



# **100 Blog Post Ideas**

*Never Run Out Of Ideas Again*

Whether you're looking to amplify your online authority, or build a better online business, or boost your social media presence, there is no sharper tool in your box than a simple blog (preferably built on WordPress, though that's a different book!)

Blogs were one of the earliest forms of social networking, and they continue to be the foundation of social media marketing today. That's because you can use your blog to quickly and easily provide fresh, valuable and frequent content to your target audience.

Blogs are attention magnets for both search engines and people, as long as they're used correctly. Used well, they are a hub for both social media and search engine activity.

Search engines love blogs and reward them accordingly. Having a static, hand-coded website these days is like having a sign on your door that says, "Search Engines Not Welcome!"

Yet it's never enough to churn out forgettable copy. Millions of abandoned blogs litter the Net. Yours will be one, too, at least if you try to blog on autopilot.

A well run blog with a consistent publishing schedule and regularly updated information that's both relevant to the market you're trying to serve, and built around its keywords, search phrases and general interest, will give send your site streams of free, quality traffic.

That's essential. Without traffic, your blog, voice or website will eventually dim to nothing. Even if your blog is one of the best in the world, it needs attention to grow.

Targeted attention all starts with quality copy.

Unfortunately, even great writers occasionally wither in inspiration, especially when writing feels like a job. And if you're blogging for business, it is.

This book solves that problem for you forever. Even if you published Monday-Friday, posting every idea in this book twice, you would have enough ideas to last you a year.

But you won't want to use this book that way. This is a book you pull out every once in a while when you really need it. Or you can use it to plan your editorial calendar, peppering your schedule with the pillar post ideas you find in these pages.

Do them right, and each of the 100 ideas in this book is a home run waiting to happen.

Just don't think you'll knock it out of the park because you landed the perfect pitch. You must aim, swing, and slam your bat to the ball. These ideas are great, it's up to you to make them amazing.

Take what you have, then blend your talent and knowledge with these ideas and sample headlines to grow your blog or online business bigger, better and faster than you ever imagined.

# 11 Ways to Get A-Listers to Give Your Content a BOOST!

Constant blogging is grueling.

Whether you're maintaining a blog for pleasure or profit, content *is* KING. You must feed your king well and regularly.

The more often you publish fresh, quality content, the quicker your blog can grow.

Yet, frequency in your schedule must also be met by a bounty of new and interesting ideas.

While many bloggers sift through the Net on a never-ending content safari, forever in search of old posts to give a new coat of copy, you must be better than that, at least if you expect your blog to blow up big-time. Everything you write must be filtered through your perspective, and no matter how helpful your content might be, it must be anchored by your personality if you expect your reader to *care*.

Rewriting is never enough. You **DO** want to use other people's content to make yours easier to create, but you're looking for inspiration; a bridge between their yard and yours. Not a copy and paste solution.

From compiling existing content to deconstructing what others in your niche are doing and saying, use any of the following ideas to ethically piggyback off the great work of other bloggers.

## 11 Ways To Use Great Bloggers To Give Your Content A Quick Creative Boost!

### 1) Compile A List Of The Most Common Mistakes Made By People In Your Niche

Mistakes are a part of the human experience. They're unavoidable, necessary, and essential to growth.

And as much as you would love to steer clear of your next dozen or so missteps, those mistakes are more likely to help you to grow, farther and faster than anything else.

Failure can lead you to fortune, so long as you learn the lessons left along the way. And while it's great to learn from your own mistakes, it's less painful to learn from others, which is why your audience will love it if you cover some of the most common industry pitfalls.

Pick a number, 1-10, then make a list of mistakes, along with the danger signs and usual traps that are easy to fall into if and when you're not paying attention. Negativity sells, so if you frame your headline right it will be reasonably easy to gather attention.

*The 9 Mistakes Keeping Most Writers Poor*

*The Top 10 Wallet Draining Mistakes Most Parents Make (Including YOU)*

## *7 Common Mistakes in the Kitchen You're Probably Making And Not Even Knowing It*

If your readers are guilty, and they implement your suggested changes to avoid future mistakes, you will be seen as the authority who led them in a better direction.

### 2) Prove An Authority Wrong

Have you ever proved a know-it-all wrong?

From the playground to the conference room, getting egg on the face of a know-it-all can leave you feeling wonderfully vindicated. That feeling is universal, and one you can easily transfer to your reader.

Never pick a fight. No matter what point you're trying to prove, approach your argument with humility and respect. And do a thorough job with your research before writing so your argument is as bulletproof as possible.

If you're trying to prove someone wrong, your own evidence **MUST** be airtight.

Make sure your argument is well-articulated and you may invite the attention, and possibly the respect, of whoever is on the other side of your headline.

*6 Reasons Why (PERSON) Is Flat Out WRONG!  
Why I Disagree With (PERSON OR ARGUMENT)  
(PERSON) Got (ARGUMENT) Wrong. THIS Is Why*

As long as you write your post with dignity, your audience is likely to appreciate your perspective, admire your honesty, and respect that you were willing to zig when one of the BIG dogs was zagging.

### 3) Add To A List Created By Another Blogger.

List posts will never stop being popular. Sure, many readers get bored by the same old same old, and you're probably already tired of writing them, but they're an online staple for a reason.

List posts are read and spread as often as they are because they offer bite-sized information with a predictable layout that makes content easy to consume and confidently share.

This formula is also what makes list posts so easy to write: brief introduction, list, short conclusion, and (if done well) a call to action at the end.

Yet for many writers, no matter how successful a list post may be, after writing list upon list, the charm invariably thins.

One way to write a list post that effectively piggybacks off the popularity of another blogger, while providing something unique and valuable to your audience, is to add to an existing list post written by another blogger.

This post can be old or new as long as it's still relevant and still provides value. Older might even be better since the original author might appreciate you surfacing something from their archives and making it fresh for a new audience.

Write a short introductory paragraph referencing the original list, then add your new points alongside copy detailing why they're relevant. Link to the original post at the end of your list.

*(NAME OF ORIGINAL POST) – New And Improved!*  
*4 Things (NAME OF OTHER BLOGGER) Missed In His (NAME OF POST)*  
*101 Ways To (ACTIVITY REFERENCED IN ORIGINAL POST) Plus 10 New Ones You Won't Want to Miss!*

Your additions to the original list must provide new, tangible value to your readers. Otherwise you're poaching. Manage this well and you'll give value to another blogger and your own audience in tandem.

#### 4) Flesh Out A Single Comment On Another Blog Into A Full Post

Though nowhere close to what they were before Web 2.0 and social media hotspots such as Twitter and Facebook became the biggest bastions of online conversation, comments are still a large part of the blogosphere.

Even if comments have faded in worth, both for hosts and their readers, they can still be an amazing way to add to the value of your own community. And you're never confined to your own comment section for the big benefits.

Use the comment section on another blog in your niche to enhance their community while leading readers back to your own site.

The key to a quality comment is to add genuine value. Read what the author is saying, then take time to respond with something intelligent, insightful, or thought provoking. If your comment is long enough, you can use it as the foundation for an entire post on your own site.

Make sure you link to the original post where the conversation started.

*Wow! (NICHE TOPIC) Conversation Gone Wild!*  
*This (NICHE TOPIC) Conversation Is Blowing Up!*  
*One Topic – Two Sites: AMAZING Conversation From (NAME OF POPULAR BLOG)*  
*To (NAME OF YOUR BLOG)*

This type of post will help you bond with the author of the complimenting blog, establish yourself as an intelligent part of his or her community, and move the conversation closer to your front porch.

## 5) Find Holes In Your Competition (There WILL Be Some)

Unless your niche is something like mountain top mushroom farming, chances are excellent that you already have several competitors (I'm not saying mountain top mushroom farming has no competitors. I've not taken the time to check.)

Fortunately, this is a good thing.

If you have no competitors, your niche probably isn't big enough to support your goals. On the other hand, if your niche is giant, you're in luck. Although you'll have to work harder to stand out, people are probably in the market to buy whatever you're selling.

Online commerce is different than old school brick and mortar business. Some of the most successful blogs online believe in "co-opetition," or the idea that online ecosystems are fueled by community in a way that isn't possible offline. Businesses that would have been fierce competitors, or perhaps even enemies, offline form strategic and highly successful online alliances.

Beyond potential partnerships, your competition is a great place to gather powerful blog post ideas. Head to your favorite website and take a look at their most popular posts.

Click on a compelling headline, then read the article. Look for the element or angle the author missed, then turn that into your own post.

*WOW, Is This Obvious To YOU, Too?*

*3 Things (POPULAR WEBSITE) Missed About (SUBJECT)*

*(POPULAR WEBSITE'S) Post Should Have Been Called (NEW NAME TO MATCH YOUR POINT)*

Always be respectful of your "competitor" in the body of your copy as well as in your headline, and make sure you link to them in your post.

It's okay to piggyback off another blogger's work, and even point out what you felt was missing, but you MUST do so with manners.

## 6) Curate Or Summarize Someone Else's Work

There is a rising debate in the blogosphere over the value of creation over curation.

Whether you want to highlight the work of others because you wish to avoid being too self-promotional, would like to share relevant links with your followers, or are trying to build relationships by linking to influencers and highlighting quality work outside your own blog, this type of content harvesting is known as "curation."

Creation, of course, is when the work is entirely your own.

If you run a quality blog, most of your content is probably original, even if it's just your perspective on someone else's work. A few short paragraphs telling your readers why you're linking to someone else is what makes them care about you as the author.

There is a right and a wrong way to do this, and you must do it the right way if you expect your blog to grow.

If you're directly quoting another author, keep the quote on the shorter side, no more than 100 words or so. If the content you're quoting runs longer, keep it short anyway, then link to the original article after your quote. Think of a book review, you're conveying the main ideas of the source material, not repeating it verbatim.

Summarizing someone else's work can make for an incredibly powerful post, especially if it's a celebrated body that's long, out of print, or somehow difficult to understand.

*Cliff Notes: (ORIGINAL WORK)  
(ORIGINAL WORK) Demystified!  
Understanding (ORIGINAL WORK) In 6 Simple Steps*

Summarize something popular and you WILL be appreciated. Most people have industry books or trainings they'd love to plow through if they "only had the time." You can give them that time by writing an effective summary.

Saving your reader's time is a sure way to be appreciated and remembered.

## 7) Take A Negative Comment And Spin It Into A Full Post

No matter how hard you try, or how honest your intentions might be, there will always be someone in the shadows waiting to knock you down. Online, these people are called trolls. They like to hang out under the bridges of comment sections and cause a ton of trouble.

Beyond the trolls, there are regular people like you and me. Sometimes something you say may rub them the wrong way. In either case, as a blogger you must be prepared to deal with negative comments.

They do happen, especially the bigger you grow.

Take the high road and ignore the negative comment, or politely answer in the comments section, leaving the dissent in the basement of your blog where it belongs.

You could also take the negative comment and spin it into a full fledged post, turning an obvious negative into an unlikely positive.

No matter which route you take, never be defensive. Kill the comment with kindness, show your best self, and let your readers know you're not above critique.

*Could This Be True? You Tell Me.*

*This Is The Comment That Nearly Ruined My Day!*

*Why Negative Feedback Is The Best Kind You Can Get!*

Most readers don't want to be preached at, and aren't looking for infallible authority figures. Show your best self when presented with negativity and your audience will love you for it (just make sure you're not whining!)

## 8) Check Web 2.0 Sites (YouTube, Digg, StumbleUpon, Etc) Tweak What's Trending

Some of the biggest sites on the web are user fueled sharing sites which send reader favorites to their front pages at the speed of a smile and a click.

Sure, a lot of front page content is random, yet popular posts can provide amazing insight into the way people think, the types of content that is most appealing to the masses, and the headlines that consistently work best.

Digg and StumbleUpon are great places to go on a headline safari, searching for popular posts you can rewrite and frame to your own audience.

If you can't find anything worth rewriting, you could also write a post as a response to something from the site, or do a roundup of popular, controversial or entertaining stories.

*6 Shocking Stories About (NICHE TOPIC)*

*The Top 10 Popular Stories About (NICHE TOPIC) You Probably Missed*

*These 12 Stories About (NICHE TOPIC) Will Make You Laugh (Especially #6!)*

There's an elegant beauty to going with what already works, and the content sitting on the front page of social media sharing sites is battle tested and ready for a new arena.

## 9) Gather Feedback From 10 Or So Different Bloggers

This is a lot like doing an interview or interview series on your blog, except that you can take the idea further, or even simplify it, with a general roundup.

A blog roundup requires a few more emails than an individual interview, but the potential for reciprocal links and attention is also multiplied. Rather than sending 10 questions to a single blogger, you would send one question to 10 different bloggers, or more if desire and time allow.

Compile your responses and then publish them in a post, with each answer linking to the homepage of the blogger who answered the question. This is a tremendous way to take the pulse of your niche.

What are people in your industry talking about most?

That's precisely what your audience wants to know. Take your audience's most pressing questions, send them to industry influencers, then publish every answer that comes back your way.

Reach out to both big and small bloggers so you're publishing a diversity of voice.

*What 10 A-Listers Have To Say About (SUBJECT)*

*Fascinating: What 10 Bloggers Know About (SUBJECT) That You Don't*

*How To Know What (FAMOUS BLOGGER) Knows (Without Doing the Work!)*

This strategy has massive benefit. By taking the pulse of your industry you will be viewed as a valuable source of information. But even better, done regularly, this type of fluid communication within your niche can quickly cast you as a connector.

