

CHOOSING THE BEST TOPIC FOR *YOUR* AUTHOR BLOG



Approach the first three columns as separate brainstorming projects, then use column 4 to find ways to bring them all together.

1. What do you love?	2. What are your books about?	3. What could you blog about?	4. Making connections
Don't limit this to your writing topics, but release yourself to imagine anything. Ideas to get you started: What are your favorite places to go, favorite things to do, favorite people or creatures or objects? What do you love to talk about more than any other topic? If money was no object, what would you do with your life?	Look for underlying concepts and deeper themes, for example, not just "romance" but "relationship challenges and joys for rural people", not just "investment opportunities" but "freedom from financial pressure for me and my family".	What do you already know a lot about? What would you enjoy learning about? What is easy for you to research or learn? What do you find it easy to write about? What do you long to write about, if only you could? What topics generate lots of ideas in your head?	Now look through that swirl of ideas you've generated. How could they link to one another, or complement each other? Be specific and detailed as you describe the possible blog topics that emerge -- a sentence for each, not just one word. Remember your blog can have several topics, if you find ways to harmonize them.
PASSION 1	CONCEPT 1	TOPIC 1	POSSIBILITY 1
PASSION 2	CONCEPT 2	TOPIC 2	POSSIBILITY 2
PASSION 3	CONCEPT 3	TOPIC 3	POSSIBILITY 3
PASSION 4	CONCEPT 4	TOPIC 4	POSSIBILITY 4
PASSION 5	CONCEPT 5	TOPIC 5	POSSIBILITY 5