

Too busy to BLOG?

Brainstorm
brilliant
BLOG IDEAS

Now it's time to brainstorm blog topic ideas!

Don't monitor them at this stage – just think of as many ideas as you can. In the **next** module I'll suggest some ways to refine / prioritise them AND how to create them in a really fast format. Just let your imagination run wild and get down as many ideas as you can – aim for 50!

I've provided some suggestions and prompts for ideas to get you started but of course feel free to come up with your own ideas.



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1. Readers' questions

Think of at least 5 questions you have been asked; this could be in person, by email or on social media (check your Facebook wall for example!). If you haven't been asked any, make some up!

1.
2.
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2. What I wish I'd been told

What do you wish you'd known about your topic / industry when you were just starting out? Think of at least 5 general issues or topics which you could further drill down into.

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5.

3. Try a blog post idea generator

<http://www.hubspot.com/blog-topic-generator>
<https://www.portent.com/tools/title-maker>

...And note down any possible ideas!

1.
2.
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5.

4. How to [X] without [Y]

Fill in the blanks. e.g.

How to escape London regularly without spending a ton of cash on expensive train tickets!

1.
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5. What inspires you & why

Brainstorm who or what inspires you in your topic area / industry – could you write about them?

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6. My story

Think of some anecdotes or stories you could tell relating to your blog topic or industry. Why do you do what you do? What made you interested in this topic?

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7. What fears do your followers have?

Brainstorm some fears or worries and consider how you could address them in a blog and offer solutions.

1.
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8. What hopes, dreams, do your followers have?

Brainstorm these! How can you help them fulfil these?

1.
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9. Ask people for ideas and questions

Ask your people (e.g. on Facebook or by email what they're struggling with or would like to know more about) & list the ideas here:

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10. How to's / Tutorials

Can you think of a small step in your process that you can create a tutorial around?

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11. What do you want to achieve?

Brainstorm some blog topics based around what YOUR dreams and goals are! Could you share these with your followers?

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12. What really annoys you about your topic / industry?

What do you stand against? What makes you different? Could you base a blog about any of these?

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13. What question or issue do you think your readers would be really interested to know more about?

Don't refine it to issues that YOU can write about – it might be issues that you are not expert in yet. This will become clear in the next module when we refine the ideas and talk about fast formats!

- 1.
- 2.
- 3.
- 4.
- 5.

14. Compare two things (X vs Y)

Think of two things you can compare. Places, tools, resources, strategies, objects...

- 1.
- 2.
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- 4.
- 5.

15. Mistakes

Have you made any mistakes that people will learn from – or do you know of any people often make which you could warn people about?

- 1.
- 2.
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- 4.
- 5.

16. 'Should ask'

What *should* people (your readers) ask / think about before taking an action... but don't?

1.
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17. Challenge

Can you think of a way to challenge your readers or even yourself?

1.
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4.
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18. A day in the life

Could you write a post about a day in the life of yourself or a reader/customer? Imagine a post broken down into a timetable showing what you/they would do in a day... brainstorm some ideas for this

1.
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19. Why... ?

Think of some WHY blog ideas...

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20. When... ?

Think of some WHEN blog ideas... When is the best time to...? When should I think about doing X Y Z...?

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Now create a first draft list of blog topic ideas - you can refine this later!

In the next module I will share some fast blog formats, more ideas for fast blogs to batch, and how to refine your list of ideas.

BLOG TOPIC BRAINSTORM LIST:

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- 50.....

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