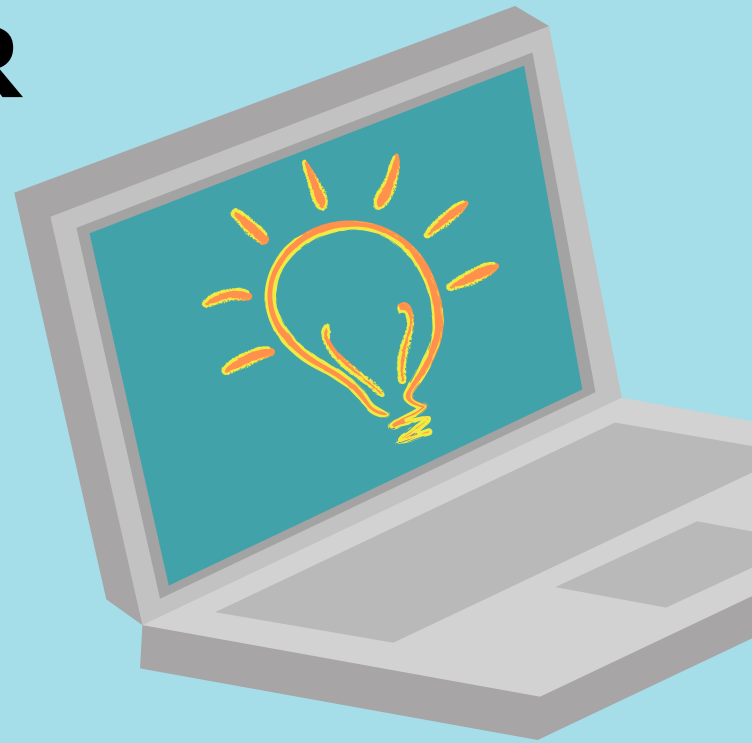


*"No matter what people tell you, words and ideas can change the world."
- Robin Williams*

7 BLOG TOPICS TO IGNITE YOUR IMAGINATION

Are you eager to start a blog, but have no idea what to write about? Then you've found the 'write' tool!

Here are 7 suggestions to get started.



1

CONSIDER YOUR FAQs

What questions are you frequently asked? Rather than re-typing or repeating your answer, write a blog post and direct customers to the link. If you have a FAQ page on your website, flesh each one out as a separate blog entry.

2

WHAT'S TRENDING?

Is everyone talking about an issue or recent discovery relevant to your industry? If yes, this is your opportunity to present yourself as the expert and share your opinion.

3

OFFER ADVICE

Build authority and trust by providing helpful suggestions for something related to your business. (A bit like this infographic!) TIP - Google likes odd numbers, so aim to feature 5, 7, or 9 tips/actions.

4

SHARE EXCITING NEWS

Introducing a new service or product line? Won a recent industry award? Share your special news in a blog! It's a great way to create engagement and give your customers a behind-the-scenes peek into your business.

5

FEATURE A CASE STUDY

As you're probably aware, case studies are very powerful. Use your blog to highlight the journey and results of a stand-out client. Include photos and direct quotes if you can.

6

CONDUCT A TEAM Q&A

Who's who in the zoo? Add a Q&A blog post featuring a new or hard-working staff members alongside a friendly photo. It's a great way to make your staff feel appreciated as well.

7

WHAT INSPIRES YOU?

Do you read business books, listen to podcasts, or regularly chat with industry leaders? Write a review about a cool idea, product, or service you've come across and/or collate a list of recommended resources for others to check out.

Got the ideas and notes - but need help pulling all the words together?
Book a FREE 30 minute Discovery Session - calendly.com/leanneshelton

