:

MYTHS ABOUT CHOOSING A BLOGGING NICHE IN KENYA

1. FOLLOW YOUR PASSION

Following your passion is just as old as it is a cliché. Following your passion is awesome because as long as you are passionate about what you are writing about, you will never get to be burnt out. The reader will pick on your passion about the topic that you are writing about and will get fired up about it and will likely come back for more. At least that is all that those who will advise you to follow your passion will tell you.

But there is still the other side of the coin. Let's assume just for a minute that you aren't starting a website to just write just because you love writing. Let's look at the bigger picture here. You want money. To earn money, you have to solve problems. Let's assume that your passion is in writing about wild animals. You can follow this passion and tell all stories there is to tell about monkeys and cheetahs, but unless there is some value in it, every visitor who comes across your website won't be coming back. Let's be real here, the world's population and Kenyans in general are busy people. So not unless they are

getting some value from you, they won't waste time with you. You have written about your passion and instead of being successful you have failed.

2. FOLLOW THE MONEY

Money runs the world? True. There are some blogging niches where you will find that there is a real huge number of people willing to pay for your products. You might therefore be inclined to go into this niche because of the promise of money and rewards.

Just one thing is for sure. The promise for money isn't enough. If you don't know what you are talking about, your readers will pick on it. If you aren't passionate about it, you will be boring. If you follow the money you are likely to be burned out.

TIPS ON PICKING THE BEST BLOGGING NICHE

- SOLVE A PROBLEM

The whole point of starting a blog is to solve a specific problem. If you look at the popular blogs, they will either be offering advice that is really important to their audience or they will be solving a problem in some way. Trending headings include:

- HOW TO DO THIS OR THAT
- WAYS TO BE ABLE TO ACCOMPLISH SOMETHING FASTER
- HOW TO STOP SOMETHING FROM HAPPENING TO THE WORLD

And some variation of the above. They are popular because they offer practical advice to people. They solve a specific problem. That is why people will keep coming back for more and more help. Believe me, you get what you give. People are destined to purchase your products as a reward for the value you are offering. If you fail to offer any value you are already out of business.

You can offer value through a lot of different ways.

If you are a great humorist, then your jokes will offer value in terms of keeping stress away from your readers. If you are good with fiction, your stories will kill boredom on the internet. If you are a great scientist, your articles will help people all over the world who are trying to get to know more about science. So, the main point here is this: **focus on solving a problem.**

- BE KNOWLEDGEABLE ABOUT THE TOPIC

At least have a basic knowledge in the topic. Don't start a blog about rocket science if you don't even know the first thing on rocket science. The last thing that we want is the internet getting saturated with bullshit from people trying to get paid. People are not idiots. They will know when you don't know even the first thing about what you are talking about.

- BE PASSIONATE ABOUT YOUR TOPIC

You need to at least love what you do if you want to really do it for the rest of your life. Otherwise you will reach a point where you will feel totally burned out and fail to deliver your content. Otherwise you will be really boring and your audience will notice and forget about you all together. The question remains, how do I know what I am really passionate about?

HOW TO KNOW WHAT YOU ARE REALLY PASSIONATE ABOUT

Look back and visualize your childhood. What did you love to do?

- Singing? Why not start a music lyrics blog?
- Working out? Why not start a fitness blog?
- Writing? Why not start a blog focusing on writing?

Look at how you spend your free time. What productive activities are you involved in?

If someone out of nowhere put a pistol on your head and told you to get out of your house and go out to do something with your life that you love, what would that be?

If the world is ending tomorrow or 2017 is the last year of your life, what would you do with your life that would basically help humanity?

DOES THE TOPIC HAVE A FUTURE?

You can choose any topic. But before you start writing anything on it, look at the future of that topic. Five years from now where will it be? For example, you could start a blog on social media. Say a blog about Facebook. Before Facebook came up, there were other social media channels which are now completely forgotten. An example is Myspace. This means choosing to blog about Facebook is not a very good idea since it might go out of service sooner or later.

Choose a topic that is never going to get buried and something that has much to be talked about. You don't want to run out of things to talk about after just about twenty posts.

CAN IT MAKE MONEY?

If you are blogging for fun, that is awesome. But for those of us who wish to make money, you might want to look into the possibility of making some cash in the specific niche that you have chosen. You don't want to start blogging about something only to realize two years later that you can't make any cash from it. After having wasted all that time and energy.

FINAL WORD

Blogging is an official business nowadays. People are paying bills and living luxuriously just from the money they are making from blogging which is writing in short. But just like every other business, you just don't wander in blindly and expect to just start making millions just by combining a few posts and some SEO tricks. You will need to plan beforehand.

What do you want to achieve? How can I achieve it better than my competitors? How can I provide more valuable information? How can I be different?

Those are some of the questions that you will need to ask yourself. As soon you can answer the above, the go and be awesome creating your blog. Happy blogging.

"I will be back!"- Arnold Schwarzenegger.

I will be back too with another awesome blog post.