[**A Niche of Their Own: Some Sites to Check Out**](http://en.blog.wordpress.com/2015/09/02/niche-of-their-own/)

“A look at bloggers who find their audience by doing one thing (really, really) well.

“To find your place in the big, wide world of blogging: zoom in on one thing you enjoy doing, then do it consistently, and well.”

**“**[**Read an Interview**](http://readaninterview.com/)**”**

“Every Monday, readers can expect a fresh, wide-ranging interview conducted by Johan, the blogger who runs [Read an Interview](http://readaninterview.com/). The interviews span a wide range of topics, and feature an eclectic gallery of subjects — from [a police canine trainer](http://readaninterview.com/2015/07/06/how-are-police-dogs-trained/) to [a designer of figure skating costumes](http://readaninterview.com/2014/02/03/dressing-a-figure-skater/). Regardless of who he engages in conversation, Johan’s curiosity, patience, and respect for his interviewees is evident everywhere on his site.”

**“**[**My Least Favorite Child Today**](https://myleastfavoritechildtoday.wordpress.com/)**”**

“The web is full of wonderful parenting blogs, covering a wide spectrum of topics and writing styles. [Stephen Hurley](https://myleastfavoritechildtoday.wordpress.com/about/)‘s dad blog, [My Least Favorite Child Today](https://myleastfavoritechildtoday.wordpress.com/), belongs firmly in the humorous end of that spectrum, with hilarious posts on the shenanigans of his young twin boys. (How hilarious? His irreverent post titles — like “[He’s Not Teething. He’s Just An Asshole](https://myleastfavoritechildtoday.wordpress.com/2015/08/19/hes-not-teething-hes-just-an-asshole/)” or “[Breaking: My Sons Have Perfect Weiners!!!](https://myleastfavoritechildtoday.wordpress.com/2015/07/29/breaking-my-sons-have-perfect-weiners/)” might give you a hint.) Beyond the great writing, the blog also has a great hook: each post ends with a (mostly fabricated) rating of the twins, letting the readers track the always-changing state of Stephen’s affections. (If you care to know, Charles and Arthur are currently tied at 36 days each as least favorite child.)”

**“**[**Cooking in the Archives**](http://rarecooking.com/)**”**

“If you’re a history buff, a baking fanatic, or any cross of the two, you’re bound to love [Cooking in the Archives](http://rarecooking.com/), a site where two literary scholars, [Alyssa Connell and Marisa Nicosia](http://rarecooking.com/about-alyssa-marissa/), make their way through the outré (and often surprisingly appetizing) recipes found in early-modern cookbooks. For example: eighteenth century beer cooks. Full of fascinating commentary, lovely images of old books, and honest reviews of the results of their cooking, Marisa and Alyssa’s site is a niche blog that appeals both to fellow ancient-cookery geeks and to the wide, uninitiated public (so much so that it’s been featured on [CNN](http://edition.cnn.com/2015/07/10/living/project-happy-food-traditions-feat/index.html), the [Washington Post](http://www.washingtonpost.com/lifestyle/food/how-two-bloggers-re-purpose-centuries-old-recipes-for-modern-cooks/2014/12/26/7dc33d5c-7a65-11e4-84d4-7c896b90abdc_story.html), and elsewhere).”

“Does your blog have a unique hook? Let us know in the comments.”

*From the comments:*

“My niche area is Reflective and Therapeutic Writing - <http://janetgthomas.com> . It’s a blog about how and why writing is good for you and while that belief will underpin everything I do, writing as a tool for change and wellbeing is the over arching theme.”

“My blog is kind of “many topics one blog “. That’s why I chose the name <http://randomwordstorm.wordpress.com> . My latest post <https://randomwordstorm.wordpress.com/2015/08/31/an-open-letter-to-cancer> was well received by readers outside WordPress community.”

“I am trying to develop a niche with my blog: <http://foodandmycity.com> where in I talk about eating my way through what a cosmopolitan city like Dubai offers and the city itself”

“I was glad to land upon my blog’s name Cycle Write <http://cyclewriteblog.wordpress.com> because it allows me to use the metaphor of bicycling as a journey of exploration to tie together several favourite themes and other non-cycling interests, in my blog: cycling, travel, culture, art, history and blogging. While I love cycling, I can’t expect broad readership to understand cycling itself or even know how to bicycle. I have some readers who tell me they can’t ride a bike but they like reading my other stuff. This way I get to interact with more different readers. I get my cycling chat fix from Internet groups devoted to cycling”.

“My blog is <http://lalindaknows.wordpress.com> . I’ve written blogs about things people are thinking but may not discuss such as being fired; Editing Lalinda is about editing our negative self-talk. …I post my personal drawings <http://bettinixdraws.wordpress.com>”

“I have three, yes three blogs: Shadowbox a creative blog about all things art, Rshelles World a blog about my past, my present, my thoughts, and The Nahla Chronicle, where I can display my writing and drawings (work in progress). Overwhelming, but at the end of the day, I love a challenge! Here are my three blogs:

<http://shadowboxerinc.com>
<http://rshellesworld.wordpress.com>
<http://thenahlachronicles.wordpress.com> “