



**A Life of Meaning
Use Your Passions to
Earn Great Money**

with Sarah Turner

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Discovering the Perfect Niche for You

One of the recommendations I always make to people wanting to get into copywriting is to pick a niche.

Choosing a niche helps you specialize and become the go-to expert on that topic, which makes you more appealing to clients.

What's most important when picking a niche is that you're genuinely passionate about it. You'll be spending a ton of time reading, researching, and writing about this topic. You'll definitely want to choose something you're interested in.

Plus, choosing a niche you're genuinely passionate about will help you build a business you enjoy waking up for. Remember, you get to be your own boss. And you don't have to be a boss that forces you to do work you can't stand.

Now it's important to start shaping your business from the ground up with a solid foundation. Kicking procrastination to the curb will help you go far and keep steady momentum. So, let's find your niche.

You might be thinking to yourself, I can do this! It can't be that hard, right? And, you'd be right - it doesn't need to be hard. Yet this has been a roadblock for many because there are so many choices. Possibilities are good, but not when they keep you from reaching your potential.

Choosing a niche is easy for some and harder for others. Which is why it's critical to keep things simple. After all, it's truly a formality to get you on the path of success!

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Here are a few of the biggest roadblocks my students face when choosing a niche:

- I'm knowledgeable and experienced in my career but I don't want to write on this subject. What else could I write about?
- I like or love many different niches and so I cannot seem to narrow it down. How do I choose when they're all wonderful?
- I'm not very knowledgeable about the subject I'm interested in. How do I overcome this imposter syndrome and move forward?
- There's a subject I'm interested in but I cannot find other copywriters in this niche with my searches. Is there even a market for it?

“A real decision is measured by the fact that you've taken action. If there's no action, you haven't truly decided.” – Tony Robbins

Many freelance copywriters miss the mark on this piece of Tony Robbin wisdom and struggle because of it. **Picking a niche will empower you to move forward with a clear path and build your expertise - whether or not you stick with it forever.** Remember, you aren't married to your niche for life!

The goal here is to increase your value and avoid getting overwhelmed. So ponder on this as you answer the questions below.

What do you love to learn about and could talk about all day?

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What do people ask you about?

Is there a unique subject you know about?

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A Jack of All Trades Is a Master of None

When it comes to business, it's difficult to go very far unless you're specialized. Whether you're a doctor, a professional athlete, a hair stylist, or a freelancer, it all works the same.

Let's say you were having an issue with your gut. Would you go to a brain surgeon or a gastroenterologist? I'd bet you'd choose the gastroenterologist every time. Why? Because they're specialized in the type of care you need.

Whether someone admits it or not, they want an expert they can trust to get the job done right. So, defining your niche is really what makes it profitable, because everyone prefers an expert to a generalist. And, this can be seen in every industry.

As you can gather, generalizing doesn't work very well. In fact, it's likely to water down your value in the eyes of potential clients. You instead want to attract your ideal clients. They will be in an industry you're passionate about and be businesses who share your values.

So what exactly will discovering your ideal clients do for you? Well, to start, you will find fulfillment in the work you do for them. This will build your confidence, help you work faster, and earn you authority in your niche.

Once you've found your niche, it will be easier to attract these ideal clients and develop a fulfilling career. Keep in mind that it's best to focus on one niche rather than multiple. You wouldn't want to spread yourself thin and get burnt out. Especially while you are getting started.

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I'd also like to point out that you aren't stuck with your niche forever. You can backtrack and change your niche at any point. So don't allow yourself to get stuck in a rut. But if you do, remember, you can break this vicious cycle of self-doubt. Simply follow the steps I've provided to get yourself going in the right direction.

In short, choosing a niche doesn't need to be hard. So give yourself a little slack, let yourself dream, and ultimately, just go for it! This is where you begin developing a fulfilling and successful career.

*PLEASE keep in mind, this piece of advice is to get you to a place where you're earning great money as fast as possible. There are successful copywriters with no niches. But it often takes longer to get to a place where you're earning great money without a niche. This is because not having a focus dilutes your attention in every step of the process. Also, it usually takes longer to build a name for yourself without a niche.

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How Much Money Can You Make?

It's so important to remember that the niche you choose does not indicate how much money you'll make. So no need to get hung up on "the most lucrative niche" if making great money is your primary focus.

As we've already touched on, the fact that you're specializing is what will allow you to earn the most money. It matters much, much less the specialization you choose. (The one caveat to this is that you do have to make sure there are businesses related to your niche. Meaning there are products and services being sold in that niche.)

When you're working on something you absolutely love, you'll be much more likely to stick with it - even during rough times. You'll be willing to spend the time pitching potential clients, adding value for your clients, and figuring out how to improve your processes.

Committing to this consistent work is the most important part of being a successful freelance copywriter.

But while we're here, I wanted to share with you that students from all different backgrounds and in all different niches have been earning a consistent \$5k, \$10k, even \$20k per month with copywriting.

I have all the confidence that no matter what niche you choose, you'll be able to reach your financial goals - no matter how high. I'm so excited to hear your success story once you've built the business you're passionate about!