10) Discuss A Topic On A Forum, Then Reprint The Conversation On Your Blog

If you've spent any time in Internet forums, you know how thick they can be with conversation. An hour or so in a relevant forum will give you an ear to the heart of your market, meaning you can write something tailored to your audience.

If you pay attention, and adapt accordingly, this type of post will provide you with free market research (except for the time you spend digging), while leaving you with a deeper understanding of your target audience.

This is paramount. You must truly know your audience and understand their needs, hopes, desires, and dreams if you expect to connect with them on a level deep enough for them to care right back. Only when your audience cares will they help you grow your blog without you having to ask.

*The Naked Truth: In YOUR Words*

*Proof: This Is What You're Really Thinking*

*6 Things (NICHE LEADERS) Don't Know You're Thinking*

This post will help you communicate with your reader, let them know you're on their team, and underline the fact that you're a voice who understands what they're going through.

11) Ask A Question On Twitter And Record The Best Replies

Twitter is one of the most amazing tools at any blogger's disposal. The always streaming and forever interesting (if you use it well) social media channel allows the average writer, marketer, researcher or world citizen to crowd source answers like nothing else in history.

Ask a question on Twitter that's relevant to your target market, then spend an hour collecting answers. When finished, compile the answers and write a post around them.

This is a relatively easy post to write, and yet it can have legs because people find Twitter fascinating and are more likely to retweet content that covers the platform itself. Plus, you can use screenshots from the tweets to create a post that is visual, easy to scan, and therefore easy to tweet.

*Here's What People Like YOU Are Saying On Twitter  
(QUESTION) 8 Answers From People Like YOU On Twitter!  
What People On Twitter Are Saying About (INDUSTRY PROBLEM)*

The key to making this great is to highlight an industry problem, then let your reader know it's people like them on Twitter who have the answers they've been looking for.

As long as you deliver a post with intelligent, thoughtful or humorous answers, you'll likely command the initial click, as well as the re-tweet.

Get started on any of these posts today, and you could have some big bloggers' help growing your site by tomorrow!

# 11 Ways To Write An Attention Grabbing Post (Without Having To Think Too Hard!)

Regular blogging is hard.

You've heard consistency and quality are everything, and don't disagree, but you wonder, why does it have to be so difficult?

The constant flow of required creativity can be exhausting to maintain. Sometimes ideas flow like a busted faucet, other times your well of creativity feels like it's running bone dry.

These post ideas will help you to write something of value, without having to think too hard, by drawing on outside influences that will give you the jumpstart you need.

Here are 11 ways to write an attention getting post, without the mental stress.

## 1) Compile The Best Posts About A Particular Topic

People love lists.

They love reading them, writing them, and thinking about them in their head.

Lists are also great because they're not quite as thoughtful as some other types of posts and don't require anywhere near the amount of brainpower. You can spend less effort and still deliver something valuable and share worthy to your audience.

Especially if you compile the right list.

What do your readers want to know most? You've probably answered that question in a few different ways already, right? That's great, so have others in your niche.

Find the best answers to the most pressing questions, then make a list. Make sure to include your own post (the best you have on the topic).

Part of the appeal of list post are that they're simple to scan, so make sure your content is broken into easy-to-read subheads and bullets. This means readers will be more likely to hit your share buttons as well.

*37 Essential Posts On Web Design*  
*The Top 10 Posts About Self-Publishing*  
*21 Can't Miss Posts About Indonesian Travel*

Even better than the ease of writing is the direct benefit: readers love list posts. They're fun to read, they encourage conversation and are great for traffic. A list post that gathers

a large number of quality links is the kind that gets bookmarked, which will greatly multiply your odds of multiple visits.

## 2) Write A Post Designed For A Total Newbie

It's actually funny how many "experts" are blogging.

It's easy to find answers for nearly any type of problem, from big to small. Well, not too small. Turns out, some ABC basics aren't covered in many niches because authors tend to tailor their content toward intermediate or advanced users.

For the most part, that's great. But sometimes covering topics that seem ridiculously simple to you could gather a slew of new readers while cementing the online relationships you already have, so long as you take the right approach.

You don't want alienate your regular readers with your newbie post, so make sure to include something in your copy that says, "I know this post is a little bit basic but I really want to help everyone!" then remind them how hard it was when they were first getting started.

Never be afraid to keep things simple.

*How To Get Started (NICHE SPECIFIC TASK)*

*A Newbies Guide To (NICHE SPECIFIC TASK)*

*How To (NICHE SPECIFIC TASK) Even If You've Never (HARDER TASK) Before*

The biggest benefit of a newbie post is that you'll be grabbing readers from the beginning. Do a great job from the start and they'll be with you over the long haul.

## 3) Highlight The Best Comments Your Blog's Ever Received

As long as they don't get out of control, comments can be the lifeblood of a blog, fueling conversation and providing tangible social proof to new visitors that a site has an engaged audience who care about what the author has to say.

Sometimes comments are especially helpful for deciding what to write about because they allow you to slip into the mind of your audience as you respond to their feedback in real time.

Comments can provide testimonials, insightful perspectives and thoughtful questions. Rounding up some of the best comments on your site is an easy way to craft a potentially powerful post, while promoting a deeper layer of conversation.

*10 Things Readers Like YOU Are Saying*

*12 Things I Learned From Readers Like YOU*

*The Top 10 Comments (These Will Make You Think!)*

Strong community is one of the best ways for a blog to blow up BIG in very little time, and a comment roundup will reinforce that you're in it for your readers first by putting their feedback front and center.

#### 4) Make A List Of The Best Quotes From Your Niche

Everyone loves quotes, especially online.

It's amazing how viral a simple quote post can be. Yet, the problem with a quote post is that it casts a fairly wide net, which is great if you're looking for mass traffic.

But you don't want empty traffic, you want targeted readers that will keep you from wasting your time. You don't want a net, you need a harpoon. Gather quotes, then tie them specifically to your niche, and you will have both a harpoon and a net.

*The Top 10 Quotes About Real Estate*

*10 Things Warren Buffet Knows About Investing That You Don't*

*8 Amazing Quotes About (YOUR NICHE) That Will Make You Think Twice About (SOMETHING IN YOUR INDUSTRY)*

Don't be afraid to use quotes from a single person, as long as they're all relevant, and keep your eye out for industry specific celebrities who are especially quote worthy. If they're already in the news, half your work is already done.

#### 5) Make A List Of The Best Videos From Your Niche

The Internet has evolved far faster than most people imagined it would. And just as we think we've come it close to figuring out, it's quickly changing again.

Though YouTube is one of the largest sites on the Internet, and video is already everywhere, with everything from movie trailers to people falling face first into their rick-rolled cat, it's about to get bigger.

Once Google finds a way to effectively index video as well as they index search results for text right now, searchable video will be one of the easiest ways for bloggers to get found.

As a blogger, you want to get comfortable with the video format sooner rather than later. It will help you grow your blog, authority, and business, faster than virtually anything else you can do online. But even if you're not ready for video yet, you can still piggyback off the work of other industry leaders.

*The 8 Most Viral Videos About (SOMETHING IN YOUR NICHE) Ever!*

*Top 10 Videos About (SOMETHING IN YOUR NICHE) That Will Shock You!*

*10 Short Videos That Will Make You Think About (NICHE TOPIC) In A Whole New Way!*

Few people will watch every video on your page, but a surprising percentage will share your post anyway. They clicked because they were curious, and they know others will be curious, too.

With the relative ease of embedding YouTube videos into your posts, this is a low effort, high-value post idea.

## 6) Make A List Of The 10 Best TED Talks That Apply To Your Niche

If you've never seen a TED talk, prepare to get addicted.

TED talks are absolutely amazing, for learners of every age. TED talks open your mind broaden your horizons, and lead you to think about things you never would have outside your normal, everyday ecosystem.

Covering everything from future technology, to human behavior, to the way we learn, TED talks are exactly what their tagline says: ideas worth spreading. Best of all, TED talks are smart. And if you post them with a little light commentary, your audience will give you credit for being smart, too.

As always, make sure to keep the videos and commentary relevant to your niche so your traffic remains as targeted as possible.

*24 Inspiring TED Talks For (NAME OF INDUSTRY)  
15 Ways TED Can Help You Think Outside The (NAME OF INDUSTRY) Box  
The Most Mind-blowing TED Talks About (NAME OF INDUSTRY) Ever!*

TED talks are precisely the type of content that get discussed, spread, and appreciated. A roundup of quality TED talks is the sort of post that moves readers to subscription since they won't want to miss out the next time you post something similar.

Just as you absorbed some of TED's credit for being smart, your readers will get credit when they share.

## 7) Create A List Of Free Resources

People are always looking for faster ways to do things; a shortcut, secret trick, or at the very least, a new tool or resource to help them do it.

Industry leaders generally have a tremendous amount going on in any given day, and must toggle between tasks with fluidity if they expect to get everything finished. Because you write online, and from a position of authority, your audience will trust and appreciate any resources you can give them, at least for the most part.

Make a list of all the free or low-cost resources you can, complete with links. Beneath each heading, write a short explanation of what the resource does (it's features), then let your reader know what the resource will do for them (the benefits).

*17 Free Resources You'll Want To Thank Me For Later*

*32 Free Resources That Can Help You (INDUSTRY SPECIFIC TASK) Better!*

*18 Cool Resources For (NICHE RESEARCH) With At Least 3 You've Never Heard Of!*

Don't be afraid of giving away too much information. Effective blogging means delivering quality info as often as possible. There is no such thing as giving away too much.

Make sure to include some of your online colleagues and "competitors" into your resources page. It's a quiet, respectable way to make online friends.

## 8) Create A List Of Paid Tools (With Affiliate Links!)

One of the best ways to make money online is through affiliate sales. When you post a link to a product with your affiliate code, you are quietly endorsing that product in exchange for commission.

Affiliate sales are extremely lucrative for bloggers who know how to effectively market. Because the products are often information based, the profit margins are exceptionally high.

For example, many eBooks range in price from \$47-\$97, usually with a 50% commission. If one of your readers bought a \$97 eBook from your link, you would receive nearly \$50 in commission.

If you have a large audience, and you've earned that audience's trust, your advice will have value that goes well beyond your hourly rate.

Just as you can create a free list of resources, you can also make a list of paid resources where you receive affiliate commissions for every sale made. But you must always, always, ALWAYS use integrity when making affiliate sales.

Never recommend something you wouldn't use yourself. The FTC has strict guidelines about disclosure, but even if those rules didn't exist you'd be a foolish blogger to try to monetize your audience without integrity.

Never forget, the lifetime value of a reader is always worth more than a single sale.

*8 Reasonably Priced Resources You Can't Live Without*

*The Top 10 Paid Tools That Will Save You Time And Money*

*6 Paid Resources That Are Totally Worth Your Time And Attention*

Do this well, and it's a terrific way to make additional money as a blogger. You're adding to your bottom line while helping your readers, which they'll ultimately appreciate.

Do this poorly and you lose your readers forever, and deserve it.

## 9) Write A Step-By-Step Tutorial

A simple how-to article can help your readers feel the confidence they need to finally tackle something they've wanted to do for a while.

Consider your daily work. Are there things that you're especially good at that you take for granted because you've been doing them for such a long time?

Perhaps there's something you don't even realize you're great at, but a novice would have their ears and eyes open, eager to absorb anything you'd be willing to teach.

Your how-to post shouldn't be too general, but rather, cover one specific thing in depth with simple, step-by-step instructions.

Remember, these 11 posts should be relatively easy to assemble, without you having to think too hard. Make it easy on yourself and consider the primary steps needed to go from A to Z, then write a few short sentences for each step. Add a short introduction and conclusion, and your post is ready to publish.

*How To (INDUSTRY SPECIFIC TASK): A Step-by-Step Tutorial*  
*Here Is An A-B-C Simple Way To (INDUSTRY SPECIFIC TASK)*  
*How To (INDUSTRY SPECIFIC TASK) Even If You (COMMON OBSTACLE)*

Make sure you focus on benefits in your headline. Make a promise, then deliver on that promise with a quick, quality, step-by-step tutorial.

#### 10) Publish An Image Roundup

This might not work for every niche, but if your industry is image driven, this post could be massive.

Like video, people are prone to share image heavy content. By publishing a roundup post highlighting a collection of images that your audience is sure to love, you are creating a post that's easy to produce because of the lack of copy, and easy to share since as we all know, a picture's worth 1,000 words.

Don't assume your audience wouldn't be interested, or that images aren't right for your niche. Most people are visual and can project their feelings and history onto any image you post.

*The 18 Best (NICHE SUBJECT) Pics*  
*Stunning: 12 Images About (NICHE SUBJECT)*  
*23 Amazing Photos About (YOUR NICHE SUBJECT) That Will Blow Your Mind*

You can use Flickr Creative Commons to find exceptional, off the beaten path photos that will make your readers think, ponder, and hopefully share.

#### 11) Write A Product Review

Product reviews can help you earn additional dollars online. Unfortunately, this type of post is a bit more difficult to write than the others on this list.

You must ALWAYS remain true to your core audience and should NEVER simply throw up a review. Write a quality review of a quality product and make sure it's 100% congruent with your audience's best interests.

If you're willing to sell your audience out for a small affiliate commission, then the audience you don't deserve will leave you before you know what happened.

However, if you're already familiar with a product and you use it regularly, it should be easy enough to write about your experience, while earning additional revenue from the affiliate commissions.

Well written product reviews that keep basic SEO in mind can rank well in search engines, especially if you build links to those pages. This means you can continue to earn commissions for years after the post is originally published.

