

Day One: What's Your Expertise? [Blog Your Memoir and Make Money E-Course]



[SAMPLE]

Welcome to day one of this 7 day e-course, "Blog Your Memoir and Make Money! (And yes, you CAN make money by blogging your memoir!)

I see this e-course more than just a few tips I just bundled together.

I see this as an opportunity to really feel comfortable with who you are as a blogger so you can start feeling more comfortable just putting yourself OUT THERE.

So...let's start with gaining visibility on your expertise.

In order to attract lots of readers, you really need to get clear about what it is you do to showcase your expertise. This is the KEY to generating GREAT content that positions you as an expert.

But generating great content is just one part of it. The other part is being able to use YOUR VOICE. Great bloggers attract lots of listeners with their "voices" but more on that in **day** two where we'll be talking about how you can feel more comfortable with your "outer voice" to showcase your expertise since you'll be putting yourself out there, and yes, I know it can be terrifying.

An expert is someone by nature, knows a lot about the subject and is qualified to write about it. And your **memoir** fulfills a "niche" in writing, so your job is to really showcase **your writing expertise fueled by your own personal experience.**

If you think about it, you ARE an expert on your subject matter simply because of your experience.

Typically this kind of experience that qualifies you as an expert, is pain - based. (usually.)

And because you are an expert on your topic, it's up to you to really get clear on how you can best serve your ideal readers.

So now, ask yourself the following question:

1. What pain experience do you specifically go through?
2. How did this pain based experience qualify you as an expert.
3. How can I use my voice to **blog** about these experiences?

EXAMPLE

1. At age 18, I left New York City to serve in the Israel Defense Forces. I left family and friends and gave up on the American college dream.

2. As a result of my transatlantic move, I had to navigate a foreign and unknown culture. Often at times, this felt very painful. I often had to "stay silent" out of fear that nobody would really understand or relate to me. This feeling continued for years and was emotionally and socially, very isolating.

3. My **blogging** went through several periods of transformation - first I blogged about the differences between the US and Israel and ultimately, I showcased this difference while writing my **memoir**. I highlighted "pain stories" to showcase some aspect of the **memoir** writing process.

When you answer these questions, you'll really be able to get clear on your niche expertise as a **blogger**.

Okay.. so I know this is a longish post, but tomorrow's content won't be so long.

Stay tuned for tomorrow's lesson on maximizing your online presence by using your voice to **blog** about your **memoir**!

To your writing success!

Dorit Sasson