

# 101

**IDEAS** *for*  
**CONTENT  
CREATION**

- 1) Write a blog post on a subject you could talk about all day.
- 2) Share a favorite book with the most poignant takeaway.
- 3) Write a listicle post solving a problem. Use an odd number to grab attention. ( e.g. 101 Ideas for Content Creation)
- 4) Read your book with a highlighter. Highlight sentences that are great takeaways and turn them into tweets.
- 5) Read someone else's book with a highlighter. Highlight sentences that are great takeaways and turn them into tweets, tagging the author.
- 6) Find a quote you love. Source it and use it as your jumping off point for a blog post.
- 7) Write a micro blog. The pint-sized version of your regular blog. Think short and powerful.
- 8) Take a question from your online community and answer it in a blog post.
- 9) Take questions from your readers and turn your solutions or advice into social media posts.
- 10) Share articles of yours published on other sites and write a personal note on why this piece is meaningful or important to you.
- 11) Showcase your expertise and brand by giving away content of value for free in the form of a tip list or resource guide.
- 12) Solve a problem that is unique to your industry in a way that is different from what everyone else is saying.
- 13) Write about how you got into your niche.
- 14) Entertain by sharing a funny or relatable story that shows you are flawed and learning like everyone else.
- 15) Write a Q and A. Enlist someone else to interview you and transcribe your answers into blog posts.
- 16) Write out your community's FAQs, answer them and share on your social media platforms.
- 17) Share one tip that has helped you tremendously.
- 18) Host a live Q & A with a designated hashtag on Twitter or Facebook. Capture the questions you are asked as these are great ideas for future blog posts.
- 19) Share a list of quotes you love that are relevant to your industry.
- 20) Quote other experts in your niche. When you aren't afraid to share information of value from others, it ups your own value.
- 21) Keep a notebook or your iPhone with you at all times to jot down the topics you want to write about as they come to you. You might wake up in the middle of the night with your best idea.

22) Make predictions or identify trends in your industry and write about them.

23) Instead of one long blog post, write a series of blogs on the same topic.

24) Look for news in your niche or industry and use current events as a launching off point to write a post.

25) Images. Images. Images. Use images to display blogs, tips, quotes, or lists. Images are shared significantly more than straight text posts.

26) Pay attention to comments on your blog posts for future ideas.

27) Share a case study or a testimonial.

28) Share any media coverage you receive to solidify your brand and showcase your expertise.

29) Tell a story about your best life lessons.

30) Write an article about your life's purpose.

31) See what people you follow retweet and write about that topic.

32) Check your Google Analytics for your top clicked links and write more content on those topics.

33) Interview someone you admire.

34) Ask a question on social media (crowd-sourcing) and turn the responses and your thoughts into an article.

35) Turn questions from a webinar into posts featuring your answers.

36) Use Facebook, Twitter or LinkedIn to survey your followers and ask for their feedback on a project or, more specifically, a book title.

37) Write a How To that is applicable to your industry that solves a problem.

38) Update and refresh old blog posts with new trends, data, content and images. Take a seasonal post and make it evergreen so it can offer value year-round.

39) Make a facts list (or fun facts list) about your industry.

40) Write an ebook.

41) Share your favorite products, services or resources.

42) Write a guidebook.

43) Who was your most influential mentor and why? What did you learn that changed your life? Write it up in your next blog post.

44) Create a workbook.

45) Use Google Analytics to see what keywords people are searching for on your site and write about topics related to those keywords.

46) Turn longer posts into tip lists.

47) Share your mission statement.

# 101 IDEAS *for* CONTENT CREATION

48) Brainstorm compelling blog titles and then Google them to see what else is out there to tackle a topic with a fresh angle.

49) Dispel myths in your industry.

50) Use the chapter headings in your book to write a condensed version blog post.

51) Create a resource page with free downloads that builds your subscriber base and showcases your value.

52) Write about one or multiple websites you love.

53) Write about one or multiple apps you love.

54) Create a content hub—an in-depth dive on one topic with lots of offshoot articles, tip lists and resources.

55) Share your story of how your business started.

56) Share your story of what led you to write your book.

57) Conduct a poll.

58) Feature guest posts.

59) Post a branded image with a quote or tip.

60) Create an infographic.

61) Make a Slideshare presentation.

62) Share a video.

63) Write an article about your top ten favorite books of all time.

64) Share a photo and encourage your followers to give it a caption.

65) Do a Fill in the blank post. I think long tip lists are \_\_\_\_\_!

66) Share company news.

67) Get personal. Share a story of a failure, regret or setback and what you learned. People follow people who are authentic and they can identify with online.

68) Get personal. Share a story of a win, triumph or success story and what you learned. People follow people who are authentic and they can identify with online.

69) Make a list of your most popular blog posts and brainstorm new posts that are related.

70) Promote your product, book, or service. If you believe in it, you can talk about it without sounding salesy.

71) Teach what you know in one article at a time.

72) Find headlines from other reputable sites that resonate with you and do your own take and twist on that headline and story.

73) Share your steps to success.

# 101 IDEAS *for* CONTENT CREATION

74) Write an article sharing the best business lessons you've ever learned.

75) Share a success story.

76) Write a post about something you learned this week.

77) Enter the title of your most popular posts into Google to discover a list of similar titles and topics you could write about.

78) Do a round-up of your top blog posts and turn it into one blog post.

79) Ask your audience on social media what they most want to know from you.

80) Write about the best thing you did this year.

81) What do you wish you knew sooner?

82) What are your biggest ahas?

83) Picture the one person who exemplifies your ideal audience. Tell a story to that one person and attract many. Consider talking into a tape recorder and transcribing to more authentically capture your voice in writing.

84) Review books in your niche.

85) Write a tutorial.

86) Share your best success habits.

87) Share your favorite blog writer with an introduction explaining why you recommend him or her.

88) Find the biggest pain points of your community and offer solutions and insight.

89) Share a few of your best marketing secrets, strategies, techniques and tactics to get more followers and eyes to your website.

90) Write about your personal attributes that you think are most important to your success.

91) Give free help to position yourself as the expert in your industry.

92) Write a pro and con post.

93) Compile a post of your most popular social media posts, tweets or articles.

94) Tell a story of a raving fan.

95) Share a worksheet.

96) Share your morning routine.

97) Compile a list of free ebooks.

98) Write out a list of hacks applicable to your brand.

99) Record a Skype call or a Google hangout.

100) Write about a topic that will make a difference to your readership's bottom line.

101) Create a post with thought-provoking questions your readers can ask themselves to solve a problem.