

## Your 10-minute Guide to Picking a Freelance Writing Niche

You know that you have the skills to become a freelance writer, but you don't know where to begin. You don't know what you want to write about.

This is quite common with freelance writers at the beginning of their careers. And because of this indecision, many writers end up taking any and every writing assignment that they can find.

But you know the problem with taking up just any writing assignment? You become a jack of all trades and master of none.

When you write about too many things, you hardly have time to develop your knowledge in one thing. Instead, you spend your time researching different topics so that you can write something excellent for clients.

Another problem with being a generalist who writes about everything is that clients won't take you seriously. Imagine that you had a toothache and you were giving the option for two doctors.

One is a dentist and the other is a general practitioner who is also a vet doctor. Who are you most likely to pick?

That's how clients see specialist writers versus generalist. A specialist most likely has more time to focus on learning more about that field, and as such, can improve their knowledge.

There are many ways to niche down as a freelance writer. You can niche down by topic or by the type of writing that you do.

In this worksheet, I will be helping you niche down by topic. Feel free to print out the worksheet and do it as an exercise to help you find your freelance writing niche.

## How to Choose a Niche Using Familiar Knowledge

Nearly all the niches that I have written for has to do with things that I have done in the past, or things that I can relate to in my personal life.

This is one of the easiest ways to pick a writing niche. You reach deep within you to analyse your experiences and see which ones can make you money as a writer.

Five Educational Qualifications that I Have (These can be formal or informal education)

- 1.
- 2.
- 3.
- 4.
- 5.

Five Things I am Interested In:

- 1.
- 2.
- 3.
- 4.
- 5.

Five Things That I am Willing to Learn About:

- 1.
- 2.
- 3.
- 4.

## Freelancing from Home

5.

Five Work Experiences That I Have:

1.

2.

3.

4.

5.



## Freelancing from Home

For me, this looked something like this:

Five Educational Qualifications that I Have (These can be formal or informal education)

1. English language degree
2. Knowledge of website development
3. Writing poems and nonfiction
4. Blogging on WordPress
- 5.

Five Things I am Interested In:

1. Personal finance
2. Religion
3. Digital marketing
4. Entrepreneurship
5. Parenting

Five Things That I am Willing to Learn About:

1. App development
2. Law
3. Digital marketing
- 4.
- 5.

5 Work Experiences That I Have:

1. Branding and marketing at a credit bureau
2. Radio Assistant Editor
3. International Relations liaison officer

4.

Your answers will be different from mine. This is just a sample to show you how to arrive at your niche.

Also, your answers can overlap. Like how I have marketing showing up in more than one place.

Once you have this down, the next thing is to sift this list by profitability.

There is no point starting a freelance writing career on a topic that no one wants a freelance writer for. So, even though you really love walking your dogs, it doesn't mean that there is a market for writing about dog walking (there could be, I'm just giving an example).

### **How to Narrow Down Your List of Interests**

My go-to method for screening my list is to do a Google search. So, for example, you may search for "app development companies" to see how popular they are. Check out some of their websites and blogs and see if it looks like a niche you will be interested in.

This is honestly the simple method that I used to pick all the niches that I have worked in.

Once you have your niche down, then you can start looking for clients in that industry.

## Freelancing from Home

Top Mobile App Development Companies - 2018 Reviews | Clutch.co  
<https://clutch.co/directory/mobile-application-developers>

About this result Feedback

Top Mobile App Development Companies - 2018 Reviews | Clutch.co

<https://clutch.co/directory/mobile-application-developers>

List of Mobile App Development Companies. | Mobile App Developers. WillowTree, Inc.® Mobile Product Agency. Dom & Tom. Digital Product Agency. ArcTouch. Mobile Apps & Connected Experiences. Intellectsoft. Developing serious software solutions. Appster. The App Developer for Startups & Challenger Brands. Zco. Blue Label ...

All India App Developers · WillowTree, Inc. · Leaders Matrix · ArcTouch

Best Mobile App Development Companies 2017 - Business of Apps

[www.businessofapps.com/guide/app-development-companies/](http://www.businessofapps.com/guide/app-development-companies/)

Jan 2, 2018 - What are the best mobile app development companies in the world? You'll be asking yourself the question whether you want to create an application in iOS, Android or cross-platform. The nature of mobile app development means the top companies can be found scattered across the globe, from California ...

USA · United Kingdom · Europe · India

So, go ahead and use these questions to help you decide on your niche.

If you have any questions relating to this, feel free to send me a message on the blog ([www.freelancingfromhome.com](http://www.freelancingfromhome.com))

### About the Author

My name is Amina Oke, and I am a freelance writer, blogger, and author. For over three years, I have been a full-time freelance writer living in Lagos, Nigeria, but working with clients in nearly all the continents.

I believe that anyone who knows how to write can make a good living as a freelance writer, and that is why I created Freelancing from Home as a place to help new freelance writers find their feet.

This guide is a copyright of Freelancing from Home and myself, and even though it is a free download, you are not permitted to sell it off as yours or host it on your website. All copyright laws apply.



[www.freelancingfromhome.com](http://www.freelancingfromhome.com)