



# 31 Quick Blogging Ideas

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*Don't get caught with Blogger's block*

*Ideas to fill your blog every day of the month and more*

## Message From The Author



Not knowing what to blog about is one of the most common ailments for bloggers. For some, this has caused them to abandon their blog. Others are afraid to start a blog because they fear they won't have enough to share.

To help you jump start the process, here are 31 things you can blog about. Some of them can even be expanded upon, giving you more content. I suggest you print this. That way, you can quickly whip it out to refer to whenever you run out of things to blog about.

- 1) Mini case study. Have you bailed a customer out of a jam? Received raving feedback from customers? Spotlight them, share the story behind the problem and how you solved it.
- 2) Did you have an idea strike you out of the blue you think will help customers or readers?
- 3) Comment on an article you read online, in a magazine.
- 4) The News. Relevant reports happening around the world.
- 5) Don't forget local news. If you can somehow tie it into your niche, blog about it. E.g. You're promoting an eBay coaching program. You find out a retired lady in your city is living her dream retirement because of eBay. Report it. Add a few comments and thoughts of your own and how you can help your blog readers achieve that very same dream. Better yet, interview her.
- 6) A tip, idea, strategy you observed. E.g. Your friend showed you a new craft she made and shared how she did it. Ask her if you can blog about it. Also, take pictures (with permission) if you can.
- 7) Got a new product? Tell people about it. But don't make an ad out of it. Try something like, "After months of preparation I'm rolling out XYZ product today. This product can do this and that, I'm running a promo for the first week, come check it out."
- 8) Tell a story about your product. Why did you create it? What inspired you? If you have a few reasons and lots to share, how about a series of stories? When unsure how to structure your stories, stay up late one night, watch some infomercials and observe. Many infomercials spend considerable time telling the story behind the product.
- 9) Demonstrate, illustrate or explain how you use a product you're promoting.

- 10) What are other people talking about in your niche? What's the buzz?
- 11) Tell people about a new product you were introduced to or discovered. Don't forget to plug your affiliate link if available.
- 12) Review a product. How did you discover it? What did you like or don't like about it?
- 13) Do a book review. Magazine reviews work too.
- 14) Share what your customer did (with permission) or achieved with your product. E.g. If you have a weight loss product, tell people how much XYZ lost using your product. Share what she did and how long it took her. If possible, do an interview or ask her to be your guest blogger for a period of time.
- 15) Tips and tricks that have been really helpful to you.
- 16) Did you hear of a product recall? Share it. E.g. If you have a baby blog and you find out a child seat recall.
- 17) How to's and mini tutorials for your products and the products you promote.
- 18) A series of tips, tutorials and articles. A great example "The ABC's of going green" or "My 30 day exercise challenge".
- 19) Did you find a resource, tool, software that was helpful to you? Talk about it.
- 20) Answers questions people ask you.
- 21) Put a little humor in your blog. Seen a funny and relevant picture or comic? Post about it, better yet, get permission to publish it.
- 22) Get contributions. Ask customers and readers to submit their stories or relevant news piece, a review from them would be nice too.
- 23) Got sales, deals and promotions? Tell people about it.
- 24) Share a new article you just wrote.
- 25) Brag about your affiliates. Success stories, how they discovered you and became your affiliate then invite people to join.
- 26) Issue a challenge to readers and tell them to 'check in' with you in the blog comments.

- 27) Ask people for advice and help. E.g. Help name your product, find a web host, find a solution.
- 28) Depending on your comfort level, give people a little window into your life. Did an illness or issue in your family force you to reconsider the important things in life? A joyous occasion make you realize how happy you are with your life? Just be careful not to give out too much information that you don't want publicly archived for years on end.
- 29) Did a company you buy from make a gesture that impressed you? Blog about them and give them some link love. After that, notify the owners you wrote about them. Great way to open doors and build relationships.
- 30) Bring back the dead. Revive old posts with an update. Maybe you did a glowing product review but the company frustrated you a lot recently. Post an update about it.
- 31) Look through your comments. Sometimes comments branch off into a topic of their own that's worthy to be made a separate post.

## Quick Tips

- Don't beat yourself up if you don't have something to post every day. Contrary to popular belief, a blog doesn't have to be updated every day. There's no magic number for frequency but generally once, twice a week or every 10 days is good once you achieved a momentum.
- Inspiration comes in a rush even for the most accomplished writers. Keep an idea notebook and look through it from time to time, you'll find plenty of things to blog about when you flip through the pages.
- You don't have to slave over your blog. When inspiration strikes or you get highly motivated, sit down to write out your posts ahead of time. You can pre-post for weeks even months ahead. If you have a system like WordPress, Typepad or Movable Type, you can easily schedule posts so it'll publish automatically in the future. If you ever get anything time sensitive and already have a post schedule, post your time sensitive news and re-schedule the pre-posted one.
- Setup a page where you can collect questions on an ongoing basis. It's great content fodder. Plus, you can learn a lot about your market and the language they use.

## Ready to Take it Further?



Join myself and Alice Seba for an intensive 4-week [Internet Marketing Blogging Bootcamp](#) to get more results from your blogging.

Through our hands-on and personalized program, we'll show you how to really connect with your audience so they'll always be craving more. You'll establish a regular blog routine, transform your blog into a blog that **SELLS** and learn to get more regular readers to your blog.

**Registration Opens March 3 and classes start on March 10, 2008.**

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