*How (PRODUCT NAME) Can Help You (BENEFIT)*

*3 Ways (PRODUCT NAME) Can Change the Way You do Business*

*3 Awesome Things About (PRODUCT NAME) and One Thing That's Just OK*

If there is something about your product that's only "OK," make sure you say so. No product is perfect, and again, you must always stay true to your audience. If someone buys something they really don't want based off your recommendation, they will blame you for their purchase, even if the product isn't yours.

Make sure to conclude your post with a Call-to-Action so your reader knows how they can become a buyer.

Ease the pain of consistent publishing by planning a few posts for your writing queue that are easy on mental horsepower while still promising to produce powerful results.

## 10 Posts That Will Grab MAJOR Attention

Attention is everything online.

With enough attention, you can focus on other essentials of your blooming online business, such as authority, consistency and creating the pillar content that will give you plenty of free search engine optimized traffic.

But first, you must start with attention.

And it has to be the right type of attention, the kind that makes for happy readers, thrilled by your content's inherent value. Not echoed posts that leave them feeling cheated, shortchanged or manipulated.

These 10 posts will help you grab the RIGHT kind of attention.

### 1) Make A List Of 10 blogs In Your Niche You Couldn't Live Without

Which websites have helped dictate the direction of your blogging most?

You're subtly influenced by everything around you, but there are probably a small handful of sites which have shaped how you approach your time online. From their content to personality to the overall look, creating a top 10 of your favorite blogs should be easy enough to do.

Make a list of those blogs that have taught you the most about your industry; blogs that make you laugh, think, or leave you inspired.

*10 Blogs You Absolutely Must Read*

*10 Blogs That Are Totally Worth Your Time*

*The Top 10 Blogs That Help Me Work Smarter (They'll Help You, TOO!)*

This type of post is easy to put together, and will help you clarify the direction of your own site by reminding you of what's important to you. Even better, it's a great way to reach out and get noticed by those bloggers you admire most.

### 2) Carry Out An Argument To Its Furthest Extreme

A bit like satire, though not quite. Done well this post carries an effect similar to well done satire -- to highlight the absurdity of an argument through friendly hyperbole.

Dissent by way of agreement is a sharp way of getting people who already agree with you to dig their heels deeper into your side, yet it's also a way to sway opinion of those on the fence.

You do need to be careful with this type of post. Some readers may misunderstand your intentions, take your argument at face value and vehemently disagree. Others may know what you're doing and vehemently disagree anyway.

The key is in striking the right tone, effectively blending serious with silly.

*Why All Marketing Is Terrible*

*Warning: Does The World Belong To Google?*

*This Is Why Blogging Won't Get You Anywhere*

By flipping an argument on its head, you'll be able to punch holes in its consistency and potentially sway the opinion of your readers.

This type of post can go viral, sway fence sitters, and draw your core audience closer to you. Just don't try and appeal to everyone. Do that and you'll touch no one.

### 3) Publish A Rant

Most readers appreciate a good rant, especially if it's not your normal style.

Great rants are smart, full of energy, and most of the time quite funny. Writers love to write them because it's an open vent, readers love to read them because we've all felt frustrated at one time or another, and someone else's tirade can make us feel human.

The key is in not allowing yourself to get carried away.

Never publish your post in the heat of the moment. If you're responding to something that *just* happened, give your copy time to cool before pressing publish.

Be passionate, but be reasonable.

Don't let your biases color your objectivity so much that your audience will see you as irrational. There are two sides to every story. Yours, no matter how well articulated, is only one.

*6 Lies (INDUSTRY EXPERTS) Love To Tell*

*Why (INDUSTRY TARGET) Must Be (FAVORED ACTION)*

*Enough Is Enough! Why I'm Sick And Tired Of (NICHE PROBLEM)*

Edit your points to precision and make sure you remain a lady or gentleman in the comments. If you've chosen a hot topic aligned with your audience's interests, and you've articulated yourself well, you will draw your readers closer to you, sometimes even if they disagree.

### 4) Write A Parody Of A Popular Post

Your readers love to laugh, and they'll appreciate you giving them the giggles.

You don't have to be the weird Al Yankovic of the blogosphere, but a well-written, well-timed parody of a popular post can go viral and get a lot of eyes on your blog that would never have found you otherwise.

Be respectful of the original copy so you're not making fun of it, exactly, but rather highlighting and then twisting whatever it is about the original post that worked so well.

Exaggerate the points from the original, and make sure you follow the same format, but instead of bullet points and snippets of information, you're creating perfectly timed comedic beats.

Start by twisting the headline.

*The Simple Secret To My Success*  
*10 Ways To Make Money With Your Website*  
*How to Choose A Logo For Your Business*

Could be changed to:

*The Simple Secret To My Inertia*  
*10 Ways To Lose Money With Your Website*  
*How To Choose A Logo For Your Business (That Scares Buyers Away!)*

Make your reader laugh and they'll look forward to a return visit.

## 5) Publish A Manifesto

You're not like every one else. By trying to be like everybody else, you're building a tall wall in front of your ability and potential.

Take the time to consider who you are, what you stand for, and who you want to be. Then let your readers know.

List your core, essential values, then write from there.

Your mission statement doesn't need to be especially long, but it shouldn't be short. You must prove your point with passion, integrity, and a well-reasoned argument. It's as important to detail what you don't want as much as what you do.

Mission statements can go viral, and even if your manifesto never does, you can use it as pillar content that will add long term value for your readers.

Mission statements should have passionate, call to arms style titles.

*Anything Is Possible!*  
*Greatness Doesn't Happen By Accident!*

*(INDUSTRY PROBLEM) Is Broke, THIS Is How We Fix it!*

If you write a manifesto, throw your entire voice behind it. Your mission statement can be grandiose, but it **MUST** be passionate. Do it well and you will do more than get links, clicks, shares and re-tweets, your blog will also step forward, lead and inspire.

#### 6) Craft A Well-Articulated Confessional

Be honest.

Pour ink on the page like it was blood from a wound.

You're human, just like your reader. You've made a ton of mistakes, just like your reader.

You've often found that your mistakes help you to grow. So has your reader.

It's cathartic to write a confession detailing something you did poorly, haphazardly, or just altogether wrong. Your reader has had similar things happen to them.

Business is hard, and decisions must sometimes be made too fast and without preparation. No matter what niche or industry you're in, machine gun decisions are probably a regular part of life.

Write a passionate, honest post that paints you as human, like them, admitting your shortcomings for all your audience to see.

*It's True: I (CONFESSION)*

*Yes, I Admit it. I DID (CONFESSION)*

*Yes, I (CONFESSION): The Full Story*

A guilty pleasure for your reader and potential catharsis for you. Win-win.

#### 7) Make Fun Of A Marketing Email That's Recently Hit Your Inbox

If you've been blogging for any length of time, you probably get regular e-mails from marketers trying to pitch you everything from info-products, to television shows, to laundry detergent. People will offer to sell you link space on their site or beg for a spot on yours.

Many of these e-mails are unintentionally hysterical.

Pick an e-mail, then publish it, along with a critique for your audience, using it as a great example of not what to do.

*THIS Is Why People Hate Marketing*

*How NOT To Win Friends And Influence People*

*This Is The WRONG Way To Market To Your Customers*

People like to buy, but rarely like to be sold. Anyone who's had bad marketing pushed on them, which is just about everyone breathing, can relate to a bad pitch gone wrong.

This is a no big deal, potentially fun post you'll likely enjoy writing, that will also make your audience smile.

## 8) Write About A Tool Or Service Everyone Loves That You Just Can't Get Behind

There is tremendous value in occasionally taking the contrary view.

Of course, never be a curmudgeon just to be a curmudgeon. No one really likes an Eeyore. Yet, taking an opposing view and explaining why a popular tool simply doesn't work for you or your industry will help you bond with those readers who simply don't understand what all the fuss is about.

If you write the post well, even die-hard supporters will probably look at the tool with a fresh perspective. At the very least, it should initiate a lively debate in your comment section, and a long string of comments can lead to a lot of retweets.

*Why (NAME OF TOOL) ISN'T For Realtors  
This Is Why (NAME OF TOOL) Doesn't Work For Me  
(NAME OF TOOL) Is Bad For Business. This Is Why.*

Don't be afraid to zig while others are zagging. Show your readers you're unafraid to take a stand, even if it's just a stand against a popular tool. They will be more likely to trust you if it ever looks like you're hitching yourself to a bandwagon.

## 9) Controversial Post

Controversy can be one of your blog's best friends, so long as you use it well.

Never be mean, condescending, or cutting in any way, but don't be too afraid of controversy. Online, nice equals boring, and while that may be fine for the majority of your posts, the occasional copy that stands out in bold type could make a massive difference to your brand.

What sort of post could you write that would really stir the pot and get people talking?

*Maybe I Shouldn't Say This?  
You Might Not Want To Read This...  
This Will Shock You (SHOCKING STATEMENT)*

The curiosity factor for this type of post will be high and that could be enough to fuel its momentum. Own your perspective, but have someone else read through the copy first to make sure you don't go over the edge.

Be specific, and never write simply for controversy's sake.

And never feed the trolls.

You will have people disagree with you in your comments section, probably Facebook and Twitter, too. That's fine. Your job is to build your blog, not get in an argument.

#### 10) Make Up 10 Blogs In Your Niche That Don't Really Exist (And Make Them Funny)

This type of post will go over like gangbusters if you have a lot of bloggers in your audience, or even if your readers frequent other blogs.

It will take creative thought, and if you want it to really resonate with your audience, you should take the time to make it great.

Spend an hour or so looking around the blogs in your niche, then take the titles and think of clever ways to poke light fun at your industry. This doesn't have to be deep, it just has to make your reader smile while highlighting a few essential truths of your niche.

*The Top 10 Fake (NICHE) Blogs*

*The Top 10 (NICHE) Blogs You Wish Existed*

*10 Fake Blogs About (NICHE) That Would Change the World*

Parody makes people laugh. Come up with clever names for the fake blogs and you'll give your readers a smile. Smiles lead to shares.

These 10 post ideas will help your blog get the right type of attention, leading to happy readers who will like, re-tweet and help you spread your content.

# 10 Posts That Will Get You Noticed and Prove Your Authority

Authority is the chicken to attention's egg.

To get noticed online it helps to have authority, yet earning authority without attention is impossible. To grow your blog and your reputation you need people to notice, respect, and comment on who you are and what you do.

One of the best ways to get people buzzing about you is to start talking about them first. Writing about others in your niche or industry will get you noticed, but it will also prove your authority if you articulate yourself with consistency and intelligence.

Here are 10 posts that will get you noticed and prove your authority.

## 1) Make A List Of Up-And-Coming Bloggers

On the Internet, everyone is entitled to an opinion. Whether you've been blogging since before it was a verb, or you registered your first domain yesterday, you can make a list of the bloggers who aren't big yet, but may be tomorrow.

Compiling a quality list does two things: gives you an opportunity to connect with an emerging wave of up-and-coming bloggers, a group you'll want to be remembered by, while casting you as a trend watcher in the eyes of your audience.

Readers want to follow someone willing to forecast the future. That doesn't mean your predictions must pan out. The fact that you're willing to stare into the crystal ball at all is a sign of authority.

*Next Year's Top 10 Bloggers*

*6 Bloggers You Don't Know Yet, But Definitely Will*

*Hurry: Get To Know These 5 Bloggers Before Everyone Else Does*

Your audience will love the insight, fellow bloggers will love the flattery, and both will help your blog to grow.

## 2) Make A Prediction That No One Else Has

Everyone writes about what's happening NOW. And sometimes we like to whisper about what *might* be happening tomorrow.

You can be different.

Go beyond rumor and speculation and talk about something you *believe* will happen. As in the example above, your readers will appreciate the prediction, even if it's out there. But your prediction must be interesting enough to draw attention, and demonstrate a

clear enough understanding of the topic to prove your authority. You can dig deep or stay on the surface, depending on the amount of time you're willing to research, but you must craft a well reasoned hypothesis, then back your claims with empirical data.

Your readers are wondering the same things as you, and will be interested in your perspective. Stay confident, and clear with your theory. If you don't have hard data, be especially strong with your reasoning.

Keep your copy simple and focus on ideas more than details.

*5 Reasons Paper Will be Extinct in 5 Years*  
*Yes, the World Could be 51% Vegan by 2021*  
*Real Estate in (YEAR). Is This What it Looks Like?*

People love to ponder the future, which means this type of post is always interesting, and therefore more likely to spread. The key is in being unafraid to take a stand, then passionately proving your argument.

### 3) Interview Someone Controversial

Controversy sells. Always has, always will.

The blogosphere is brimmed with vanilla. Same blog, different coat of HTML. The blogs that get noticed are the ones that stand out. Confident content is a key characteristic in those sites earning their owners a living.

Interviewing a controversial figure is a smart way to drive curiosity fueled traffic, but it's also a great way to teach your audience something they wouldn't learn otherwise. At least if your interview isn't sensational, which it probably shouldn't be.

Even if you get more traffic by being sensational, that traffic isn't as valuable as it would be if your reader left your site with something of value.

Everyone has something to teach, even if it's what NOT to do. I read an interview with a spammer once. Fascinating. I couldn't stop reading. I'd rather tickle my eyeballs with the tines of a fork than live a spammer's life, but it was riveting and I'm sure I re-tweeted and liked the post.

You could use an industry name everyone knows or a general job description that's often loathed.

