



# Blog Post Ideas



G02 Consulting Services Ltd  
Your reliable, trusted and confidential adviser

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Keep on top of your blog posts with this handy "suggested topics" guide.



## Content is KING

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We've heard it many times over, in fact ever since [Bill Gates](#) published his essay by the same title in January 1996 and yet coming up with fresh content can feel like an impossible task. With your attention being drawn and stretched in different directions everyday, why not take advantage of this simple 120+ suggestions for you next engaging post?

## About you, your business & your blog

- (1) The story of how you got started
- (2) A post about what your blog or business name means to you
- (3) The story of why you are interested in the field you're in
- (4) A post about what you did before starting your blog, and how it relates to what you do now
- (5) A post about what drew you away from what you were doing before
- (6) A post about how your life changed after you began your business
- (7) A post about what you find rewarding about your business or chosen field
- (8) A post about how you relate to your customers or readers
- (9) A post about your future plans and dreams
- (10) A story about a person or people you've met and the places you've been
- (11) Stories about bumps in the road and how you overcame them
- (12) Share a case study from yourself or one of your readers or customers

## Collections of products that fit your blog

- (13) A list of your favourite technology products
- (14) A list of your favoured productivity tools
- (15) A list of your favourite organizational tools
- (16) A list of products to decorate a specific room
- (17) A list of products to style a home
- (18) A list of products to use for a party
- (19) A list of products that make you think of a certain season
- (20) A list of products that make you think of a favourite place
- (21) A list of products all in a certain colour range
- (22) A list of gift ideas for types of people (Mums, Dads) or professions (Finance, Marketing) etc
- (23) A list of gift ideas for holidays (Valentines, Mothers/Fathers Day, appreciation day etc)
- (24) Create a check list post of items needed for x

## How To's or Tutorials

- (25) Share how to make one of your products
- (26) Give people a DIY project to go with one of your products
- (27) Give people a DIY project that uses your products or can use an affiliate link to
- (28) Share step by step on how to dress in brand complimenting way
- (29) Show people how to do something technical that they might not know
- (30) Teach people the smart way to shop for a product related to your niche
- (31) Printable foot size chart for kids shoes
- (32) How to display your product
- (33) How to save time and / or money by using your product
- (34) How to enjoy more family time using your product
- (35) How to create an amazing display
- (36) How to throw a fun party
- (37) Create a problem / solution post that identifies a common problem related to your subject matter and show how to create a solution

## Things that inspire you

- (38) Share mood boards or colour schemes
- (39) Share your favourite music playlist or favourite podcast
- (40) Share what books and blogs you're currently reading
- (41) Share your favourite motivational quotes
- (42) Share photos you've taken that inspire your work
- (43) Share a list of places you've travelled to and your experiences
- (44) Share art that gives you great inspiration
- (45) Share a style board based on your favourite movie

## Freebies

- (46) Share printable inspirational quotes
- (47) Share downloadable desktop or mobile backgrounds
- (48) Share PDF tutorials
- (49) Share printable cards
- (50) Share printable crafts
- (51) Share art prints to download and frame
- (52) Share an e-book (maybe this)
- (53) Share catalogues
- (54) Share printable gift tags
- (55) Share graphics to print and cut out on sticky paper
- (56) Share exclusive coupons / discounts

## Answer common questions about your business, blog or products / services

- (57) Put together a "getting started" guide
- (58) Show how your blog or products / services differ from others
- (59) Share information about charities your affiliated with
- (60) Do an "ask the reader" roundup
- (61) Highlight the differences between two of your similar products
- (62) Show some unique ways to use your products or services
- (63) Create an FAQ (Frequently Asked Questions) post
- (64) Create an SAQ (Should Ask Questions, but don't) post

## Share what you've learned along your journey

- (65) Share struggles you've had with your business, and how you overcame them
- (66) Share what you've learned about people
- (67) Share what you learned about yourself
- (68) Create a piece of research that goes into detail about a specific topic and what the key takeaways are
- (69) Share an income report, how you earned your income

## People love advice, give them some

- (70) Write a post on how to prepare for an interview
- (71) Write a post on how to save money
- (72) Write a post on what to do when "Ellen" calls
- (73) Write a post on how you would survive "I'm a celebrity"
- (74) Write a post that helps people become more successful with your products or services
- (75) Write an "Ultimate Guide" an indepth view on a very specific topic

## Interview yourself

- (76) What do you wish people would ask? Format is as a Q&A on your blog
- (77) Be open to interviews, and ask if you can share items on your site
- (78) Become an authority by interviewing others about your industry / niche

## Give your opinion on a hot topic

- (79) Share your position on an issue that divides people
- (80) Explain an unpopular opinion of yours, and why you feel that way
- (81) Provide a detailed overview of something new in your market
- (82) Flip a trend or fad that you don't like, then explain what you prefer and why
- (83) Review books about your field of expertise
- (84) Carry out A/B testing and report your findings
- (85) Introduce people to new ways that are just beginning
- (86) Write a "what if" post on a topic
- (87) Write an attack post on someone or something (be very careful with this though!!)

## Roundups

- (88) Do a product roundup of products related to x, y or z
- (89) Do a blog post roundup, this could be a weekly, monthly summary or a one off
- (90) Do a roundup of key industry influencers to follow
- (91) Do a roundup of your best posts
- (92) Do a roundup of your favourite artists
- (93) Do a quote roundup of your favourite motivational or inspirational quotes
- (94) Do a roundup of your favourite local businesses
- (95) Do a roundup of inspiring pinterest boards or images

## Feature your customers

- (96) Show photos of your customers using your products or services
- (97) Share the benefits some of your customers are receiving by using your products or services
- (98) Use a consistent hashtag that customer can use to be featured
- (99) Request customers photos / information as part of a competition
- (100) Showcase innovative things customers have done using your products
- (101) Interview your customers and feature how your ideas are making their lives simpler
- (102) Feature interesting customers to make it obvious what your niche is

## Interview other people

- (103) Interview someone who makes a complimentary offer/service to your business
- (104) Interview a controversial or outspoken person within your industry
- (105) Ask the same question to multiple people and compile findings in a post
- (106) Interview someone you admire
- (107) Interview other small businesses that you think would be good for your customers
- (108) Write a profile of a significant individual in your industry

## Start a discussion

- (109) Ask for opinions on a new product idea
- (110) Ask people what they would most like help with
- (111) Let people name your new product range
- (112) Ask how people use your products / services
- (113) Ask what one thing do people wish you could solve for them
- (114) Seek opinions on colour choices for new products

## Other ideas

- [115] Share your favourite of the week, this could be content, a tool you use or resource
- [116] Create a video post
- [117] Write something completely off piste, this can be a great way to engage your audience in a new way
- [118] Create a post that launches a contest
- [119] Go on a rant about something you are really passionate about
- [120] Create a challenge for your readers – this could be the start of a great series
- [121] Look for experts to come and co blog with you

This is of course by no means an exhaustive list but hopefully there are some items in there which will help you on those days where the creative process is slower than you would like. Remember that the content you produce can have serious consequences to your business both in short term gains but also in longer term authoritative gains too so it really does pay to continue to evolve and develop.

Don't forget that along with great content, the way it is developed is also key. Knowing that the significant shift into mobile consumption along with video utilisation has accelerated, staying mobile friendly will make you rise above the many to be one of the few.



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