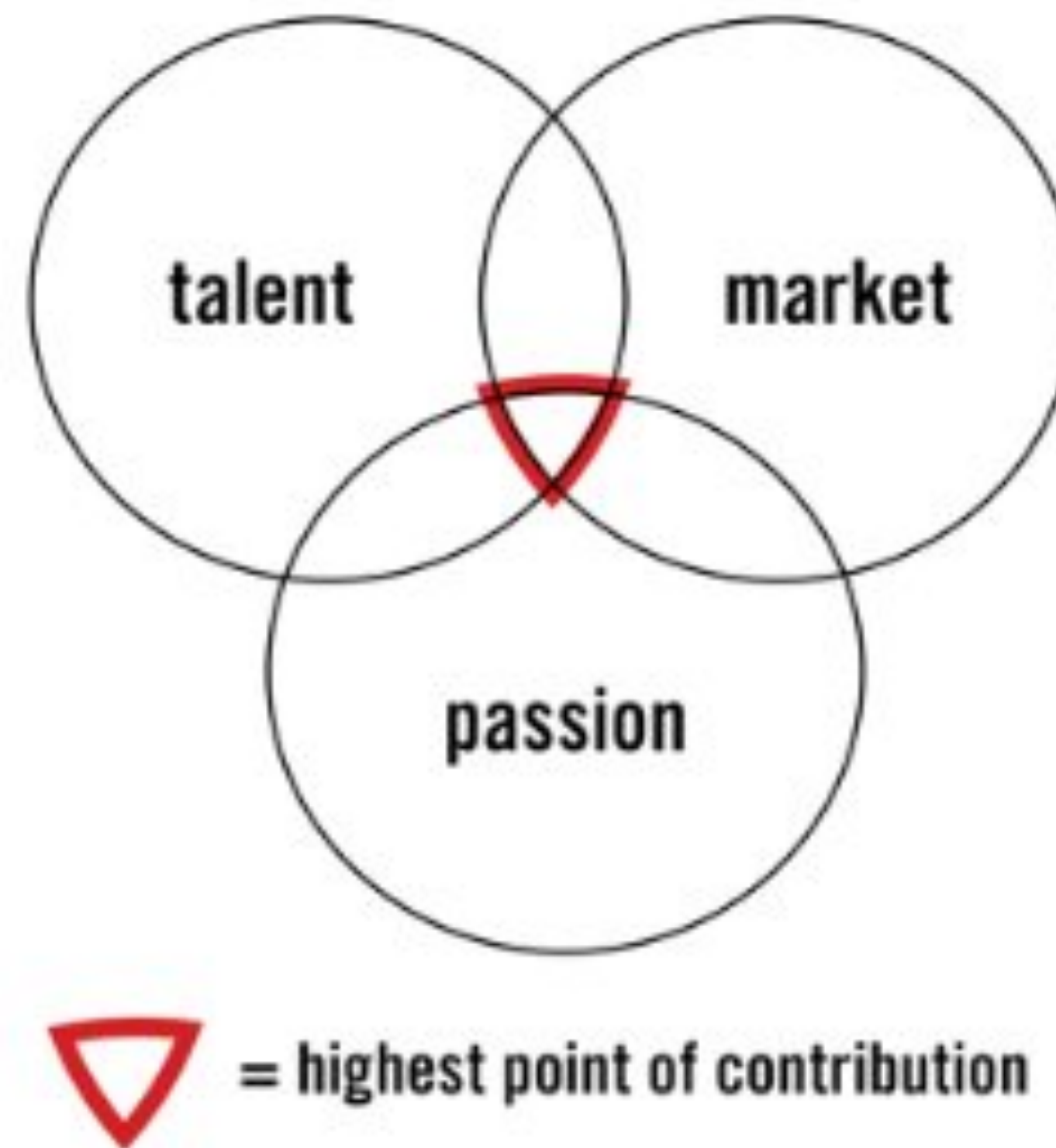


Day 2

How to Choose a Topic for Your Blog?



How to Choose a Blog Topic?