*7 Lessons From An IRS Auditor*  
*10 Ways (CONTROVERSIAL FIGURE) Could Save Your Business*  
*8 Questions With (CONTROVERSIAL FIGURE). You Won't Believe What He Says!*

Controversy can quickly lead to clicks. Be unafraid, and intelligent with your questions, and you will earn both the authority and attention you're after.

#### 4) Make A List Of People To Follow On Twitter

For many writers, bloggers and marketers, Twitter is the most amazing part of the social media landscape. Even if it's not your favorite, the social info hot spot cannot be ignored, at least if you're spending the time to build a blog.

You probably had an easy time figuring out who to follow when you started tweeting. If you started tweeting around the same time you started blogging, you probably carried over many of your same contacts. If you started using Twitter after you started to blog, the migration was probably even easier.

Yet, your readers might not be in the same place as you. They've heard they should be using Twitter, but don't necessarily know how, or who to follow. Make a short "Who to Follow" post on Twitter that gives them a brief explanation of what Twitter is and how it can help them achieve their goals, along with a short list of the best people to follow.

*The Top 10 (NICHE) People To Follow On Twitter*  
*Twitter Confusing You? Here Is An Easy List Of People To Follow!*  
*How Twitter Can Help You (NICHE SPECIFIC GOAL). The Ultimate Follow List*

Twitter is a large part of the social media landscape. Help your readers navigate the ever flowing stream and your voice will remain one of the loudest, no matter how many people they follow.

#### 5) Create A Roundup Of The Best Tutorials In Your Niche

Tutorial blogs make learning easy. With everything from WordPress to Photoshop to healthy cooking, it's relatively easy to learn to do things, starting with a simple search and ending with an afternoon on YouTube.

Sorting through all the chaos is hard, and your readers will appreciate you doing it for them.

Tutorials are terrific for links, attention and audience loyalty. Yet they take tremendous time to research and write, especially if you're digging into the topic with depth.

So why not stand on the shoulders of someone else's brilliant work? Or even better, why not capitalize on the work of 10, 20 or even 50 great online tutorials?

*50 Amazing Photoshop Tutorials*  
*The Top 10 (YOUR INDUSTRY TOPIC) Tutorials*  
*The Internet's Best (INDUSTRY TOPIC) Tutorials, All in One Place*

Tutorial posts generally do extremely well. Even better, they continue to draw links and consistent traffic over time. If you're patient, and take time to craft a truly remarkable

tutorial roundup, Google will recognize it, and new readers will be able to discover your pillar content over the long term.

## 6) Interesting Examples Of People Using Facebook Well In Your Niche

Everyone is on Facebook. Even your mom and dad. And if your mom and dad are on Facebook, so are all your readers, and their moms and dads.

Facebook is largely considered a social platform, not a marketing one. Yet, someone in your industry using Facebook in cool, clever, creative ways to milk the world's largest social media platform to profit.

Many of your readers are curious how they could do the same, but they haven't a clue how or where to start. Write a roundup post, gathering some of the most innovative uses of Facebook in your industry so your readers have a tangible example of what's possible with a free platform and a little imagination.

*The Top 10 (NICHE) Companies Using Facebook Right Now*  
*13 Amazing And Innovative Ways To Use Facebook For (NICHE ACTIVITY)*  
*Case Study: How (NAME OF COMPANIES) Are Making Facebook Work For Them*

Everyone knows Facebook, and most people understand it can help lead a business, large or small, to bigger and better profits. Fuel your reader's natural curiosity and social media excitement by showing them ways that other successful companies or individuals in your niche are doing it already.

## 7) Write About An A-Lister You Admire

Fair warning, it's easy to get this one really, really wrong.

It's best not to attempt this type of post too early in your blogging career. You don't want to be an ass-kisser, so writing to an A-Lister when you have little or nothing to show is a massive mistake.

You never get a second chance to make a first impression. If you've been blogging for a while, you probably have value to offer the A-Lister, even with a much smaller audience.

Look around your niche. Find the blogger in your industry you would like to develop a relationship with, then tailor a post to them. You can write about their work in general, or perhaps about how they've influenced or inspired you in some way. Make sure to link to them. Many bloggers use an alert service to get notified when they're discussed online, especially bloggers with a large audience.

*Why I Love The Way (PERSON IN INDUSTRY) Does Business*  
*How (PERSON IN INDUSTRY) Helped Me Become (SUCCESSFUL GOAL)*  
*10 Reasons Why Everyone Should Follow (PERSON IN INDUSTRY) On Twitter*

Be measured, gracious, and articulate. Don't be a sycophant, and don't be disappointed if you don't receive a response. This post is more of a gamble than most of the others, but even so, you've nothing to lose.

Remember, your readers have people they admire, too!

## 8) Promote Your Competition

Online, there is no competition. Okay, maybe a little, or even a lot, but it's not the same as it would be offline with a brick and mortar business, and certainly isn't anything to be afraid of.

Online, it's more like co-opetition, where other blogs in your niche, or even service providers offering the same or similar services to you, can be some of your biggest advocates, helping you and your online business to grow.

Community is everything, so creating a post that is community minded, drawing many of the best and brightest bloggers from your industry together, can only be a good thing.

*The Top 10 Bloggers In (YOUR NICHE)*

*7 People Who Can Help You, Even If I Can't!*

*Who You Should be Reading (Even If You Don't Have Time to Read Me!)*

The bloggers, or "competition" you promote will see you as honest, generous, and someone worth doing business with. That could come in handy if their schedule is full and they're looking for someone to refer clients to.

Same could be said for your audience. Those readers inclined to use your services will, and those inclined to go elsewhere might now cast their attention toward you.

## 9) Best Of The Year

This post is obviously best at the tail end of the calendar year. You could write a single "best of" post, or mix it up and do the best of X, best of Y, best of Z, etc.

People love end of year "best of" lists. We're addicted to them. Though they're most common in the entertainment industry: best films, best music, best TV shows, best fashion, etc. you'll see them across every niche and industry.

Be creative with your list and keep it relevant to your audiences' interests and you will have a post that commands a click based on headline alone.

*(YOUR INDUSTRY): A Year In Review*

*The Best (SOMETHING IMPORTANT TO YOUR INDUSTRY) Of (YEAR)*

*The Top 10 (SOMETHING IMPORTANT TO YOUR INDUSTRY) This Year*

Look to the entertainment industry for ideas on how to effectively structure your post. They've been doing it for years and have it down to a science. Take what you learn, combine it with what you know, and you'll have the perfect post to close your year!

#### 10) Review A Niche Specific Publication

How many times have you finished reading a book and couldn't wait to start telling everyone about it? You probably keep current with industry news and general strategies with the occasional book, right?

Sharing what you learn, then distilling the information into bite-size chunks that drip value to your audience is a great way to maintain authority and spread influence.

But it isn't enough to simply read the book and pass information. You want your review to be immediately relevant to your audience, with actionable steps they can take. If not, your reader wants you to tell them the book isn't worth their time.

Don't stop at the final page. Once finished, research. Find out what you can about the author. Make your review sound intriguing since many of your readers might not click if they've never heard of the book.

*How (NAME OF BOOK) Will Change Your Way Of Thinking*  
*(NAME OF BOOK) A Full Review (And Why It Matters To You)*  
*(NAME OF BOOK): What No Other Reviewer is Willing to Say*

Most people want to keep current on industry trends, but don't have the time. Be the blogger who gives them cream from the top and you will be appreciated.

Getting known and gaining respect are two of the most essential ingredients of online success. These 10 posts will help you build a bank of pillar content to help you do just that.

## 11 Post Ideas That Will Make You a Hero in Your Niche!

Serve your niche well and you will have a goose that keeps laying golden eggs.

No, that doesn't mean money will rain from the sky. But it does mean that if you feed your industry well, it will feed you back with leads, authority and attention.

Make yourself worth knowing in your niche by having something to say, then saying it as often and as well as you can.

Here are 11 blog post ideas that will help you effectively, and intelligently establish yourself in your industry.

### 1) Write About How You Organize The Information You Need Most For Your Niche

If you're a blogger, a large part of your job is probably gathering, organizing, and curating information, then delivering it to your audience for easy consumption.

By being the traffic controller for niche industry news, you must have efficient systems for gathering and distributing content, such as Google Reader, Google Alerts, or a private service or desktop app. Once you have your information, do you use social media tools such as Hootsuite or Buffer to broadcast and schedule your broadcasts all at once, or do you simply share links as they come along?

Many of your readers are probably impressed with how well you manage to collect and share, and are probably interested in how you do it.

*How I Easily Read 10,000 Words Each Day*

*The Easy Way To Know More Than Everyone Else*

*How I Gather All My (Industry News) And Get It To You In 30 Minutes A Day!*

You gather news every day, so the exercise has likely lost some of its luster. But your readers will be excited to find new, efficient ways to gather information. By un-boxing your process for your readers, you'll likely end up refining your systems as you go along.

### 2) List The Things You Would Change About Your Niche If You Could

How many things would you change in your industry if it were as simple as waving a magic wand?

You've probably wished you could change a few things in your industry, and you're definitely not alone. Your frustrations are likely shared by your audience.

Write a simple post that celebrates this truth.

Think of the things you would most like to change in your niche, then write a post listing those changes, how they could be made, and how your industry would be improved if they were.

*7 Things I Would Change About (NICHE) Tomorrow*  
*Why (NICHE) Is Broken. Here Are Six Ways To Fix It NOW*  
*The Top 10 Things That (NICHE) Must Change Immediately (And Why)*

This type of post invites reader reaction and interaction, so make sure to close your copy with a question: “What is the #1 thing you would change about (YOUR INDUSTRY) if you could. Tell us below!”

This will fuel dialogue, and ultimately growth for your blog.

### 3) Imagine The Future Of Your Niche

Admit it, you think about the future all the time. It’s totally natural, I do it, too.

All the time.

It’s a ton of fun to look just past the horizon and wonder what’s waiting. From trends to technology to market behavior, imagine what’s beyond the bend, then theorize on the ways emerging trends will affect you and your market.

Use evidence for what’s happening now along with proof from previous historical cycles to support your position. Combine this with any other type of popular post for a powerful double whammy.

*Is THIS The Future Of (YOUR INDUSTRY)?*  
*10 Things You Can Expect In The Future Of (YOUR INDUSTRY)*  
*7 Reasons Why The Future Of (YOUR INDUSTRY) Is Worth Looking Forward To*

This type of post might initially feel more difficult if you’re unsure of the future, or are hesitant to speculate for fear you could be wrong. But the point isn’t to make the right prediction, it’s to intelligently articulate what the future might be like based on your understanding of how it is today.

Imagining the future of your niche is a great way to quietly prove your authority by showing that you understand the present and are unafraid to look ahead.

### 4) Write A Long Comment On Someone Else’s Blog, Then Turn It Into A Post On Yours

Comments are a large part of the blogosphere, though not as prevalent as they were before Web 2.0 and social media hotspots such as Twitter and Facebook harbored the longest hallways for online conversation.

Even smaller than they once were, blog comments are still be an amazing way to add value to your community. Expand on the idea, and use the comment section on another

successful yet complimentary blog in your niche to add value to their community while leading readers back to your own site.

The key to a quality comment is to make sure it's thick with genuine value. Read what the author is saying in their post, then take the time to respond with something intelligent and thought provoking. If your comment is long enough, you can use it as the foundation for an entire post on your own site.

Make sure you link to the original post where the conversation started.

*Wow! (NICHE TOPIC) Conversation Gone Wild!*  
*There's Just Too Much to Say About (NICHE TOPIC)*  
*One Topic – Two Sites: AMAZING Conversation From (NAME OF POPULAR BLOG) to (NAME OF YOUR BLOG)*

This type of post will help you bond with your fellow blogger, establish yourself as an intelligent part of his or her community, and usher conversation closer to your front door.

## 5) Detail A Case Study

Case studies can be extremely powerful because they are rooted in reality, giving your reader a story with a main character they can follow and learn from.

Your case study should be informative and compelling. Simplify your outline, then give your readers what they want to know most: the case study's original challenge, the solution used, and the results achieved.

Make sure you include as much proof as possible, then let your reader know how they can use the same tools, ideas, or strategies as the person in the case study to achieve their own success.

*It's Easier Than You Think. This Case Study Shows You Why!*  
*How (PERSON) (DESIRED INDUSTRY ACHIEVEMENT) The Step-By-Step Guide*  
*What (BLANK PERSON) Did To (DESIRED INDUSTRY ACHIEVEMENT) That You*  
*Could Do Tomorrow!*

Case studies help your readers connect the dots so they can see themselves dressed in the success they're working hard to achieve. Even if your case study isn't someone you helped personally, your audience will love you for the story.

## 6) Publish The 10 Commandments Of Your Business

Some business owners don't take the time to fully outline the core beliefs of their business, some do.

See if you can guess which group generally sees more success.

Taking time to consider and articulate who you are and what you stand for is an excellent way to come closer to who you want to be so you can build a business around your values that's easy to grow.

By recording the "10 Commandments" of your business you will make it clear to your readers what they have to benefit by reading and returning to your blog regularly. And it might inspire them to detail their own set of commandments, which will add a layer of stability to their own beliefs.

You could even post your personal commandments, then run a how-to showing readers how they can do their own.

*The 10 Commandments Of (YOUR NICHE)*

*6 Tips: How To Write Your 10 Commandments*

*The 10 Commandments Of (THE NAME OF YOUR BLOG)*

The nature of this post is slightly serious, so make sure you add a little levity or humor. Your reader should feel thoughtful, inspired, and tutorial or no, ready to revisit their own intentions.

