Twitter Thread by Raz Rashid



Raz Rashid
@ux_raz

IMAGINE A FULL-TIME INCOME FROM WRITING 30 BLOG POSTS

I'm talking about niche blogging.

I've seen blogs about the sport pickleball, homemade kombucha, and even unicorns.

People can make enough money to quit their 9 to 5 job from one niche blog alone.

(Thread ■■■■■■■■)

However, there are several problems. Two of them include:

1. Not everybody knows what to blog about.
2. Not everybody knows how to gain readers.
3. Not everybody knows how to monetise a blog.

Problem #1

When deciding on what to blog about it's worth exploring niches you are familiar with.

Avoid generic niches like "Pets" and instead go for a cross niche such as "Pythons" or "Parakeets".

Exploring problem #1 further

When choosing a domain name, avoid going too specific. For example, while a name like https://t.co/Ixb1shksNk is attractive, it could limit you. Instead, go for something that allows you to expand your niche later.

Continuing problem #1

Don't blog about generic subjects. For example "5 facts about Pythonides" is generic and not a question people with a

python may be searching.

Instead, go to sites like Quora, find your niche and answer the questions being asked on your blog post.

Formulate a plan for at least 30 blog posts.

10 of your blog posts should be a 'response' post where you answer a specific question. Typically 1.2k to 1.4k words.

The rest should be staple and pillar posts.

Staple Posts = 2,500 words
Pillar Posts = 3,500 words

Problem #2

If you only blogged about specific questions people are asking, in other words, the response posts, you should be seeing some traffic trickle in from Google.

You could also expand your reach using social media.

Continuing problem #2

If you decide to expand using social media, stick to a maximum of two channels.

Take, for example, if you're blogging about parakeets as a pet, social channels that could work best for you may be YouTube and Pinterest.

Create social media content providing value to the audience and answering specific questions.

Think about what your audience may be searching.

For example, on YouTube, it may be "How to train my parakeet to sing."

or on Pinterest "Parakeet cage design ideas."

Problem #3

Monetising a blog isn't difficult. However, I have seen blogs with 10-50k visitors per month, unmonetised. So here are two ways to make money blogging:

1. Use affiliate links to products, services or other courses from other creators.
2. Display ads

That's it.

I tried keeping it short but detailed as possible.

My advice is from the experience of creating niche blogs.

If you have any questions or are interested in starting your own niche blog, please @ me on Twitter. ■