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How Is AI Impacting My Industry?

I totally understand people's concerns around the recent advancements in AI. But here's the thing. I don't see AI tools being able to replace copywriters the way I teach copywriting. And I think that's an important distinction to make.

I teach my students how to be so much more than copywriters. They become copy engineers. And those are not going to be replaced anytime soon.

I also always recommend going after high-end clients. These clients are too busy running their businesses to write their own copy. Which means they're also too busy to learn how to use AI programs to create their own copy.

Are the number of jobs in content writing declining? Yes. I do see AI replacing people who are doing low-quality, low-paying content on platforms like Upwork or Fiverr. But those are the types of jobs I would never recommend you go after anyway.

AI is actually a wonderful tool for copywriters to speed up their work. It'll help you brainstorm ideas, flesh out outlines, and things like that.

And no, I don't see any difference in the effects AI has on various niches. High-quality copywriting and marketing strategy is simply not just going to be replaced by AI, no matter what industry you're in.

Keep in mind, this career is always about increasing your skill set and staying adaptable. Because the world of digital marketing has always been shifting. This is just yet another example of how that happens.

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Picking a Niche

Ready to choose a niche and get your business started? Let's go over how you can decide what niche is best for you.

What has worked for others? Choosing a niche that:

- You are already an expert in
- Aligns with your goals in life
- You love to learn about
- Clicks with you
- You know, understand, and can easily comprehend.
- You could start with to get the ball rolling

Allowing yourself to sleep on it and ponder a little can help you as well. The idea is for you to be honest with yourself, so go with your gut feeling.

I recommend using the Venn diagram below to organize your ideas and thoughts. This will help you better understand which niche is best for you. No one can decide this for you because this is a decision made by the mind, heart, and soul of a person.



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What do you love doing?

What are you good at?

What do you get paid to do?

What does the world need (locally, nationally, or internationally)?

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What's more important to you? Charging more per project or writing about a subject you're passionate about?

What are a few industries you are interested in and you know has a profitable market?

Research your potential niches. What are the pros and cons of each?

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Need some help reviewing potential niches? Here's a list of niches my students have chosen and been successful in, in case you need any inspiration.

Aging well

Beauty

Breweries

Business development

Cannabis

Child development

Christian organizations

Coffee shops

Construction

Eco-friendly/sustainability

Education

Finance

Garden & Home

Health & Wellness

Homeschooling

Hospitality

Legal

Medical

Mental health

Motherhood

Natural hair

Non-profit

Outdoor living/adventure

Pets

Personal development

Travel

I found my niche! Write Your Niche Below. Get specific.

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When You're Really Stuck

If you're really, really stuck, it's often because you're overthinking it. It's oh-so important to pick a niche! In fact, not picking one is the biggest mistake rookies make. So I'd urge you to complete the Venn Diagram exercise rather than throwing in the towel.

You want to avoid getting into an analysis paralysis mode. But if you find yourself in one, take a step back and breathe. Get the thoughts out of your head that it's a make it or break it kind of decision after all, as I said before, **you can always change your niche.**

I want you to keep moving forward because that's how we get this party started!

When procrastination is stubborn, you can use a trial period to test out a niche. This is to let yourself know it's okay to go through a trial and error period to find out what works for you.

Inhale courage. Exhale fear.

What you'll want to do in the trial period is:

- Identify the niche you will be trying out.
- Write 1 or 2 samples for client reference.
- Write 2-5 pieces for paying clients.

The idea is to get yourself out there so you can ultimately make a decision.

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Trying out a niche helps you:

- Get some experience under your belt.
- Earn some real cash.
- Build your confidence so you can choose a niche.

But remember, the goal is to become an expert in one niche. That way, you can attract your ideal client more easily and make great money doing what you love.

If you think you could use some extra help reaching your goals on your copywriting journey, **Write Your Way to Freedom** could be the program for you.

You see, I created Write Your Way to Freedom based on what's missing in the world of courses. So as a student, you not only get access to 8 modules, 61 lessons, 56 workbooks, and counting, but you also get access to everything you need - and then some! - to actually start and grow your business. This is where I see a lot of freelancers get hung up.

That's why I've included so much support...

- Weekly Live Q&As where you get your questions answered directly by me
- Live coaching twice a week for an entire year, diving deep into copywriting and business topics
- Copy editing and feedback on your first few pieces so you know you're learning and improving
- Lifetime access to our super supportive community

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You see, I created Write Your Way to Freedom based on what's missing in the world of courses. So as a student, you not only get access to 8 modules, 59+ lessons, and over 53 workbooks and templates, but you also get access to resources that actually help you start and grow your business. This is where I see a lot of freelancers get hung up.

That's why I've included these amazing bonuses...

- Bonus #1: 600+ Q&A Replays with Me!
- Bonus #2: 493 Expert Coaching Call Replays

Ready to find out if Write Your Way to Freedom is right for you and your goals?

[LEARN MORE HERE!](#)

I can't wait to see how your journey unfolds!