#### 7) List The Best Jokes In Your Niche

Everyone loves to laugh.

There are people in your niche who are funny, and there are those who are not. Find 10 who are laugh-out-loud, along with their best posts.

A roundup of 10 hilarious posts, directly related to your market's interests will make you a hero. Even better, laughter is a trigger for memory. And because the humor is industry specific, chances are high that the laughter will echo into your reader's every day.

This means you will be thought of again. Plus, if the new blogger becomes a reader favorite, you'll be the one credited with the introduction.

*6 Of The Funniest Things You Will Ever Read (Especially #4!!)*

*Does This Sound Like Your Day? (Try to Read THIS Without Laughing!)*

*10 Laugh Out Loud Funny Stories (That Have Probably ALL Happened to You)*

Even if you don't consider yourself funny (you're probably wrong), you know what makes you laugh. This post is a home run. Just do it. Now.

#### 8) Draw A Parallel Between A Movie And Your Niche

I love movies, you probably do, too. If not movies, I'm sure you love TV (or at least you did as a kid!) The point is, most people love visual entertainment, or at least like them enough to be aware of the bigger titles.

As a blogger, this is great because it allows you to paint in broad strokes. Pick a movie or television show floating on the pop culture surface, then draw parallels between it and your niche, detailing similarities and articulating what those similarities mean

Possibilities are endless, and every Friday there's a fresh batch of film to choose from.

*The Toy Story 3 School Of Customer Loyalty*  
*The Avatar Guide To WOWING Your Audience*  
*The Pirates Of The Caribbean Guide To OVERKILL*

A smart writer should be able to draw parallels from nearly any source. The more random they are, the funnier the potential. Drawing parallels to film, especially a popular one, will give you a shortcut to audience attention and an instant familiarity that makes it easy to be heard.

#### 9) Record The Ways Social Media Has Completely Transformed Your Industry

The most effective form of marketing is and always will be word of mouth. People trust their friends, and when a recommendation or endorsement is circulated in conversation, it holds far more weight than any other type of advertising could ever hope to.

Social media is the new "face-to-face," and while people still talk to one another in person, the Web is always flowing real-time global conversation, and it's reshaping every industry under the sun.

You may think this topic is burned out because you're in the thick of it every day, but to people not blogging or on the fringes, it's still a hot topic and will be for a while.

*10 Ways Social Media Has Changed (YOUR INDUSTRY)*  
*Social Media Has Changed (YOUR INDUSTRY)! Are YOU Keeping Up?*  
*Social Media Killed The (YOUR INDUSTRY) Star. Here's What's Coming Next!*

Most of your audience is already aware of how much social media is shifting their niche. Be the reassuring voice that helps them stay confident about their industry's immediate future. This will make you a voice your readers want to hear, are willing to trust, and best of all, are likely to return to.

#### 10) Discuss Something At The Fringes Of Your Niche

Let everyone else cover surface topics. Make your blog a voice that's unafraid to dig deeper.

Think about a topic at the edge of your audience's concern, then bring it closer to their attention. This could be something that may or may not happen in the future, a slowly emerging idea in your industry, or a small problem that might grow larger if not treated.

Write on a topic your audience has probably already heard something about, but is short on details and definitely curious. It's best if you can find a topic immediately relevant to their lives, one where they'll have an edge if they get the information before the general population.

*7 Things You MUST Know About (FRINGE PROBLEM)  
WARNING: Are You Prepared For (FRINGE PROBLEM)?  
Is (FRINGE PROBLEM) Going To (EXAGGERATED RESULT)?*

Give your readers early warning, without whipping them into a needless frenzy. Provide accurate information and a reasonable outlook for the future. Your audience will appreciate your hypothesis, and love that they're in the know about something early.

#### 11) Sift Through Industry Titles On Amazon To Spark New Ideas

For anyone who knows how to use it, Amazon is a blogger's best friend. Fortunately for you, most bloggers don't, making the world's largest online retailer into your best friend AND your secret weapon.

Amazon is a goldmine of research data. Whatever your topic, there have been a heap of pages written on it already. Simply head to Amazon, type your industry keywords into the search field, then harvest ideas from the results.

One of my favorite markets is writing, obviously, so I went to Amazon and came up with the three following headlines, based on books I found when searching the niche.

*The Art Of Writing: Is It JUST Business For You?  
How To Write Well: 24 Essential Strategies That Will Help Any Writer  
Shortcut Editing: Take Your Copy From Good To Great (Without Wasting Your Time!)*

If a book has been written on a topic, you can guarantee there's interest around it. Use book titles, chapter subjects, and even customer reviews to spark ideas and get your next best post written.

Tend to your niche well and it will take care of you in return. These 11 blog post ideas will help you establish yourself as an important voice in your niche. Be consistent and never flinch on your quality. Try each one of these niche specific posts and give your blog the industry attention it deserves.

# 11 Ways to Use What You Already Have to Create Remarkable Content

YOU are a large part of your blog.

People are drawn to content with voice. Unless your readers are looking for dry information and basic how-to's that can get the job done quickly, your updates should be peppered with your genuine personality.

It's okay to occasionally toot your own horn, but do it without sounding arrogant or self-obsessed. Reach into your character to create remarkable content that's relatively easy to write, while also helping you to effectively bond with your audience.

Use these 11 post ideas to get the best of yourself onto the page for content with personality that will help your blog prosper!

## 1) Write A Letter To Your Future Self

As a writer, you know there are few more meaningful ways to crystalize your thoughts than getting them out of your head and onto the page. Why not take your internal vision and articulate it to your audience?

Writing a letter to your future self will help you to highlight a horizon for your readers. That, in turn, will help them to join you on your journey.

Your letter could detail everything you've managed to do personally, professionally, or both. You could discuss the many goals you've accomplished or the battles you realized weren't worth fighting. Your letter could warn *you* of the many pitfalls you'll sidestep along the way.

*Is This Too Personal To Share?*

*Back To The Future: A Letter From The Me Of Tomorrow*

*Dear (YOUR NAME): You'll Never Guess What Happened*

Writing to yourself from the "future" is a great way to take stock of your present. But the biggest benefit of your "future post" is that it will inspire some of your readers to take action themselves, or at the very least, make them feel as if they're sitting beside you for the ride.

## 2) Publish An Interview

Interviews are an easy and rather amazing way to spread your influence far, wide and FAST. The key to a successful interview is targeting other bloggers who are likely to promote the interview through their own network.

If you're interviewing someone higher on the ladder, and they promote the interview, you'll probably reap significantly more traffic than you normally would. Go the extra mile so you can leverage the post's success as much as possible. Take time to thoroughly research your interview subject so you can ask intelligent questions that make you and your interviewee look terrific in front of your borrowed audiences.

Interviews are also great as a regular feature on your blog. Publish interviews often and you will create a steady stream of authoritative content, while constantly multiplying the size and strength of your network.

Come up with 20 or so questions you can rotate, then make sure half the questions in each 10 question interview are uniquely tailored to the individual "guest."

*10 Questions With (NAME OF INTERVIEWEE)*

*10 Things You Didn't Know About (NAME OF INTERVIEWEE)*

*Learn How (NAME OF INTERVIEWEE) Can Help Your Business Grow!*

Interviews will help you learn more in less time while allowing you to naturally piggy-back off someone else's authority.

### 3) Respond To A Criticism

Bloggers are passionate. And loud. Disagreement is bound to happen.

If you're completely vanilla, without much of a voice, you're probably safe. No one will disagree with you, but your blog probably won't grow. At least not quickly.

If someone criticizes you publicly, you have every right to respond. Though silence is often your best weapon, the right response can leave you with a bulls-eye of a blog post.

Surprise your audience by agreeing with something your critic has said. Stay smart, keep your emotions in check, and you'll have a level piece of copy that shows you at your best.

*Okay, My Novel Does Suck*

*Why My Haters Have it Right*

*WOW! Maybe the Critics Got It Right?*

You'll want to take time to properly craft this post. When finished with your first draft, give it time to breathe. Responding well to criticism, while being assertive with your strengths, is a great way to show a human, honest and vulnerable side of yourself that will make it easy for your audience to connect with you on a deeper level.

### 4) Tell A Story

A story post is especially fun for writers.

Stories sell. Not only do people love to read them, people love to share them, too. By drawing your reader into a personal story, you connect with them in on a deeper, more emotional level. Best of all, stories are easy to remember.

You'll want to keep your story relevant to your audience, but by tying it to your niche, your reader will relate with your character and identify with their situation. That means the conclusion your character draws, or the solution he arrives at will be tailored to your market in general, and your reader at that moment in their life or business.

*I Dare You Not To Laugh!*  
*Has THIS Ever Happened to You?*  
*Believe It Or Not, EVERY Word Is True!*

If you're a blogger, you're a natural storyteller already, even if you don't realize it. Take your natural storytelling ability, then refine it by telling stories to your audience that help them relate to you as a person, and remember you long after they've finished reading.

#### 5) List 10 Things You Learned About Life, And Where You Learned Them

You have a voice. It's what readers respond to and what keeps them coming back.

Your voice wasn't born in a vacuum. It is the sum total of who you are at the moment, blended with every version of you that has ever drawn breath.

Your readers already like your voice, that's why they read what you write. As long as you're not boring your audience with the minutia of your daily eating habits, they will be curious to hear more, especially as it relates to their life or business.

Who you are and where you came from plays a significant role in how you run your on-line business, and the information you publish on your blog. Go beneath the surface by turning the page back and telling your audience 10 things you learned about life, where you learned them, how they impacted your business, and how those lessons are relevant to them.

*10 Essential Truths I've Learned About Life And Business*  
*The 6 Things I've Learned About Life That I'm Dying to Share With You*  
*The 7 Things I Learned That Got Me Where I Am Today (And Why They Matter To YOU)*

Your readers are joining you on a journey. By revealing what you've learned along the way, you are giving them a glimpse of a future they might want to grab as well.

#### 6) Write About Your Guilty Pleasures

There isn't a person alive without a guilty pleasure or 10. Whether it's Top Gun or mac and cheese, everyone has that one thing they would happily curl up with any time, world

be damned. Your reader has guilty pleasures, just like you. Some might even be the same as yours.

Don't over-think the guilty pleasure post. It is what it is: a chance for you to be human with your reader and let them bond with who you really are. You could tie the post into your industry and make it niche specific, but there's really nothing wrong with letting the post be more personal.

*6 Guilty Pleasures I Can't Live Without*  
*You Won't Believe My Guiltiest Pleasure!*  
*My 3 Guilty Pleasures (Plus One That's Downright EVIL!)*

This post probably won't go viral because the world doesn't care about what you find warm and cuddly. But your core audience will love it and love you even more for sharing.

#### 7) Interesting Things About You Post, Tied To The Interests Of Your Audience

YOU are probably one of your favorite subjects, especially if you're a writer.

The characters we create, the voices in our head, the information we spread – it all comes from inside us; who we are and how we view the world around us.

Your reader is the same.

If you are blogging, you are in a position of authority. You are the author and your reader is the beneficiary of your content. You have every right to talk about yourself, but your reader has no obligation to stay.

But they will stay if what you're saying is interesting, relevant, and worth their time. And if what you say directly helps them in some way, you'll have the long lasting benefit of a richer writer/reader bond.

*6 Reasons I Became A (NICHE)*  
*The 7 Most Serious Mistakes I Made (So You Don't Have To!)*  
*8 Things You Didn't Know About Me (3 You'll Barely Believe!)*

People love stories, but they don't like to waste their time. Tell your story, and make it you-centric as you want it to be, but make sure your reader leaves your blog inspired, enlightened, or benefited in some way.

Because even if it's about you, it still needs to be about them.

#### 8) Discuss Someone Famous Who Dealt With Similar Issues As You

No one wants to be alone.

Even when we say we want “alone time,” it’s only temporary.

People long to feel connected, and want to know that even if things are bad, others have lived through comparable experiences. Whenever someone else has emerged from the other side of similar hardship to find the sweet side of success, it’s a story worth sharing, especially if the story involves a big name your audience will recognize.

From industry specific heroes to famous musicians, actors or artists, find a name your audience will know, someone dealing with some of the same difficulties as your audience, then detail that person’s struggles and ultimate solutions, relating them back to your own situation.

Using someone famous is a terrific shortcut because the hard work of bonding is already done. You don’t have to build a lot of background, just present the person, their difficulty and the solution that made everything okay in the end.

*What You And (FAMOUS PERSON) Have In Common  
What (FAMOUS PERSON) Knows About (NICHE PROBLEM) That You Don’t  
How (FAMOUS PERSON) Dealt With (NICHE PROBLEM) And How You Can Too!*

Tabloids sell for a reason. People are curious about celebrities and always will be. Use fame as a conduit to teach a lesson and you’ll have a quality post that’s easy to share.

#### 9) Write About A Specific Hurdle And How You Hopped It

Be specific. A lot of blog advice has a similar ring – broad concepts with general help. Don’t be afraid to go narrow. Your audience will appreciate it.

Think of a specific hurdle you had to hop in your life or business.

What was something that kept you from running fast or impeded your momentum in some way? And how did you eventually solve that problem and leave it behind forever?

Detail that process for your audience. You can write this post in essay form or as a bullet pointed list of steps taken, but be precise with both the problem and your solution, so it’s easy for your reader to follow your advice and find success on their own.

