



BLOG POST idea generator

1. Answer common/valuable questions
2. Recap an event/webinar/conference/etc.
3. Highlight a current project; case study
4. One word: Listicles
5. Write a how-to
6. Interview or Q&A with an outside expert
7. Invite a guest blogger to write a post
8. Product or service reviews and recommendations
9. Share insights on a recent industry trend
10. Repurpose content from a white paper or e-book
11. Update outdated content or information
12. Debunk common misconceptions
13. Predict what's next for your industry
14. Celebrate and recognize national "awareness" (i.e. National Small Business Week, Breast Cancer Awareness month, etc.)
15. Use an infographic as a blog post
16. Share useful "hacks" that make life/work easier
17. Make it personal and share your story -- why you do what you do, successes, failures, overcoming obstacles
18. Instead of writing a post, upload a podcast or video.
19. A step-by-step guide
20. Promote an event/webinar/conference you're hosting or attending
21. Do a survey and post about the results
22. Spotlight other thought leaders in your industry
23. Simplify a complex concept (law, regulations, finance, technology, etc.)
24. Highlight a charity that needs support
25. Write an "open letter"
26. Pros and cons list
27. Speak to your customers' pain points



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