Finding Your True Passion

- What are you generally interested about? What magazines, blogs or websites do you visit?
- What do you talk about with your friends the most?
- Your blog should be on a topic that you are generally interested and like to talk about... (It is an uphill task to maintain a blog that you aren't passionate about)



How to Measure Market Opportunity

- If you are involved in a market, you will know the demand automatically. (Ex: BikeAdvice)
- Keyword research is a good way to find demand... and market needs.
- No competition = No market opportunity.
(Competition is good! They prime the market)
- Example: Digital Marketing Training Market
(Needs are validated, find gaps and fill)

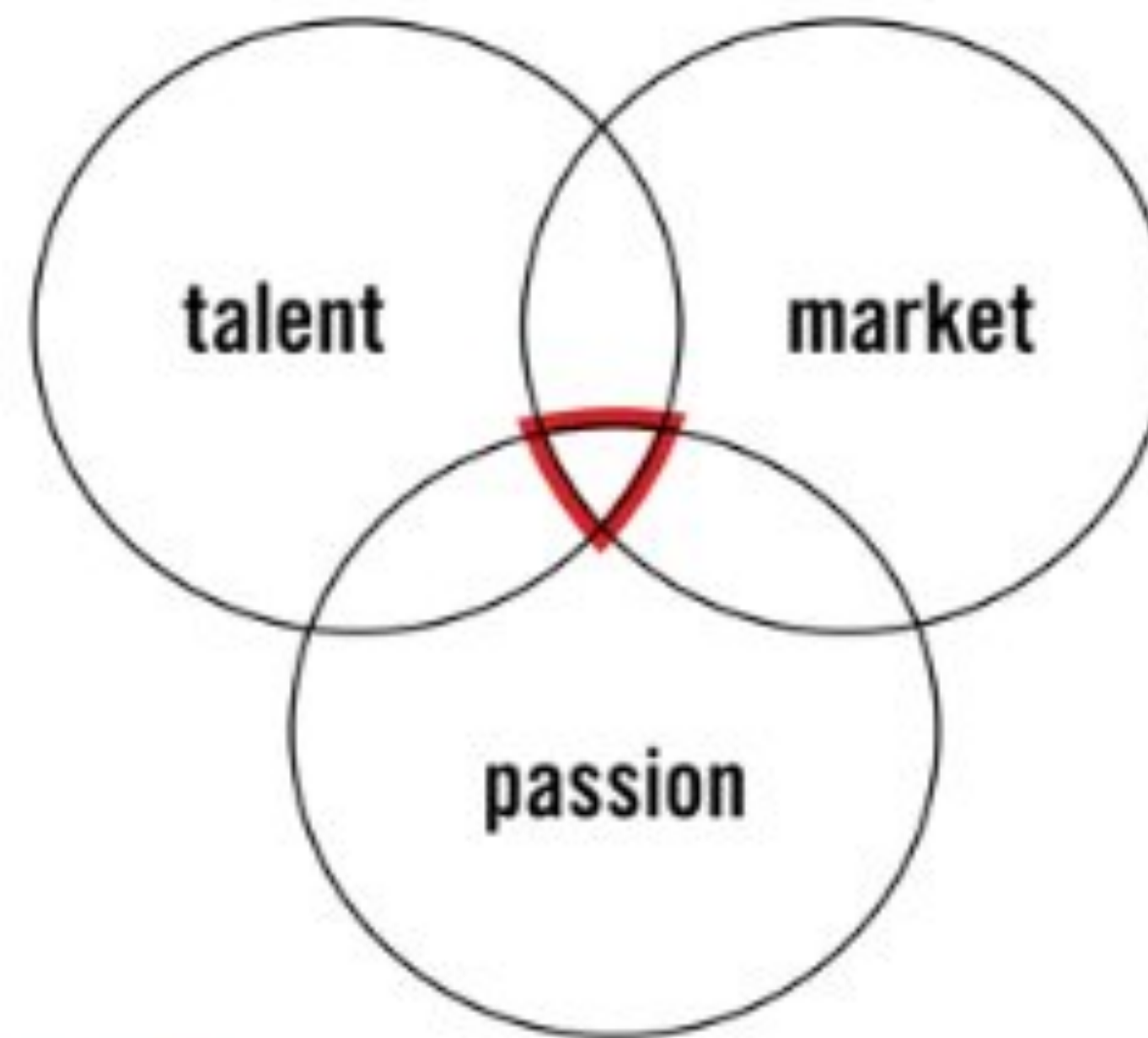



Skills & Expertise

- You don't need to be the best expert in the world.
- You just need to be better than your students. (They prefer 1 step better).
- Example: Fitness goals - I would as advice from a fit friend, than a body builder. I need a mentor that is one step ahead.



