



BLOGGERS ROADMAP BOOT CAMP



Choosing Your Niche and Business Domain

When it comes to choosing your niche there are a few factors to consider.

Try looking at some of the more important factors when it comes to choosing a niche:

- **Look at your passions** – What gives you energy and excites you?
- **Are you an expert?** – If you have an expert hobby or job role then you have a distinct advantage over everyone who is interested in your niche.
- **Do you have enough content to write about?** – You may not be an expert, but you may have the knowledge to create a lot of good content?
- **Learn your niche** – This goes hand in hand with passion. By learning your niche and making it your focus or hobby, you can take an audience on your journey from novice to expert.

Remember to take a look at the video [HERE](#).

The next steps are choosing a domain to match your niche. Your name is always a good investment, if that's how you would like to brand yourself.

Think of a name aligning your business niche with your domain. Don't choose a domain name that has no relationship with what you do unless you want to use your name as your brand.

To Do:

1. Decide on your niche - I'm going to blog about
2. My domain name is going to be Not Sure? Use the domain check [HERE](#)