

NICHE & CONTENT PILLAR LIST

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This is a simple reference to help you understand how **content pillars** connect to different **niches**.

You'll find a list of broad niche categories and example content pillars that can help guide your strategy and spark ideas.

These are starting points, not strict formulas.

If you'd like to niche down and create a more aligned content plan for your business, I'm here to help you personalize it.

Your niche is the focused area your brand exists within. It can reflect your profession, your business type, your talent, or an area of specialization.

Your content pillars are the base support for your marketing strategy. They highlight your niche by organizing your message, showcasing your voice, and reinforcing your brand values.

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TRAVEL	FITNESS	FINANCE	PARENTING
Destination Guides	Workouts and Routine	Budgeting Hacks	Family Activities
Travel Tips & Hacks	Nutrition & Recipes	Saving & Investment Tips	Daily Routine
Cultural Insights	Motivation & Mindset	Financial Mindset	Education & Development
Budgeting & Planning	Client Transformation	Mistakes to Avoid	Real Life Moments
Personal Travel Stories	Fitness Education	Tools & Apps	Milestones and Memories

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FASHION	HOBBIES	LIFESTYLE	TECHNOLOGY
Outfit Ideas	Project Spotlights	Daily Routines	Tech Reviews
Styling Tips	How-To Tutorials	Wellness Habits	Tools & Platforms
Seasonal Trends	Behind the Scenes	Life Reflections	Digital Productivity
Wardrobe Basics	Inspiration & Tools	Productivity Tips	Industry News
Personal Style Revolution	Personal Wins	Intentional Living	Tutorials & Walkthroughs

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HOME	ANIMALS	WELLNESS	BEAUTY
Decor & Styling Tips	Pet Care Tips	Mental Health	Product Reviews
Cleaning & Organization	Adoption Stories	Nutrition Education	Skincare Routines
DIY Projects	Pet Routines	Holistic Practices	Beauty Tips
Remodeling Transformation	Product Recommendation	Self-Care Rituals	Makeup Tutorials
Need to Have Supplies	Fun & Humor	Movements & Causes	Ingredient Education

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EDUCATION	BUSINESS	FOOD	CREATIVITY
Teaching Techniques	Behind the Scenes	Recipes	Art Process
Study Tips	Branding & Strategy	Cooking Hacks	Supplies & Tools
Resources & Tools	Offers & Services	Ingredient Spotlights	Creative Challenges
Learning Journey	Client Wins	Meal Planning	Artistic Reflections
Skill Highlights	Lessons Learned	Kitchen Tools	Inspiration Sources

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GROWTH	SPIRITUALITY	RELATIONSHIPS	SUSTAINABILITY
Affirmations & Mindfulness	Base Beliefs	Love Languages	Low Waste Tips
Journaling Prompts	Community Connections	Dating Stories	Sustainable Brands
Energy Practices	Gatherings & Meetings	Relationship Advice	Conscious Consumerism
Life Lessons	Spiritual Routine	Boundaries & Communication	DIY Natural Products
Support Resources	Religion History	Self-Love	Community Action