Recap: Match all 3 as much as possible



 = highest point of contribution



BRANDING

is the way that your customer perceives you



Build a Good Blog Brand

- Trustworthy, useful and friendly brand.
- How do people feel when they think about your brand? (Look for brands around you - what do you feel about them?)
- What does the brand stand for?
- Digital Deepak = Digital Marketing Made Simple. Offers training and content.



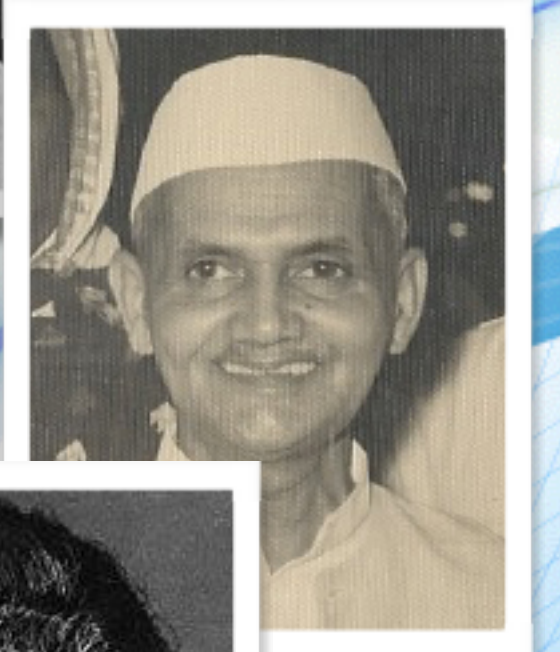
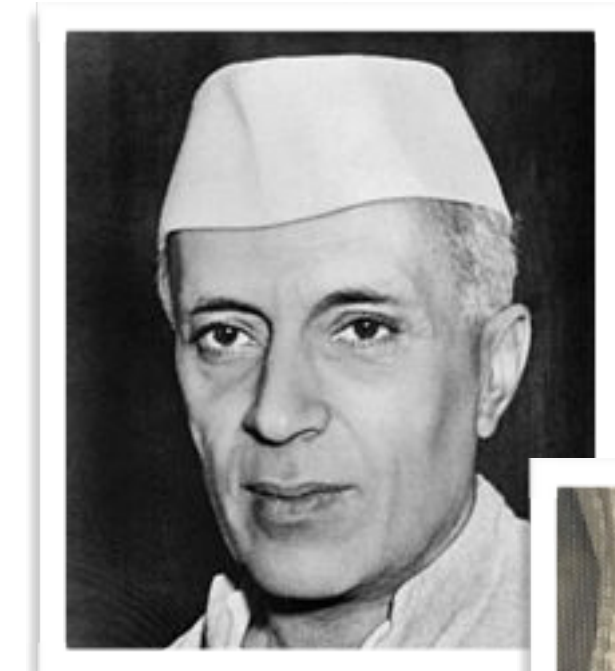
Category Leadership

- People remember No.1
- Neil Armstrong landed first, but Buzz Aldrin was 2nd. We remember only Neil.
- Best Electric Car: Tesla
- Best Premium Laptop: Apple
- Best LCD / LED TV: Samsung / Sony



Category Leadership

- What if the No.1 Spot is taken already?
- Pick a category (sub-niche) where you can be No.1
- 1st Prime Minister of India? 2nd? 3rd?
- 1st Woman Prime Minister of India? (3rd overall but 1st in a new category)
- Best Marketing Blogger? Best Marketing Author? Best Marketing Blogger in India?