*This Is How I Finally (SOLVED DIFFICULT PROBLEM)  
I Was Struggling With (DIFFICULT PROBLEM) Until I Did THIS!  
Stop Struggling! This is How You (SOLVE DIFFICULT PROBLEM) Once and For All!*

Your readers will appreciate the specificity of your tips. Yes, broad posts offering general advice are great, and will fill a lot of your publishing schedule, but sometimes thinking small will lead you to the largest results.

#### 10) Relate Your Niche To Someone Famous

As discussed above, our culture is celebrity obsessed. You, too. If you're not, awesome. But you're in the minority and that's probably one thing you don't have in common with your readers!

You may not be famous, but you can still link yourself to someone famous and capitalize on how the world views them to position a fresh way for your readers to look at you.

You're not trying to be sensational, so don't pick Lady Gaga just because she's on the tip of everyone's tongue. You're trying to transfer the way your readers feel about one person to yourself, so there must be similarities or congruencies you can highlight and write about.

Once you've found your match, write an introduction with a brief bio about the person, then guide your reader to the perspective you'd like them to share.

*The Lady Gaga Guide To Social Media*

*What Robert Deniro Knows That You Don't (And How it Will Help Your Business!)*

*Did You Know You And Steven Spielberg Have THIS In Common?*

A celebrity's name in your headline will ensure you get a few more re-tweets than you might otherwise, even for the same exact content, so justify the use of the celebrity name and extra attention with the highest quality copy you can craft.

11) Reflect On Where You Were One, Two Or Three Years Ago

Self-reflection is powerful. Do it publicly and you can add an exponent to its potency.

One of the things that can grow your authority and popularity quickly online is developing a deeper bond with your audience. And nothing bonds your readers to you faster and stronger than the feeling that they are on the journey beside you.

To do this, there must be empathy. The best way to develop empathy is for your readers to know you clearly understand the experience they're going through. Your target reader is reading your blog for a reason. They hope you have the answers they're looking for. The best answers are honest, from your heart: your mistakes and missteps, pain and pitfalls.

Detail where you were one year earlier, or a year before that. Seeing how far you have come will help your reader see that they might already be halfway to where they want to be. Never be afraid to be honest. Sometimes the posts that make you cringe before you hit "publish" are the ones that get read and spread the most.

*How I Wasted Two Entire Years Of My Life!*

*Six Things I Wish I Knew Two Years Ago (BEFORE I Made All My Mistakes!)*

*THIS Is What I Wish I Knew Three Years Ago (Good Thing You Get To Know It Now!)*

Remember, YOU are your blog, and though people are looking for information, they're also looking for someone to bond to. These 11 ideas will help you use the best of you to bring out the best in your blog.

# 10 Remarkable Posts That Pull Inspiration From Your Own Blog

Your blog is your best resource.

Sure, you'll want to mine the Internet for quality content to share with your readers, regular inspiration, and the information that helps you keep your finger on the pulse of your niche. But after you've been blogging a while, you'll find that one of the best sources of inspiration is the depths of your own work.

Use these 10 post ideas to use your own blog for bottomless inspiration.

## 1) Look Through Your Analytics For Searches Without Matches, Then Write Copy To Match

Google Analytics, or any other comprehensive tracking software, is one of a blogger's best friends.

Google Analytics is a free service offered by Google that allows users to track visitors through a dashboard, giving you amazing research data about the visitors to your site, including the pages visited, how long they stayed on those pages, and where the visitors originally came from.

Most of your traffic will probably be coming from search, so this data can give you keen insight into whether or not the market discovering your site is the market you're intent on targeting.

Sift through the data, and you're likely to find readers hitting your site from search terms you weren't even trying to rank for. Take those keyword phrases, then write SEO based posts to match.

If you were getting traffic without trying to rank, it should be relatively easy to rank with a bit of extra effort. On a recent search on my own site, Ghostwriter Dad, I found the following terms were driving traffic, though I wasn't aiming for them at all: "I'm a writer" "using more than one exclamation mark" and "the gift of writing."

*It's Time to Declare: 'I'm a Writer!' (This is How to do it!)  
All You Need To Know About Using More than One Exclamation Mark!!!  
Do You Have The Gift Of Writing?*

This may not be the most highly targeted traffic, or the most compelling headlines, but it is low hanging fruit you should definitely take advantage of.

## 2) Thank Your Audience

This is possibly the easiest post you can write, and though it will never go viral the way a celebrity or list post might, it could help you form a deeper bond with your most consistent readers.

If you're running a blog, you're dependent on regular readers to give your work its rhythm and help it to spread farther and wider than you could manage on your own.

Your regular readers give you their time and their consistency. Online, that's everything. Taking the time to show your audience how much you appreciate them is a small gesture that will return to you tenfold.

Everyone wants to feel appreciated. Show your gratitude by giving your audience a free gift. It doesn't have to be a big deal, a thoughtful yet highly useful download will do. Couple your free gift with a few kind, heartfelt, honest words to let your valued readers know how much they mean to you.

*FREE Gift! My Way Of Saying THANKS!  
7 Reasons Why I Couldn't Live Without YOU!  
Just Wanted To Say THANKS! I Couldn't Do This Without You!*

The #1 reason people leave their jobs isn't money, it's lack of appreciation. Show your audience gratitude and they will pay you back with loyalty.

3) Publish A Roundup Of Your Worst Posts. Say Why They Were Poor And What You Would Do To Fix Them

Be human. You've probably written a lot of great posts, especially if you're using this book and taking time to outline, write and revise each post before it goes live. Yet, no matter what you do or how hard you've tried, you've probably written a few stinkers. Everyone has.

The posts that went nowhere. A few tweets, maybe four likes, and zero comments. Maybe you wrote the dud a while back, and perhaps you've learned enough since then to turn it into a powerhouse post.

You could rewrite and publish it (that's one of the suggestions in this book), but you could also deconstruct the post and let your audience know why you thought it was a failure.

Was the layout confusing?  
Was the information anemic?  
Was it not as helpful as you intended?  
Did you take too long to get to the point?

By deconstructing the original post, you will be giving new value to your old audience, while showing your human, fallible side.

*Sorry About That! THIS Is What I Meant!  
Wanna See How Bad I Messed Up (This Is Embarrassing!)  
How I Totally Missed the Mark, And How I Ended Up Getting it Right!*

Detail exactly what you did wrong, along with what you would do to make it better the second time. Use self-effacing humor and your audience will eat it up, learn a lot, and make up for the lack of retweets and comments the first time around!

#### 4) Publish A Roundup Of Your Best Guest Posts

If you're not guest posting, you should be.

Guest posting is one of the best ways to grow your authority and market the quality of your name. There are many big-time bloggers who multiplied the size and strength of their audience with smart, strategic guest posting campaigns that fast tracked name recognition within their niche.

Great guest posts not only help you get noticed, they come with a quiet endorsement from the host blogger. The only negative with guest posts, if you choose to see it that way, is that you are creating content on someone else's platform.

Yet, this isn't really a problem at all, especially if you can occasionally capitalize on the work you've done elsewhere by creating a roundup back on your home site.

Pick a few of your favorites and run them as a roundup on your own blog.

*7 Amazing Posts You've Probably Never Read  
You Don't Want To Miss These: My 5 Best Guest Posts  
WOW - These Are Great (Maybe I Should've Posted Them On My Own Blog!)*

Try to embed curiosity in your headline so your reader thinks there may be something they missed. People don't like to miss out on anything, so that should help with eyes on the page. And by linking to the original host bloggers, you will be fueling the quality of your relationship while exposing your reader to additional content and authority.

#### 5) Publish A Roundup Of Your Best Posts

You've written some great posts. Posts that resonated with your audience, and garnered a significant number of retweets, likes and comments.

There are few things sadder for a blogger than when some of their best, most celebrated work withers away, never to be read again.

Don't let that happen to you.

You wouldn't want to attempt a roundup post your first month or two online, but after you've been blogging a while, it's a service to you and your readers to round up some of the best posts from your archives.

*The Top 10 (NAME OF YOUR BLOG) Posts*

*The 10 Most Popular (NAME OF BLOG) Posts Of All Time!*

*The Top 10 (NAME OF BLOG) Posts According to Readers Like YOU!*

This type of post gives you an opportunity to post an online portfolio of some of your best work. If you're waiting to get noticed by an A-Lister or someone who might have a massive impact on the success of your blog, this is a great way to invite the initial attention.

## 6) Deconstruct Your Successes

You didn't get where you are by accident.

Even if you were lucky, your luck was a combination of being in the right place at the right time, and with the right preparation. In other words, you created your own luck.

Your readers want to be lucky, too. Deconstruct your success so you can lay the planks your audience can walk to find their own. Your post doesn't need to be complicated, nor should it be your whole life story. Pick a single element of your success, then unbox it so your reader can clearly see the road from start to finish.

*How I (ACCOMPLISHMENT) Step-By-Step*

*The Secret To My Success - I Spill ALL The Beans*

*I Learned How To (ACCOMPLISHMENT) So It Would Be Easier For You!*

When your reader sees how you made it happen for yourself, it's easier for them to picture themselves doing it. Be the writer who embeds that confidence in their head.

Never paint yourself as more capable than you are. Be honest about your missteps and mistakes. Everyone makes them. Smart bloggers understand that their one of the best ways to fast track online growth, so long as they're constantly willing to learn.

## 7) Update An Older Post With A Fresh Perspective

Running a blog is far more difficult than most writers realize. Whatever your publishing schedule, from once a week to daily, there will be times when you stare at the blank screen not knowing what to write and feeling the frustration of the temporarily empty brain.

Of course, that's the big benefit of this book. With this many blog ideas, you should never be stuck again.

But don't worry, even if you don't have this book with you, you could easily take something you've previously written and give it a new coat of verbal paint.

Go through your old posts and find something good you could take to great, or perhaps an old post where your perspective has shifted, or new information has altered your outdated outlook.

You don't want to do this too often, or you'll risk having readers feel like your content is recycled, but it is worth visiting old content every once in a while, as long as you have something new to add.

Your audience will especially appreciate this if you're admitting you're wrong.

*What I Missed In (NAME OF ORIGINAL POST)*  
*(NAME OF ORIGINAL POST) A Fresh Perspective*  
*Why I Was Wrong About (THING YOU WERE WRONG ABOUT)*

You can use the comments from the original post to inform the direction of your new one. Rather than elaborating on what you've already said, you can take audience feedback into account.

Changing your perspective is great, but changing your reader's alongside your own is that much better!

## 8) A List Of Your Goals For The Coming Year

Part of what makes blogging such a highly affective tool for growing an online business and amplifying social authority is a blog's ability to connect one person to another in a way that wasn't possible before.

In many ways your readers are coming along with you for the ride. Your journey is their journey. When you learn something, you share it with them, so they can benefit alongside you.

By detailing your goals, you're giving your readers a sneak peek at where you're going and where you might be able to take them. Even better, you're helping them find the mindset they need to effectively consider their goals and direction.

Whenever you can help your audience take action, you have an opportunity to add an additional layer of trust to your relationship.

*The 7 Things I Will Absolutely Do By The End Of This Year*  
*The Top 10 Things That Will Make Next Year Record Breaking*  
*The 8 Things I Must Absolutely Stop Doing By This Time Next Year*

Announce your goals, then invite your audience along for the ride. Your successes will become their successes and they will love to help you celebrate.

## 9) Explain What's Different About You And Your Blog

No one wants to read an echo. Problem is, online, originality is a commodity.

The louder your voice, the more likely you are to get people to listen. Yet, you can't be *too* different. The happy medium can be hard to find. Articulate that difference to your audience and use your unique and clearly stated perspective as a piece of pillar content for your blog.

If you don't already know what makes your blog different, what you stand for, and why it matters to your reader, you need to. Putting it down in a post forces you to consider it on a much deeper level. This will give you a tighter focus on your content, which will lead to a deeper audience bond.

*10 Reasons Why You'll Never See Me Deliver The Same Old Crap (SOMETHING IN INDUSTRY) Is Dead! Long Live (YOUR WAY OF DOING IT)!  
7 Reasons Reading (NAME OF YOUR SITE) Will Help You Edge Out The Competition*

It's okay to be different. Truth is, you're already different whether you like it or not. Celebrating your differences, then using those differences as assets to help your audience grow, will give your readers reasons to stay, and leave you with a deeper clarity of purpose.

## 10) Write About Why You Started Blogging

One of the reasons you probably started blogging was to monetize your writing and audience. But that's not the reason you want to write about.

Chances are, you also started blogging so you could become an authority in your space and help others in your industry by providing quality solutions to everyday problems.

That's the story your readers will care about and definitely one worth telling.

What drove you to blogging?

How did you start?

What did you wish you knew before you ever got started?

Is it everything you thought it would be?

Though your readers will all have started reading your blog at different times, many will feel as though they're on the journey with you. A post detailing the specific decisions that led you to start your blog will magnify this feeling.

*6 Things I Wish I Knew Before I Started Blogging  
Why I Started Blogging (The Answer Will Surprise You!)  
3 Ways Blogging Has Changed My Life (In Ways I Never Saw Coming)*

This type of post, done well, will reinforce the fact that you're writing for your audience first, and that your number one goal as a blogger is to help them find whatever it is they're looking for.

Your experience has value. Of course you want to pull inspiration off site, and often will, just don't leave one of your best (and most bottomless) resources neglected.

# 10 Ways To Make Your Blog Unforgettable

You've heard the adage, "Give a man a fish and you'll feed him for a day. Teach a man to fish and you'll feed him for a lifetime."

Beautifully said and totally true.

The more you teach your readers, the more they will naturally come to trust your guidance and rely on you for answers. Teaching makes you unforgettable.

