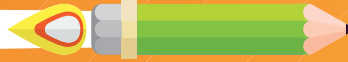


# Create Your Own LinkedIn Profile in a Day

AWAI



## What's Your Writing Superpower?

What do you have to offer your first (or next) writing clients? A lot!

Even if you've never been paid to write before, there's a client out there right now who needs someone with your unique history, experiences, and knowledge.

This worksheet will help you find what makes you unique as a writer – and identify a few niches you might try as you get started. You'll use this information when you fill out the "About" section of your LinkedIn profile.

Take some time to think about each item, below, and list out everything you can think of that's relevant to the question.

### Part 1: Personal Inventory

#### 1. Work background:

What do you know, what industries have you worked in and have connections in?

List ALL your work experience here:

## **2. Skills and degrees:**

What are your specific skills, certifications, special recognition/awards, college degrees, post- grad courses, and other abilities?

List ALL your skills and abilities here:

## **3. Personal passions:**

What are your hobbies, interests, and affiliations (school, church, community, sports, etc.)?

List your interests here:

## **4. "Always wanted to..."**

Which industry sounds fascinating, fun, fulfilling?

List one or two exciting niches here:

## **5. Writing experience:**

Have you ever written for a newsletter, local newspaper, blog or other entity (including current or past employers)?

List your writing experience, and what it was for:

## **6. Connections:**

In what field(s) and interests do you have loads of connections? List your connections/contacts:

## Part 2: Putting it All Together

Using everything you wrote above, create a short list of subjects you'd love to write about – that you either have a background in, or would be happy to research all day long.

Aim for 5 or less.

Here are a few examples of writing niches, to give you an idea of what's out there:

- Alternative health market
- Financial market
- Self-improvement market
- Travel market
- Wine and food market (think cupcake explosion!)
- Small business software market
- Commercial construction market
- Baby products market
- Senior healthcare market
- Green/Eco clothing market
- Education market (colleges and universities)
- Home maintenance, repair, renovation market
- Jobs market
- Solar commercial solutions market
- Commercial or residential furniture market
- Christian market

Note: This list is just scratching the surface of what's possible in the world of niches. Just about any subject you love is a niche you could write for.

## Part 3: Is it the right niche for you? 5 Clues

How do you know that the niche you choose is a viable niche with plenty of paid opportunities? Take a look at the 5 clues below...

### **1. Search for news buzz online:**

What do Inc., Forbes, Businessweek, CNN Money and other business news sites say about the niche?

List your findings here:

### **2. Look for trade associations:**

Is there more than one active national or international trade association in this industry?

List your findings here:

### **3. Identify sub-niches within the niche:**

Does the industry include large companies, mid- size companies and suppliers (B2B)?

List your findings here:

### **4. Consider the activity:**

Does the niche frequently appear on job boards/ hiring sites (SimplyHired.com, Indeed.com, writerswanted.com)? Social media groups?

List your findings here:

### **5. Look at the competitive landscape:**

Are there a lot of companies in the niche, competing for customers via advertising, etc.?

List your findings here:

## **Torn between two niches? Is there synergy?**

Is there a viable industry that combines two niches of interest, such as medical software?

List your findings here:

### **Your best niche is:**

If you investigate a niche you're interested in and all signs are healthy... you may have found the right niche that's thriving, growing, full of companies that need you and ready to pay you what you're worth!