

PARENT NICHE CHECKLIST



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FLEXIBILITY
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ON YOUR TERMS.

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☒ Step 1: Look at Your Life

- ☐ What stage of parenting am I in? (newborns, toddlers, school-age, teens)
- ☐ What challenges do I face most days?
- ☐ What topics do I naturally talk about with other parents?
- ☐ What hobbies or interests excite me?

☒ Step 2: Spot What Parents Are Searching For

- ☐ Type your idea into Google/Pinterest — what suggestions pop up?
- ☐ Are there active Facebook groups or forums where parents talk about this?
- ☐ Would I search for this topic myself?

☒ Step 3: Test for Potential

- ☐ Is there an audience (are people already looking for this)?
- ☐ Can I narrow it down to make it specific? (e.g., budgeting for big families vs. just budgeting)
- ☐ Can I imagine writing 20+ posts on this topic?
- ☐ Does this niche connect to products or services parents spend money on?

☒ Step 4: Choose & Commit

- ☐ Write down my top 1–2 niche ideas.
- ☐ Circle the one that feels most natural and exciting.
- ☐ Remind myself: I can refine or pivot later.

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Bonus: Quick Reflection Prompts



Does this niche fit into my family schedule?



Does it excite me enough to write about when I'm tired?



Could this niche help build a parent-powered community?

Congrats...

You've just taken the first step toward building a blog that fits your family life!

Visit the [Parent Hub](#) to start your family-powered blog today.

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