Use these 10 blog post ideas to make you and your blog unforgettable.

## 1) How You Use Marketing In Your Business

You might not have a soft spot for marketing. Many bloggers don't. But the truth is, no matter what business you think you're in, you are also in the business of marketing, at least if you want your business to grow.

One of the beautiful things about blogging, and social media in general, is that it's reasonably easy to get others to do your marketing for you, at least once you've established a large enough initial fan base. Yet, there's no doubt, the digital revolution has changed the world of marketing forever.

Write a post about specific things you do to market your business, and how they're different from the traditional ways of marketing in your industry.

*(YOUR NICHE) Marketing: An Online User's Guide*

*How to Market For (YOUR NICHE) in the 21st Century*

*How to Market (YOUR NICHE) Online Without Getting Lost in A Social Media Sea*

Because you spend a fair wedge of your time online, your readers will be looking to you for the smart answers that will help them effectively market their business, without the confusion that can accompany online campaigns.

## 2) How You Outsource Or Automate Something Complicated

Outsourcing can be the best thing that ever happened to your business, if you know how to use it effectively. Unfortunately, many bloggers are afraid of outsourcing, either because they can't afford to hire someone else to do the work, or more commonly, because they get the easy to catch blogger's disease that makes them think they can, and should, do everything themselves.

If your blog is your hobby, then no, there's no reason to outsource anything, ever. But if your blog is your business, you should be spending your time doing things that grow your business and make you money. Not tweaking your blog, posting articles for article marketing or building links. Yes, they're all important, but there's only one YOU.

This post isn't for everyone, but if you are someone who outsources, or if outsourcing is common in your industry, your readers will love a few tips and tricks on how to handle it well without wasting their time or money.

In fact, that's the perfect headline right there!

*8 Things You MUST Know Before You Start Outsourcing  
How to Outsource - Without Wasting Your Time or Money!  
Warning: Are You Making Any of These Obvious Outsourcing Mistakes?*

Outsourcing can be scary, but it doesn't have to be. Provide your readers with a resource to help them understand the benefits of outsourcing, without falling into the common pitfalls, and you will help them and their business grow.

### 3) Write About A Hypothetical Situation, Clearly Outlined And Detailed

How much do you love hypothetical situations?

If you're like most people, you like them a LOT.

Playing the "what if" game is fun for most of us. We do it from the time we can hypothesize about our futures until long after we have more past than future remaining. A good what-if scenario can shed light on your present reality.

Take a hypothetical situation, something relevant to your audience, then pretend that situation were 100% true. Remember the show "Sliders," where the characters would "slide" into alternate realities? Create an alternate reality for your industry, then play it straight.

What are things like?  
How would your daily world be different?  
Would things be generally better or worse?

*What Would You do For (BLANK)?  
What if (INDUSTRY IMPOSSIBILITY) Was Actually Possible?  
What if (INDUSTRY GAME CHANGER) Had Never Happened?*

Get your audience playing the what-if game and you'll trigger their natural instinct to play it with their friends. That means bringing you and your blog along for the ride!

### 4) Provide An Industry Specific Template

What's something you do every day?

Whether you're a travel blogger, a real estate blogger, or a lifestyle blogger; writer, author, entrepreneur – you are in the authority business, which means people are looking to you for answers.

Everyone has systems, even if they've not taken the time to articulate them. Think of something in your business that either requires you to use a template, or that you've customized a template to make that task easier to manage yourself, then share that template with your readers.

This could be anything from an A-B-C simple sequence that's easy for someone to follow, or an actual template that allows your reader to easily fill in the blanks.

*Would You Like a Free (NICHE ACTIVITY) Template?  
FREE: The (NICHE ACTIVITY) Template I Use Every Day  
This is the BEST (NICHE ACTIVITY) Template I've Ever Used!*

People want tips and tricks, tools and systems, and intelligent templates to make their lives easier. You probably have a few already. If you don't, you should probably think about absorbing them into your workflow. Once you do, you should never be afraid to share.

#### 5) Explain How To Do Something FAST

There is a common misconception in our culture that the longer something takes the better the quality must be. If a book takes a year or two to write, it *must* be a quality product. Yet, if that same book is knocked out in a month, it couldn't possibly be good.

This is absolutely untrue.

Think about it, the better you are at something, the faster you can usually do it. Sure, a recipe that takes all day to make might be delicious, but so is flash pasta.

Think of something you do extremely well, something you know takes you less time than most people. Detail your process for your readers and show them how they can get optimum results without wasting their time.

*How To (TASK) In Less Than 10 Minutes  
How To (DIFFICULT TASK) The Fast and Easy Way  
How To (DIFFICULT TASK) In Less Time Than You Thought Possible*

Your readers are looking for ways to streamline processes so they can enjoy their lives more. Show them how to do something fast and they may return the favor by spending their extra minutes on your blog!

#### 6) Explain A Cool Way To Use An App Or Hidden Feature No One Is Using

Some days it seems as though productivity tips, life hacks, and the newest and grooviest apps and tools are the only things being passed around on Twitter.

People love their shortcuts, and everyone has their favorites.

Chances are, one of your favorite tools is a reader favorite. And even if it's not, your influence could change that. But since everybody else is talking about all the same old tips and tricks and apps and tools, zig while they zag so your advice will stand out and stay remembered.

From the tools you regularly use, pick one that is likely to be an audience favorite, then explain how you use it in a unique way. Of course, this type of post is only possible if you are actually using your app or tool in a unique way, but if you been writing online for any amount of time, chances are excellent that you have an original spin on an old tool.

*How to REALLY Use (POPULAR TOOL)  
The Secret Feature Of (POPULAR TOOL)  
3 Ways To Use (POPULAR TOOL) You've Never Even Thought of!*

People want to be more productive, and are likely to remember and celebrate those sources that give them tangible, actionable ways to make it happen.

#### 7) Write A List Of 10 Books That Have Changed How You Do Business

Online content is great, but sending your readers offline to more comprehensive works that explore the tenants of your industry in depth can be an excellent way to help your reader grow without you, while still maintaining some of the credit.

Most of your readers would be happy to read quality books within their niche if it would help them or their business to grow, they are reading your blog after all. Yet, they might not know where to start.

Even if you haven't read all the best books yourself, you could research a must-read list for your readers, along with links to Amazon.

*10 Surprising Books That Will Help Your Business Grow FAST  
5 Books About (YOUR NICHE) You Absolutely MUST Read Right NOW  
The Top 10 Books About (YOUR NICHE) According to Amazon Reviews*

The primary purpose of your blog is to help your readers. Sometimes that means admitting you don't have the answers, then sending them where they can get them, ensuring you keep your link in their learning chain.

#### 8) Draw A Mind Map, Then Explain It

If you don't regularly use mind maps to organize your thoughts, you might want to start.

Mind mapping is a fantastic way to structure and link your ideas, while lowering your bucket into a deep well of new ones. This isn't a a post you'll want to write all the time, but providing your readers with insight into your thought process will be appreciated by the segment of your audience who love to learn by tangible example.

You can either make your mind map with mapping software, then export your map as an image and upload it to your post, or you can kick it old school by using pen and ink, then scanning the image into your computer.

*Big Ideas, Simplified*

*Exclusive: A Peek Inside My Brain*

*(SOMETHING INTERESTING) Clearly Explained (This is Why I Mind Map!)*

Breaking things down to base components for your reader is a great way to teach them, while crystalizing theory for yourself. Every time you leave your reader with something they didn't know before, you have effectively thickened their bond with you. If you do this in ways that few others are, such as with mind mapping, you'll stand out and get noticed that much more.

#### 9) Take A Problem And Break It Into Its Simplest Parts

The engine of our world now runs on information, and most of our online lives are spent in mass-consumption. We read our online news in the morning, check our email every hour, and sit in meetings all day. We listen to the radio and read billboards on the way home, then watch the news on the blue glow of the television at night.

We get so gridlocked with data that words are white noise.

One of the best ways to be heard and remembered is to take a complex problem or idea and make it easy to understand.

Think about whatever it is you're best at. You've been doing it for a while, right?

Think of one of the more difficult concepts your audience has trouble with, then break it down and explain it in the simplest sequence of steps possible.

If you have trouble breaking a difficult concept into an easy to understand flow, look for patterns. Everything has a pattern. Finding the pattern and then reverse engineering it is a great way to turn something difficult into something simple.

*(DIFFICULT CONCEPT): Simplified*

*The A-B-C's Of (DIFFICULT CONCEPT)*

*The Minimalist's Guide To (DIFFICULT CONCEPT)*

On your blog, less is more and clarity is everything. You want your audience to understand you so they can relate to you, bond with you, and ultimately consider you a trusted source of valuable information.

#### 10) Compile A Large Number Of Single-Sentence Tips

Your audience craves simplicity.

Yes, your readers will occasionally want you to dig deeper into an issue, but more often than not, they're in a hurry and want easy to consume, bite-sized information that will help them to understand something or take immediate action.

A long list of single sentence tips will give them exactly what they want: easy to read, easy to digest, actionable tips.

This is the type of post your reader will be excited to return to, meaning it's more likely to get bookmarked on social sites such as Reddit or Delicious, in addition to the regular traffic it would receive from Facebook and Twitter.

Distill your best advice into single sentence nuggets, and try to conjure as many as you can. This is a post worth spending time on, though that time is best if spread out. Keep an open doc and add a single sentence every time you think of one. Once you have enough, compile them into one monster post.

*54 Single Sentence Tips = 54 Ways To Be Successful Today*

*81 Tips About (YOUR NICHE) You Can Read In Less Than 10 Minutes!*

*101 Simple Tips About (YOUR NICHE) That Will Improve Your Game Today*

This type of post shows the ultimate respect for your reader's time. It's high on value and low on cost. Your readers will eat it up!

Teach your readers to fish and they'll dock their attention in your blog's harbor often.

## 16 Blog Post Ideas The Other Guys Aren't Doing

One of the best ways to get known online is to do things differently from the other guys. This doesn't mean you must reinvent the wheel, but you should definitely be putting your unique spin on everything you do.

Start with a reasonably original idea and your odds of standing out are that much greater. The 16 blog post ideas below will help your voice stand out in a wide sea of on-line sameness.

### 1) Write A Satire Post

Satire is funny. This is definitely a more difficult post to write, but well written satire can bond you with your reader in a way few other kinds of copy can.

Though people appreciate satire at various levels, most people recognize it when they see it. By using satire in a blog post, you can take the habits, shortcomings, general tendencies and vices of your industry, then hold them up to playful ridicule in a way that may inspire change or, at the very least, get your reader to see the world through your eyes and love you all the more for it.

An easy way to construct a satirical blog post would be to “approve” of the things you're wishing to attack.

*How To Be A Total Pariah On Twitter*  
*Why You Should Write For Robots Instead Of People*  
*The Top 10 Reasons You Should Try to Sound Like Everyone Else!*

Make people laugh and you'll make them feel good. Make them feel good and they'll be far more likely to return.

### 2) Run A Contest

People LOVE contests.

Ungodly sums of money are being made on Facebook right now, riding on the back of contests. Contests have been successfully fueling marketing initiatives forever. And in the digital age, running a contest on your blog could be the most cost effective way to bring people to your site, help them bond with you as a blogger, and increase awareness of your site.

You can design the giveaway to fit your budget, anything from a book about your industry to your own eBook.

*FREE eBook: 30 Recipes To Make Your Lean and YUMMY*  
*Who Else Wants to Enter to Win a FREE \_\_\_\_\_?*

You could also design the contest as a way to build links back to your site.

*Best Response With a Link Back to This Post WINS!*

People respond to contests. Even better, they like to tell their friends.

Holding a contest, big or small, is a great way to get a lot of eyeballs on your blog, and you don't have to give away an iPad to do it!

### 3) Write A Timeline

Many people are linear thinkers. Seeing events presented in chronological order can help them understand the present with a depth that might not be possible otherwise. Even better, a thorough understanding of the past will help you make superior decisions for your own future.

This type of post isn't link bait, it won't necessarily help you bond with your audience, and it's not going to go viral. But it does a lot of heavy lifting as far as pure information is concerned, and it's the type of post that can only come from quality sources.

By publishing an intelligent timeline, you are doing something few other bloggers will take the time to do. Don't rush it. Research for this type of post might take hours, but it will be worth it if you know how to leverage the finished product.

*(YOUR NICHE) The Timeline*

*A Complete History of (YOUR NICHE)*

*A Basic Timeline of (SIGNIFICANT EVENTS IN YOUR NICHE)*

If you're an artist, are able to contract help at a reasonable price, or can get images from copyright free sources or Creative Commons, you should. Timelines are best when visual.

Either way, convert your post to a PDF and offer it as a free download on your page to maximize the chances of your hard work getting rewarded with links.

### 4) Write A Series

A series of posts can be an incredibly valuable resource for your blog. It can anchor your blog with pillar content and turn it into an indispensable industry resource, rather than "just another blog" like so many littering the Net.

The benefits to your reader, your amplified authority, and an increase in (free) search engine traffic with a well written series are massive.

Because you can do a lot of internal linking to the previous posts in the series, you should make a single page listing all the posts in order as soon as the series is finished. The long term benefits of this strategy are immense.

The best part is that a series doesn't have to be written all at once. A quality series of posts can span any length of time, giving you plenty of content to write, and stripping you of writer's block for a good, long while!

