

Today's Funda - Niche vs. Multi-Topic Worksheet

1. Define Your Audience Promise

For [specific person], we help with [recurring outcomes] by [your unique angle].

2. Quick Scorecard (Rate 1-5)

Criterion	Weight	Score (1-5)	Weighted Total
Need fast SEO wins	3		
Clear monetizable product/service/offer	3		
Comfort running multiple silos/categories	2		
Brand tied to a reader identity (not topic)	3		
Preference: variety vs depth	2		
Research bandwidth for deep dives	2		
Risk tolerance for algorithm/trend shifts	2		

If Niche > Multi-Topic by 4+ points -> go niche.

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If close -> start niche, expand later.

3. Decision Tree

Do you already have a monetizable offer?

- > Yes -> Start Niche
- > No -> Is your brand tied to a reader identity?
 - > Yes -> Multi-Topic
 - > No -> Niche until you clarify

4. 90-Day Roadmap

If Niche:

- Write 1 big pillar guide.
- Publish 6-12 supporting how-to posts.
- Create 1 case study/experiment.
- Update pillar with results.

If Multi-Topic:

- Choose 1 audience.
- Launch 1 category with a pillar + 4-6 posts.
- Build 'Start Here' page.
- Expand into next category only after 20+ solid posts.

5. Common Mistakes Checklist (Tick off)

- ☐ Launching too many categories at once.
- ☐ Writing topics that serve different readers.

- [] Publishing only 'what is' posts, no 'how/when/which.'
- [] Skipping internal links between pillar -> spokes.
- [] Adding trend/news posts without archiving or pruning.

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