

# LittleZotz Writing Mentoring Session

## Writing Expertise Exercise

If you're wondering "What's my expertise?" or "Which writing field would be the most profitable for me?" or "What should my blog's main theme be?" then this exercise should help you gain some perspective...

The truth of the matter is: **The topics you already know about (or have a long-term interest in) will be the ones that pay off best for you in the long run.** Those are your areas of expertise.

Writing success starts and ends with you. So it's only natural that you'd want/need to delve into your personal background to figure out exactly where to start.

**You have more knowledge/expertise than you think!**

Now's the time to tap into it.

## Your Hobbies

What hobbies have you enjoyed over the years? List them below.

Which hobby was your favorite of the ones you've listed? Why?

# Your Jobs

List all of the jobs you've had. (Even volunteer work or "small" jobs).

Which job did you like the most? Why?

# Your Beliefs/Values

This isn't exclusive to religious beliefs (though you can certainly write those down!). Also think about any other passions/causes you may have. (Animal rescue? Parenting issues? Organic foods?).

# Education

What schools have you attended? What classes have you taken? List them all. What have you studied on your own? Have you learned any valuable lessons through the "School of Life/Hard Knocks?" Have you learned something invaluable from a family member or friend? (This section will probably take you a while. That's fine. Just let it flow. There's no time limit on this).

What were your favorite subjects in school?

What was the most important lesson you've learned?

# Businesses You Love

What stores/businesses have you visited over the past two months? (As a customer, you already have inside knowledge into these industries!).

Of the businesses you listed, which is your favorite? Why?

# Your Reading Material

What magazines/blogs/books do you read regularly?

Which publication is your favorite? Why?

# Common Themes?

As you were writing down your answers, you probably noticed a few common themes pop up—repeating topics—take note of these:

**Those common themes, that repetition of your favorite things, indicate not just your areas of expertise—but the areas you're most passionate about.**

To be a successful freelance writer, you need to love what you write about. Especially if you decide to [start up your own blog](#); you'll be writing about roughly the same subject day after day after day. This is why it's important to choose a topic you truly care about.

When you start [sending out your queries](#) to blogs/magazines, I would recommend starting with ones that focus on the “common themes” topics you wrote down above. Those topics have the perfect cross-section of expertise & love that will make your writing “pop!”

**Note:** *If you have a [mentoring session](#) booked with me, feel free to send this exercise my way so I can get to know you better as a writer before we talk. However, if the answers you've written are too personal, you can just keep them in mind when we talk. Totally up to you. 😊*