

The More You Enjoy Writing about Your Chosen Topic, the More Money You'll Make

By Nick Usborne



Hi, Nick Usborne here.

In my first article in this series, I wrote about the pleasures of making money online as a writer, without having to work with clients.

In the second article, I wrote about [the beauty of making passive income](#).

And today, I want to talk about how you can choose a topic for your own [Money-Making Website](#) — so you can enjoy all the benefits of a passive income stream yourself.

My website ... the source of my own passive income ... is [CoffeeDetective.com](#).

My topic is coffee.

But ...

While this site is now very successful, it's not the only website I've started over the years.

I also started a website all about headphones. Another about the dangers of toxic plastics in our homes. And another about investing in gold bullion.

All of them ... with the exception of the coffee website ... have fallen by the wayside. They're still up there, but I no longer do anything with them.

How come? Well, it's NOT because they don't have the same potential to make me money. They do.

It's for one very simple reason ... headphones, plastics, and gold bullion are not topics that interest me enough. I'm not passionate about them in the same way I am about coffee.

This is THE key factor in choosing a topic for your own Money-Making Website.

You have to be truly interested in your topic.

Why? Because this isn't some kind of 'get rich quick' scheme. You're not going to make a fortune in the first few months.

You'll be using that time to create more and more quality pages for your site. And over time, as you add more pages, you'll attract more visitors. And the more visitors you get, the more money you'll make.

That's the simple math of a Money-Making Website.

This means you have to be in this for the long-term.

And that won't happen unless you are truly interested in your topic.

How do you choose a topic you're going to want to keep writing about, for years to come?

The answer may already be obvious to you.

If not, here are some ways to identify the topics that already inspire you.

- What are your hobbies? What do you do at the weekend, or at the end of the day, after work and home chores are completed?
- What do you post about most on Facebook, or on other social media channels?
- What do you like to talk about when you get together with friends? What do you get passionate about every time the subject comes up?

Cooking? Kayaking? Travel? Knitting? Dog training? Interior decorating? Healthy eating? Yoga? Vintage cars? Gaming? Geology? Bird watching? Organic gardening? Single malt whiskies? Gluten-free baking? Hobby farming? Coin collecting? Rock climbing? Horror movies?

The list of potential topics is almost endless.

Choose the topic that fires you up the most ... and you're ready to get started.

Remember, this is YOUR choice of topic and YOUR website.

There's no client telling you what you can and can't write. Nobody is going to tell you when to start and when to stop.

When it comes to writing a Money-Making Website, YOU'RE the boss, in every way.

This is your chance to have fun with your writing AND create a valuable source of passive income.

Sounds good, right?

In tomorrow's article, I'm going to answer a couple of common questions I hear about Money-Making Websites.

In the meantime, don't forget to add your thoughts, questions, and comments below. Are you ready to share what topic makes your heart race?

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16 Responses to "The More You Enjoy Writing about Your Chosen Topic, the More Money You'll Make"

Hi Nick,

I enrolled in this course some time ago. I stayed with it until we came to this section--choosing a topic (you can see that I did not stay very long). I learned that I did not feel passionate enough about any given topic that I would give the website the time and energy it needed over the long haul. Since that time (well over a year) I have decided there is something I could focus on. Issue is that I don't know that there is a market to support it. I guess I can check it out here.

Nora King – over a year ago

I am thinking about topics I could write about everyday, and I am actually thinking about dating and relationships! I write short stories about that almost all of the time, because it's part of everyday life. Even if you are single, most people wonder how their lives would be different if they someday found their true love. I'd enjoy sharing some romantic tips, do's and don'ts, and even the benefits of either being single or dating. :)

Guest (Jessrules23) – over a year ago

Hi Nick, I love all things spa wellness & travel. It's my background and my passion. So, I'm Spa Travel Insider. That's my blog.

Still having trouble figuring out how to monetize it. I did a connection with a couple of amazon items but no sales yet. Probably because I still don't have many followers.

CelticGirl – over a year ago

Hi I love cooking so I would wanna write about cooking, but first of all I would like to know where to build a website.

JustinaK – over a year ago

My topic that excites me is nutrition, or as you listed in your article, healthy eating.

Along with that goes healthy lifestyle, healthy food preparation, healthy menus, gardening, presentation, chef's kitchen tools, raw versus cooked, etc.

I'm trying to think of a good title and lead and domain name. The way we eat and what we eat is connected to how we feel.

Trouble is so many people would rather take a pill than to change the way they eat!

Clara Mae – over a year ago

Nora, hi

Sounds like you should jump back into the training this time around, and go through that process of validating a topic idea. Welcome back! :)

Nick

Nick Usborne – over a year ago

Jessrules23, hi

Why not! If it's something you like to write about already, it makes absolute sense to turn this into a website that can actually generate some passive revenue for you.

Nick

Nick Usborne – over a year ago

CelticGirl, hi

Maybe go through the training again, and focus on those parts devoted to building your audience. Because you're right... it's tough to make money until you've built up an audience for your site.

Nick

Nick Usborne – over a year ago

JustinaK, hi

Sounds like a plan... although I would recommend you pick a narrower niche within the broader "cooking" topic. As for where to build your site, we cover that in the training.

Nick

Nick Usborne – over a year ago

Clara Mae, hi

I like the idea. As for the domain name, what a lot of people have done is float a few name options in the community Groupsite and ask for feedback from others taking the program. That's worked really well for quick a number of people.

Nick

Nick Usborne – over a year ago

Hi Nick. Going to give this another try (bought it a while ago, got stopped on spotting a topic). Now I think I would like to focus on senior fitness and alternative health. I am also interested in senior travel. Maybe I could combine the travel and fitness topics?

Guest (Tina) – over a year ago

Tina, hi

Go for it... and yes, I think you could combine senior health, fitness and travel all under the banner of active lifestyles for seniors... or something like that.

Nick

Nick Usborne – over a year ago

Hi Nick, I'm passionate about kids but my guess is that is too broad a topic. I already have a website for my published book for parents but I'm thinking this is a different kind of a web site. Am I right?

Guest (Edie) – over a year ago

Edie, hi

I think you answered your own questions. ;) Try to find a slice or niche within the broader topic of kids. And yes, this is different.

Nick

Nick Usborne – over a year ago

I am loving your writing for income information. I am very passionate about many things I just narrowed it down while reading this article. Really? Could I? When it comes to getting a website functionally running I am lost. I have tried two so far, they sit idle after months of frustration. This all sounds so amazing but then you're a copywriter sooo... I'm saving for your program. It's more than a few paychecks of saving for me. Thank you for all the great inspiring information. Carol

Cabin by Carol – over a year ago

The internet has made it possible for anyone with a desire accompanied by a work ethic to make it online. I don't have a website, but I can see myself owning one with regular contents I am passionate about. There is no easier way to make money than writing about something you are passionate about. Anyone with an ambition to make it in the copy writing world should be interested in this as a part of his package of copy writing skills and source of income.

paul – over a year ago

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