

What's Katie Up To?

How to generate Blog Names, Ideas & Posts

IDENTIFY YOUR BLOG NICHE

1. Write down 3 Topics you are passionate about:

2. Write down 3 Topics you are an Expert on:

3. Identify your Blog Idea: Is there 1 topic that links your Passion and you are an Expert on?

4. Narrow and drill down your focus in order to identify your Blog Niche. Write down 5 sub-topics on your identified Blog Idea:

5. Out of the 5 Niche Ideas, is there one
 - a. you are particularly passionate about
 - b. you could write 15 top notch Blog Posts on
 - c. you eventually could sell a product

CREATE YOUR BLOG NAME

1. Write down your Blog Niche in the middle of your Paper & Brainstorm for 5 min. Write down everything that comes to your mind regarding that topic but also everything else your brain comes up with.

2. Think about using your Name as a Blog Name. This might make sense depending on what you are going to write about!

3. Use Keyword Tools to research Topics and Areas people are searching for!
4. Check whether your Blog Name URL is available. If you are planning on creating a new Blog check out [Bluehost*](#). Its my favortie hosting service and super easy to use. It provides the hosting for your blog and gifts you your new URL for Free!

HOW TO GENERATE POST IDEAS

1. Start at the Basics: Create 5 Posts outlining your general Niche Area. Please list here:

2. Deep Dive Posts: What are areas which require more expertise! Create Posts on Areas where you can create value for your readers.

3. Write “How to” and “List” posts. Readers love to have well-structured content!

4. Ask other people to guest post on your Blog or Website. Ask what they would like to write about! Maybe they have an angle you have not yet thought about or covered!

*** LINKS MARKED WITH A (*) SIGN ARE AFFILIATE LINKS.**