

# Blog Post Idea Generator

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New Tricks Web Design



# How Can You Help?

You know what your clients struggle with. Make a List and help them out

- Think about the problems your ideal client has. If one person has that issue, most of them will. What solutions can you offer?
- What products or applications do you think can be helpful to your clients' businesses. Do a post about the product and how it will help.
- If there are multiple options for programs or applications relevant for your niche, do a comparison post between the options helping people to make the decision that is best for them.
- Provide a list of resources your clients will find useful.
- Is there a process in your client's business that you can create a checklist for that will help them do a good job?
- What blogs do you read in your industry. Create and share a list with links and what you like about each.
- What have you learned about business over the years that may help your clients get to the next level.

# What's in the News?

Show your company is relevant and paying attention to what's happening in the world.

- What are the cutting edge issues in your industry and what is your opinion on them?
- Have you seen a Tweet or a question in a Linked-in forum that you can offer a more in-depth response to?
- Has anything happened in the media recently that you can link to a lesson helpful to your clients.
- What holidays are coming up? Write a post that relates to the theme.

# Curation

Provide the best of information without having to create it yourself!

- Share a roundup each week with the three best blog posts of the week.
- Share helpful infographics with your audience.
- Create an infographic with statistics important to your industry.
- Interview someone in your field and write about it.
- Create a top influencers in your industry list.

# Go out on a Limb

These posts generate the most interaction. Take a stand and hang on to your hat for the ride.

- What hot buttons are your industry. Share your take on the subject. going on in
- Have you had an experience with a client or colleague that you felt strongly about? Share the lesson learned.
- Take a topic and share the truth versus fiction about it.
- What gets you frustrated about your job and what you do when it happens?
- Share how do you dealt with a difficult business situation or decision.
- Is there a debate about a topic in your industry? Put your ideas out there.

# Get Personal

Develop a relationship with your readers. Inquiring minds want to know.

- Share the story of how you got to where you are.
- What have been your biggest life decisions?
- What are your productivity secrets?
- What do you do in your free time?
- What are your favorite podcasts?
- How do you recharge from stressful work days?
- How do you handle a particular difficult situation?
- Show a picture of your office, your pet, your garden.
- What are your hobbies?
- What are five things your clients need to know about you?

# Toot Your Horn

People want to know you, but don't get carried away with yourself!

- Why did you get started in your business and how does that make a difference in your business.
- Have you had any tough times in your business that you overcame?
- How does your company differ from most of your competitors?
- How do your services differ from the services of others in your industry. Why is that important.
- Share some company news that you're proud of.
- Where are you speaking and what are you speaking about? Show your expertise and authority.
- Share a customer service experience that shows what kind of business you are.
- Showcase a client and the great work they are doing.

# Get Creative

Stand out from the crowd by showing your readers a good time!

- Create graphics of your favorite quotes and share what each means to you.
- Share a funny video or story about your industry.
- Have a contest.
- Make a video.
- Do a survey.
- Create a quiz.
- Do a photoshoot and share some fun pics.
- Give a behind the scenes peek at how you run your business.
- Create a challenge for your list.
- Who are your heroes and why?



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