*(INDUSTRY ACTIVITY): A 10 Part Tutorial*  
*How to (INDUSTRY ACTIVITY) Everything You Need to Know, All in One Place*  
*Everything You Wanted to Know About (INDUSTRY ACTIVITY): The Complete Series*

If you're trying to make your blog an enduring resource to drive evergreen traffic and conversions, at least one series is a must. If you're building an authority site, consider making them a regular part of your publishing queue.

#### 5) Offer Your Services For FREE

You shouldn't make it a habit to work for free. It's an all too common trap many bloggers fall into; writing content day in and day out to gather an audience who may or may not ever be willing to reward them financially.

Yet, being generous with your time is a great way to grow your blog, authority and on-line business. The best way to do this consistently is with the usual free advice and posts you regularly publish at your blog. However, there are times you can use your services to create a promotion that will push your blog forward at an accelerated pace.

Whether you're a writer, realtor, graphic designer, musician, or anything else, this type of post will work for any type of service, even if it's just the reward of your time.

**HINT:** If you're spending time to blog each day, you should definitely have some sort of service to offer!

*FREE (NAME OF POPULAR SERVICE)*  
*How Would You Like A FREE Hour Of My Time?*  
*Today Only – I'm Giving Away A (NAME OF POPULAR SERVICE) Absolutely FREE!*

This is especially helpful in the earliest days of your blog, when you're first trying to grow your authority and online business. If you're reasonably seasoned, you might not want to give your time away, though you should keep in mind, over-delivering is and always will be a great way to get where you want to go online (or anywhere else!)

#### 6) Debunk Your Niche's Top Myths

Urban legends aren't just about the Shovel Man or the fruit seeds that grow into giant trees inside your tummy. Every industry has its share of myths, legends, and folk tales. And the only thing people love more than a good myth, is the debunking of that myth.

If you don't already know the most common myths in your niche, do some research. Fortunately, this isn't boring research, it's fun. Once you have a list of myths and a little

research, you're qualified to tell your reader why the myths they've bought into are more fiction than fact.

This is the sort of minutia and trivia readers love. Readers who like this type of content (there are many), will get warm fuzzies when they read it, and that warm feeling will make them more inclined to read other things you have to say.

*Top 10 (NICHE) Myths Debunked*  
*Have You Heard the One About The...*  
*6 (NICHE) Urban Legends: Fact or Fiction?*

If you manage to find a hot button myth, this type of post can go viral. But don't count on it, and aim your writing for fun and frivolity more than anything else.

#### 7) Do Some Keyword Research, Then Fill In The Blanks

One of the hardest parts about blogging is writing and writing and writing some more, often wondering if anyone will ever read your words. This is especially true in the beginning weeks or months when you've yet to develop your audience and that audience has yet to help you grow your site.

One of the best ways to ensure you're crafting content aimed at your target market is to do quality keyword research before you start writing. By virtue of running a blog, you must discuss the same topics over and over, and for several years.

You're reading this book because you want your blog to stay fresh, with quality content and a wide variety of formats. Use any keyword tool, including Google's free one (Google "Google keyword tool"), then type your niche or industry into the box to see examples of the language your market is using. You can use that language to speak directly to your market.

For example, if you type "writing online" into the keyword tool, you might come back with: "writing online for money," "freelance writing online," and "online writing jobs" as examples of the phrases writers are using to find information online. I can tailor my headlines at Ghostwriter Dad to those exact phrases.

*Where To Find The Online Writing Jobs That Actually Pay!*  
*The Simplest Way To Succeed With Freelance Writing Online*  
*7 Reasons Writing Online For Money Isn't Just A Pipe Dream!*

When writing an effective blog post, one of the most important things you can do is use the language of your audience to craft a message perfectly tailored to them. This little bit of extra work makes it much easier to grab and hold their attention.

#### 8) Publish Link Bait

Link bait is any post written for the sole purpose of getting attention, and earning as many links as possible.

Link bait articles do a great job of capitalizing on the fusion of SEO and SMO. In other words, link bait posts benefit from both search engine optimization through generated links, and social media traffic that happens through word of mouth, which is the highest possibly quality traffic you can get. Word of mouth traffic is even better than search because humans are hard-wired to accept the validation of others.

Link bait comes in all forms: funny, newsworthy, an incentive, a contrary opinion, a thorough resource. Probably the best way to create quality link bait is to write something amazing, then give it away for free.

*How To Get Traffic (The Easy Way!)*

*100 Free Themes For WordPress (Download These NOW!)*

*Everything You Need to Know About Search Engine Optimization (FREE Download!)*

Many of the posts in this book could be written as link bait. The differences lie in the depth of quality and precision of your target.

Use a link bait post to draw specific attention from your market. Then link to those bloggers you would most like to read and respond with something so compelling, people can't help but share it with a link.

#### 9) List The Pros And Cons Of Something Relevant To Your Audience's Interests

Like list posts, people love to pour over the pros and cons of nearly any issue.

When writing a post detailing pros and cons, your goal is to provide your reader with an objective view covering the positives and negatives of a particular topic.

Brainstorm all the pros and cons you can think for your topic before writing a single word. With your list in hand, the format is easy. You need a short opening paragraph discussing the topic in broad view, then the body of your copy will be filled in from both the pros and cons, likely divided in half.

Finish your pro and con post with a brief conclusion urging your readers to use the available information to arrive at their own conclusion.

*The Pros and Cons Of Living Without Health Insurance*

*Should You (CONTROVERSIAL NICHE ACTION)? All the Pros and Cons*

*Is (NICHE INDUSTRY PRODUCT) Right For You? Everything You Need To Know*

Pro and con posts have value because there will be readers in your audience who have already been thinking about the issue \ presented, and will be grateful to you for helping them find an answer.

## 10) Take A Stand

Firm positions aren't something you see too often online. Well, you do, but it's usually from trolls in the comments, hiding behind the cowardly anonymity of their username.

Bloggers themselves are often too timid to take a stand for fear that they'll alienate their audience. And yes, taking a stand will definitely send a few of your readers running away, but that's okay.

Be bold and trim your tribe so you can develop a deeper bond with those readers who will truly love, stand by, and share what you have to say.

*Why I Love Marketing*

*This Is Why Most Blogs Are Boring (Yours Included!)*

*6 Reasons (INDUSTRY SPECIFIC GROUP) Are Only In It For The Money*

Even if you take a hit on your subscriber count, you would've probably eventually lost those readers anyway. Yet, it's likely you had a massive impact on those readers who stuck around.

Even if they didn't entirely agree with what you had to say, most readers appreciate authors who are willing to take a stand. Because leaders don't look to others for approval, taking a stand can help you position yourself as a voice worth listening to.

## 11) Use A Metaphor To Tie Your Topic To Something Entirely Unrelated

Writers have relied on the raw power of metaphor to communicate with audiences for thousands of years. Bloggers can use metaphor to effectively persuade audiences, bond with readers and teach them new things in simple ways.

Though metaphor is often associated with literature rather than blogging, you probably use it in your everyday life. Metaphors make it easy to take complex ideas, then place them in a context that's easy to understand. They also allow writers to create deep meaning from something that might be otherwise routine.

Don't confuse metaphors with similes. Using "like" or "as" will never be as powerful as the picture you can paint in your reader's mind with a well crafted metaphor.

*Your Business: A Three Act Play*

*The Sunrise Of Real Estate Cycles*

*Your Weight Loss Is The Grand Canyon!*

Metaphors are a short cut to connection, but even better, they're memorable. Using a metaphor can make it easy for you to flip the switch and light the a-ha moment in your reader's mind.

Every time that light flickers, you'll be a small part of what your reader remembers.

## 12) Research Amazon To Come Up With Pain Points Of Your Audience

Many bloggers either forget how to listen to their audience, or don't understand how to do it especially well in the first place. Yet, knowing your audience and empathizing with their pain will give you the keys to their kingdom.

Your job is to help, and you can do that best by understanding where your market is coming from. And while you may be part of the industry, you may also be slightly removed from the conversation your market is having, both with one another and in the isolation of their own minds.

What are your market's three biggest pain points?

What are your market's three most frequent frustrations?

What can you say or do to help relieve the stress of their pain and frustration?

Head to Amazon and look for five and one star reviews from books in your niche. Polarization is your friend. Three and four star reviews which walk the middle won't help you much, if at all. One and five star reviews – those are gold. Using those reviews, you can see where you should focus your copy. You can actually tweak review headlines and use them for your own.

*How To Avoid The Pain of (INDUSTRY PAIN)*

*The One Post Every (INDUSTRY GOAL) Absolutely MUST Read!*

*Finally, Something That ACTUALLY (ACCOMPLISHES INDUSTRY GOAL)*

The better you know your readers, the more clearly you can communicate with them. The more clearly you can communicate, the more bonded your audience will be, and the bigger and faster your blog can GROW!

## 13) Create A Giant List Of Something

People love lists posts. Not quite as much as they love cute kittens or videos of people falling down, but definitely more than most types of content. List posts are as close to a sure-fire home run as any type of content you could publish.

List posts work for every niche, every industry, and every type of blog. They work great for curated content, archived articles, videos, other people's posts, best tweets, how to's, tutorials, general resources, or just about anything else.

Not only will this work for virtually anything you can think of, it's content where bigger really is better. The longer your post, the more likely it is to get shared, bookmarked, or linked to. Done well, this post will take a long, long time to finish, but the social capital that comes back to you should be well worth your time.

*96 Ways To Get Up Earlier And Get More Done!*

*101 Ways To (SOMETHING COMPLICATED FROM YOUR NICHE)*

## *87 Resources To (SOMETHING IN YOUR NICHE) The Last Resource You'll Ever Need!*

This type of post has it all, and they usually do especially well in social bookmarking and Web 2.0 sites, while also earning links on good old-fashioned blogs.

Value is everything. A GIANT list post can serve as pillar content for your blog that will be visited over and over again.

### 14) Conduct A Survey

There are plenty of ways to assess how well your blog is doing, the depth of your reader bond, and your overall potential for growth – from your Alexa score or Technorati rating, general level of traffic and SEO keyword rankings, to the level of engagement in your comment section. Yet, there are few ways to gauge audience reception and specific ways you can improve, better than by simply asking.

Surveys help you get to know your readers better than just about anything else, and can give you keen insight that would be impossible to mine otherwise. You're blogging for a purpose, right? Craft your survey questions well, and that insight can help you hone in on what your most loyal readers are really looking for.

Use a free survey company such as Survey Monkey. Design a simple survey of 10-20 questions that can help you get to know your readers better. Incentivize your audience with a free gift. Your giveaway should be something that doesn't cost you too much, perhaps an eBook.

*Your Opinion NEEDED!*

*Finally! A Way To Get You What You REALLY Need!*

*FREE Copy of (NAME OF YOUR EBOOK) For Six Minutes Of Your Time!*

Not everyone will take your survey, but the small percentage who do will grow more bonded with you and your site, and give data that can help you and your blog grow.

### 15) Cover A Quickly Growing Trend

Part of positioning yourself as an authority, which is something you do more with every post you publish, is staying ahead of the trends. This means you must keep your eyes fixed on your industry's horizon so you can be the first to report on what's happening.

You are more tuned to the happenings within your niche than the majority of your readers, simply because you live so much of your life online. Instant access to always streaming news and social media channels means you're more likely to see things first.

Take the time to analyze what you find, then evaluate what you think it means for your future. Is the trend fly by night, here today and gone tomorrow? Or is it indicative of a bigger sea change occurring within the industry?

*Oh No! Not You Too!*

*Am I the Only One Who Thinks (OPINION) About (TREND OR FAD)?*

*(NAME OF FAD) Emerging Trend Or Tomorrow's Faded Fad? YOU Decide (I'll Help!)*

People are curious about the blurry line between trend and fad, and no one wants to be on the wrong side of the divide. Help your reader feel confident in their position, and you will be thought of as someone who steers clear of the sheep.

#### 16) Write An FAQ (Frequently Asked Questions)

Your regular posts should do a solid job of covering the most frequently asked questions of your audience. However, a standalone blog post that also serves as an FAQ can go a long way in helping you with SEO and enhanced search engine results.

Because people search Google by asking specific questions, your site can benefit for years of free traffic from a well written and intelligently articulated FAQ page. Plus, the post is easy enough to write since you're covering the same territory you've covered many times before.

Take the four, five or even 10 questions you're asked most. Answer each question, then add an introduction and conclusion. Easy peasy Mac-N-Cheesy, as my son would say.

*The 21 Things (NICHE POPULATION) Ask Most*

*The 31 Most Frequently Asked (NICHE) Questions*

*The 10 Most Common Question (NICHE POPULATION) Have About Twitter*

Once finished, this post could double as a page on your blog. You can even add a link in your navigation bar, so new visitors have direct access to the page forever. Prove your authority by tackling the most common industry questions, while building a page that search engines and readers will love.

## Conclusion

When you started out as a blogger, it was probably to develop an audience or build a profitable online business. But one of the biggest benefits, as you've surely seen at least in some small measure already, is that blogging helps you to tap into and express your unique perspective and creative individuality.

That perspective partly defines who you are, both online and off. Taking your blog posts seriously is one of the greatest gifts you could ever give yourself. Being in touch with your truth, and being able to write with authenticity for an engaged audience is powerful because it provides you with internal insight into who you are and what you're doing.

As a blogger, your success depends on it.

Use these 100 ideas above to stand out, get known, and grow your blog as BIG as you ever dreamed it could be, with fresh, quality content for many years to come.

I hope this book helps you never run out of ideas again.

If this book has helped you, and you believe it can help other writers or bloggers like you, please leave a review on Amazon, or wherever you downloaded the e-book.

Thank you so much, and happy blogging!