

STEP ONE: DISCOVERY QUESTIONS

Use these discovery questions to help you figure out what your blog niche should be. After you have finished filling in the gaps, you'll not only have a better understanding of what you can blog about but also get an idea of what your target audience and focus keywords should be.

1. WHO AM I?

Start with yourself. Most bloggers started by writing from their own perspective. Most likely, your audience will comprise people similar to yourself.

Take some time to try and define your demographics based on what you've written about yourself.

Age

- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 55
- > 56

Gender

- Male
- Female
- Both

Country/ Area

- U.S.A.
- Europe
- EMEA
- Australia
- Other
-

Education

- No education
- College
- University
- Master
- MBA

2. WHAT ARE YOU PASSIONATE ABOUT? WHAT ARE YOUR INTERESTS?

List down your passions, hobbies, interests and all the things you like to do. If you want to focus on beauty, even better. The most important thing is to get everything down on paper. You can do the filtering later.

Are you stuck? Here are a few of the most searched keywords on beauty. You can use these categories to trigger some interests.

Organic

- Organic Skincare
- Organic Makeup
- Organic Skincare Brands
- Natural Makeup
- Best Organic Skincare
- Natural Face Products

DIY

- Scrubs
- Body Butter
- Lotion Bars
- Mask Recipes

Skin Care products

- Anti - Aging
- Best Skin Care Products
- Moisturizers
- Best Wrinkle Creams
- Skin Treatments

3. WHAT ARE YOUR STRENGTHS?

Just write down what you genuinely believe about yourself or what people love about you. If you don't know ask your friends.

4. WHAT ARE THE PROBLEMS YOU CAN SOLVE?

Think how you can help others. What can YOU do that other people can't? What are you going to write about that would help people?