My First Blog: BikeAdvice.in

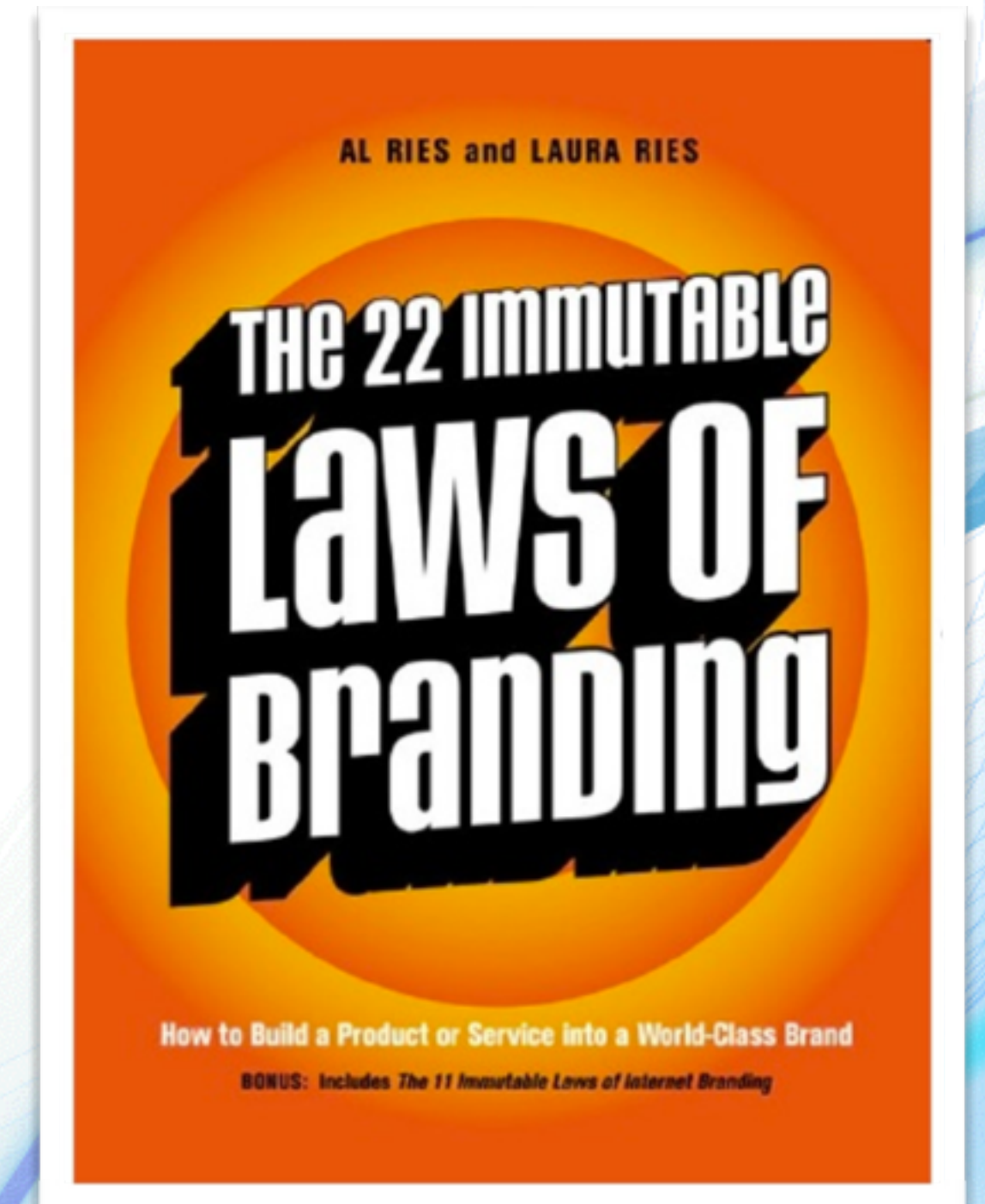
BikeAdvice.in

- There were many “Automobile Blogs” already. (MotorBeam.com, IndianAutosBlog.com)
- I couldn't become a No.1 in this because they have already established their brand.
- So I wanted to become No.1 in Bikes alone. So when people think of motorcycle blog - they think BikeAdvice.



Category Leadership

- Categories will branch out to more categories over time.
- Blogs > Automobile Blogs > Motorcycle Blogs > Premium & Lifestyle Motorcycling
- Cars > Luxury Sedans & Hatchbacks > BMW / Volvo / Audi
- My New Blog Will be About “Premium Motorcycles focused on India” only.



Next Action Steps:

- Think about your passion areas.
- Find out if there is a market opportunity and competition.
- Do you have the skills for it? If not, can you develop it?
- Have questions? Comment Below.

