


HOW TO NEVER RUN OUT OF BLOG POST IDEAS

Part 1



Sometimes even professional writers find themselves stuck with no ideas and are temporarily unable to produce new content. When this happens, you will have no time to wait for a muse to visit you. Your blog needs fresh and unique content now.

There is a way to create content that makes your readers and search engines happy easily.



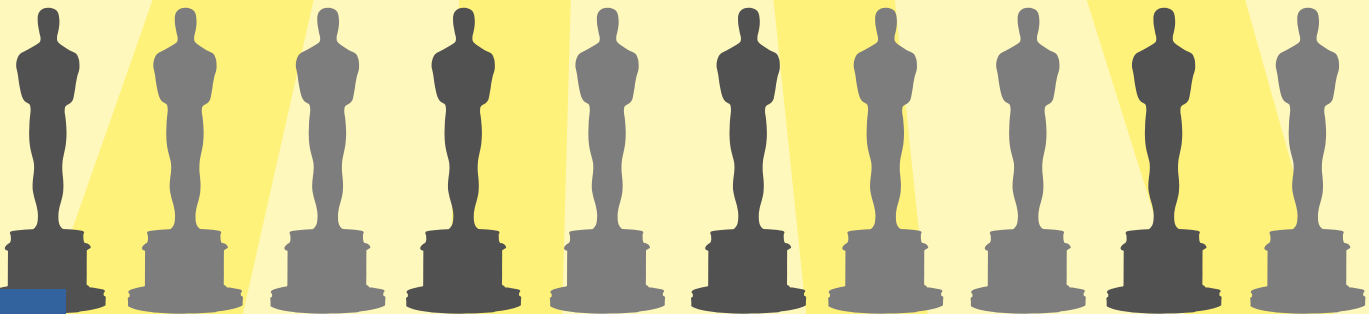
HOW?

CURATE CONTENT THAT OTHERS CREATED FOR YOU!

1

REFER TO CONTENT FROM YOUR FAVORITE BLOGS.

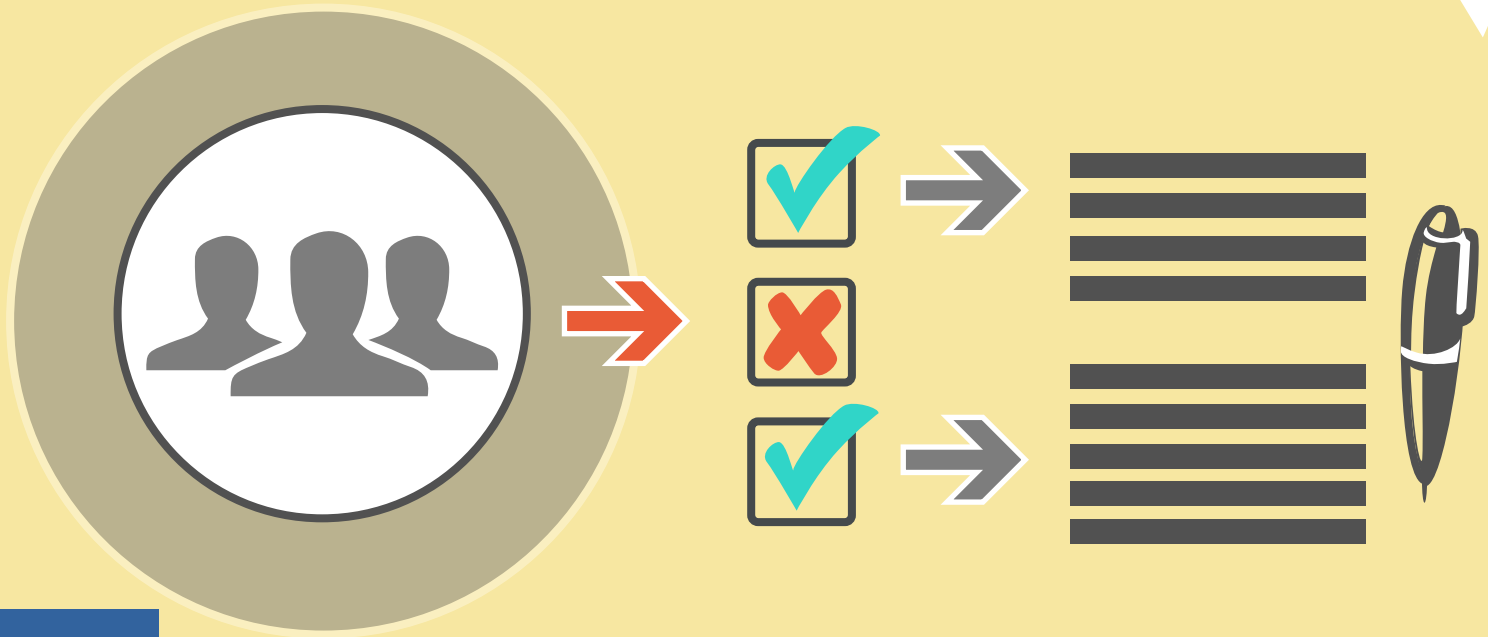
You should **NEVER** copy content from other blogs or websites. But you can make a list of the **10 best posts of the week** from your favorite bloggers. You can also refer to their post and make several points you'd like to add.



2

Ask your readers.

Create a poll asking your readers what they would like to read about or let them **ask you questions**. This way you can get ideas for several future posts that will be interesting to your audience.



3

SHARE STORIES, PHOTOS, AND VIDEOS FROM EVENTS.

Write up **a brief blog post summarizing the event** you've attended, add a Flickr slide show or YouTube video recapping the event. It's also good to feature quotes from industry leaders who visited the event.



4

INVITE GUEST BLOGGERS

It may be hard to get a famous blogger to write something for you, but **ask smaller bloggers** if they would like to write posts for your blog and get new readers. Guest blogging is a win-win situation: you get unique content and your guests increase their readership.



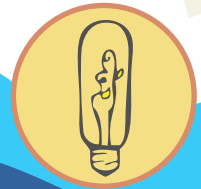
5

LET YOUR COLLEAGUES HELP YOU.

Some **brainstorming** may help to find some great blog post ideas. You can ask your technical people to explain some details you are not well-acquainted with.

Excite your readers with a multimedia tale of your holiday.

Tell a story that happened with you on a holiday, dig into the history of your holiday.



6

Conduct an interview.

A **10-question blog interview** with an expert in an area related to your business will be interesting to your audience.



7

Write a book review



After you read a book related to your industry, **share your thoughts on it**. Tell your blog-readers what you like about it, what you've learned from it.



8

SHARE AND COMMENT ON BREAKING NEWS IN YOUR INDUSTRY.

This works, when something newsworthy happens. Write up **a quick two-paragraph summary** or commentary about the breaking news story, add a link to the original source and then distribute your blog post to your communities. Your report might be the one that goes viral.

