



50 NEW BUSINESS BLOG CONTENT IDEAS



Grand River
AGENCY

50 THINGS TO BLOG ABOUT

One of the most challenging things about blogging is getting started. If you ever get stumped on what to write about, here are 50 ideas to help get the creative juices flowing.

1. Take a photo. Share a picture instead of words!
2. Share a relevant YouTube video. Perhaps even analyze it a bit in your post. It doesn't require a lot of work to watch and then find the best videos.
3. Shoot a video of your own. People love to see a blogger's face rather than just read their words.
4. Comment on another blog post on your blog. For example, if another well-known blogger makes a strong statement, respond to that statement on your blog.
5. Comment on a news event and on how it relates to your field.
6. Write a How To post. Walkthroughs, tutorials and how to's tend to do very well online.
7. Bust a Myth. What are common beliefs people hold in your industry that simply aren't true?
8. Tell an entertaining and educational story. What were some turning point moments in your career?
9. Create a Q&A post. What are common questions people have and what are their answers?
10. Examine a Problem. Take an issue that people often get stuck on and go in depth into its causes and solutions.
11. Write a "Top" List. For example, "Top 50 Ways to Get Blog Traffic" or "Top Country Line Dances of 2020."

12. Ramble. Just talk aimlessly and passionately about a subject. Be sure to set it aside and read it a day or two later to make sure it's relevant before you post it.
13. Write about common pitfalls. What are mistakes that beginners might make without knowing it?
14. Interview an expert. Post it in audio or video form on your blog.
15. Review a product. What are its benefits and its drawbacks? What sets it apart? Would you recommend it?
16. Comment on state of the industry. What's going well and what isn't going well?
17. Ask your audience a question. What do they think about ___?
18. Post the top resources for someone in your industry. Give links, downloads, videos, etc. that might help them in what they're trying to do.
19. Make a prediction on the future. What do you think is going to happen in the next 12 months?
20. Write about an in-person event. For example, "What I learned at Bestsellers Summit this year."
21. Share a provocative opinion. What's an opinion you have that just isn't politically correct?
22. Write about why you think someone is right or wrong about a certain subject.
23. Make something complex simple. Break a hard process down into its parts and make it easy to do or follow.
24. Share a thought process. How do you get from point A to point B in your thought process?
25. Blog about a personal experiment. What's something you tried? Did it work or did it not work? What would you do differently and what would you recommend?

26. Do an audio recording. Sharing yourself via audio rather than text can lead to more connection with your readers.
27. Write a sarcastic post. It shouldn't be aggressive but be a little satirical post that contradicts popular opinion.
28. Give away an eBook. Pack it with value and just give it away for free.
29. Analyze someone else's success. Why did they make it? What did they do differently than other people?
30. Analyze someone else's failure. Why did company X or project X fail? What was the key mistake?
31. Write about an article others have been discussing or that are at the top of popular research places?
32. Write about the pros and cons of X. What are the benefits and drawbacks?
33. Take the alternate position. What does everyone else think? What do you typically stand for? Try taking the other side.
34. Write about a book in your industry. Review it or write a synopsis.
35. Write a post designed to be inspirational. Not a how to, but something that gives people a sense that they can do it too.
36. Write an update post – How it used to be, how it is today. For example, "X used to work in the past, but with the recent changes in the market, you really need to do Y to get the same effects."
37. Write about little-known industry knowledge or tidbits.
38. Write a post for newbies. Make it easy and answer questions that beginners often ask.
39. Share a secret in your industry. What are things that people on the inside know but tend not to share?

40. Do a multi-part post with cliffhangers in between. Write a great post #1, then leave people wanting for more before part 2.
41. Write a follow-up on your most popular posts. Take your top 3 articles and expand on those topics.
42. Host a poll and then post the results. Analyze why you think the poll turned out the way it did.
43. Write an open letter to someone well known in your industry. For example, “An Open Letter to Steve Jobs” went viral when the iPhone 3GS came out.
44. Show off a little. Share what you did and the results you got.
45. A “What I wish I did differently” post. Use what you know now to analyze your successes and failures.
46. Address common frustrations in the industry. Where do people generally get frustrated and not know how to move forward? Let them know they’re not alone.
47. Post an infographic. Take statistics, data and information and put it in graphical form. These tend to get passed around a lot.
48. Around the world view. How is ___ done similarly or differently around the world?
49. Creative ways to do _____. How can you do things differently than other people?
50. How to streamline or make quick work of ___.

These are just a few ideas to get you started.



We are happy to help!

We realize this is just a simple document with a few dozen blog ideas. But you'd be surprised how easy it is to get stuck on topics when you've returned to the well time and again. Use these as inspiration to keep your business blog fresh (and continually updated with new keywords to keep scoring those SEO points).A

Of course, if you have any questions, don't hesitate to reach out to us for guidance. We're always happy to help.

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