**This is the Single Most Important Tip for Becoming a Top Blogger**

Want to become a top blogger? Want to make a living by writing about a subject that you love, all without having anything approaching a boss or even a timetable?

Well… get in the queue! There are tons of people out there who feel the exact same way and who have been trying to become a top blogger for a long time to no avail. The question is: what sets apart the ones that are successful?

One answer to that question is that the most successful bloggers are almost *always* the ones that are the most passionate.

And so the single most important tip for becoming a top blogger is this: choose a niche that you are *truly* passionate about.

**Why Passion Matters**

A lot of people will go into blogging in a very cynical way and they will attempt to create whatever blog they think is going to be the most successful – often something that they have no idea about! They’ll then either write generic content that they’ve researched, or they’ll hire someone to do it for them.

Hiring a professional writer can’t be a bad thing right?

Well, if you want to be truly successful then it often is. Why? Because they don’t have the passion for the topic. Unless the writer just so happens to be an expert in the niche that they’re writing about, then they’re not going to come up with ideas for content that are truly new and truly exciting. They’ll research the topic and they’ll write something that is safe.

And ‘safe’ doesn’t get a legion of fans behind it! Even if the writer *is* an expert, they won’t want to be creative and original in case it’s not something you would associated with the brand. Only the site’s owner can be completely novel in their approach.

In order to be a top blogger, you need your blog to stand out and to have truly unique contributions to the community. And that can only happen if you know and love the niche and *you* are the one writing.

The other thing that you need to consider is that creating a highly successful blog is *not* something that happens overnight. In order to create a top blog, you need to be writing every single day and you need to be promoting your blog every single day.

And it *still* isn’t going to happen for a long time.

So, if you started your blog purely to get rich or so you could give up work, then you will quickly be disappointed and you’ll give up.

On the other hand though, if you created your blog because you love the subject and you *enjoy* writing about it, then you’ll find that it just feels like an amazing bonus when you start getting a little income from it.

And as a result of all that, you’ll find that you feel much more motivated to continue. Don’t aim to quit your day job – aim to supplement your income. And do it because you *love it*.