



Bloggng Idea Generator

Step One: Jot Down Keywords

Make a list foundation keywords for your business. These are usually generic (not brand) product and service descriptions.

Step Two: 75+ Blog Ideas in 15 Minutes

Use the following list to generate as many ideas as possible by substituting your keywords in the following idea generators.

- Top 5 benefits of [keyword]
- 5 surprising facts about [keyword]
- 5 common mistakes/misperceptions about [keyword]
- Getting started with [keyword]
- Hidden costs of [keyword]
- Stuff [people in my profession] say
The idea with this one is to explain your industry jargon that prospects and clients may not fully understand.
- Recommended reading list (books, blogs, etc.)
- Twitter chat highlights
- State of the industry report
- Industry trends/predictions
- A day in the life of a [your job]
- Best practices for [core competency]
- Pros and cons of [keyword]
- Checklists
- Frequently asked questions
- [keyword] case study of the [week, month]
- Customer interviews
Can be done via phone, Skype, email, etc.
- Industry event round ups
Identify a list of events in your industry and write a wrap-up regardless of whether or not you attend (can aggregate press and blog coverage from others).
- Seasonal advice
If there are cycles in your industry (e.g. budgetary, school year, athletic, etc.) write about things people need to remember to do.
- Twitter users to follow in your industry
- How to use/get more out of common/free tools (in your industry)

Step Three: Übersuggest

Take your list of keywords and plug them into Übersuggest (<http://ubersuggest.org/>). This will return a list of phrases from Google's auto-suggest and you'll be amazed at how many topics people are searching that you can answer!