



Finding Amazing Blog Topics

A Simple Worksheet to Help You
Find the Best Blog Topics

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Who Benefits From This Worksheet?

- New bloggers wanting to come up with fresh ideas for posts
- Experienced bloggers battling with the dreaded blogger's block
- Personal and business bloggers looking for added inspiration
- Anyone wanting to find new ideas for topics
- Hopefully, YOU!

What You'll Need

- A basic understanding of blogging
- A bit of free time for brainstorming
- A notepad and pen OR a computer that is able to edit PDF documents
- Your thinking cap

Ready to make some magic happen? Let's get started!

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What Readers Want

Your readers crave content that is interesting, informative and inspiring. How do you go about giving them what they want? Some tricks to help you get into your reader's minds include the following:

- **Audience demographics.** Use plugins such as [Google Analytics](#), which gives insight into your blog visitors.
- **Reader feedback.** Use feedback you receive via blog and social media comments, surveys, polls and questions. [Survey Monkey](#) is a great tool for making simple yet powerful surveys.
- **Industry insights and trends.** You can also discover topics that are important within your overall industry, using tools such as [Think With Google](#). Setting up Google news alerts on topics can also be useful.
- **Social media.** Facebook groups, Pinterest boards and Twitter trends can also help you get a better idea of content people want to see.
- **Get input from family and friends.** Chat to friends, family, co-workers and other people in your real life circles to see content they would like to see.

Task 1: What sort of content do your readers want to see?

Write input from the channels above for a broader idea of potential topics.

Finding The Right Keywords

If you have not already given Google's [Keyword Planner](#) tool a whirl, now is the time to try it out. This tool is a goldmine for keyword research. It helps you identify phrases that get visitors to your blog and gives you keyword ideas that you may not have considered. There are also other free tools, such as [Ubersuggest](#), [Wordstream Keyword Tool](#) and [Wordtracker](#), as well as [AnswerThePublic](#).

For those new to keyword research, this super useful guide to keyword research from Copyblogger is a great place to get started:

www.copyblogger.com/keyword-research/

Some of the ways that you can find blog post ideas from keyword research include:

- Find phrases that have **low competition** and a **good search volume**
- Find **longer keywords** relating to your niche
- Explore **variations or new phrases** relating to your primary keywords
- Get ideas for **similar ideas** from keyword groups

Task 2: Which broader keywords can you find that applies to your industry?

From those phrases, what longer keywords can you find that apply to various aspects of your business? List them all below.

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Brainstorming Like a Boss

There are many ways to brainstorm. Some prefer to put pen to paper, with flow charts, notes and jotted down thoughts. Others prefer using a smartphone, tablet or computer. Whatever your preferences, these questions should help you get the most out of your brainstorming sessions.

What are the first things that come to mind when you think of your industry?

What are the biggest challenges in your industry?

What industry information can you put across in a clear and interesting way?

What are your behind the scenes processes?

What lessons have you resolved in your own journey to success?

Start Looking for Answers

If your blog has been running a while, you may have been asked a few questions by some of your readers. No matter how big or small these questions are; they are all extremely helpful in giving you inspiration for blog topics. If you have not been asked any questions directly, there are a number of ways that you can still tap into the power of questions.

Some of the best tools and websites to find questions (and answers) to all sorts of things include the following:

- [Yahoo! Answers](#). There may be a lot of really (really) weird and crazy questions floating around this site, but many give you a good idea of what people want to know about a variety of industries and fields. Use your primary keywords or your main area of expertise, and see what comes up.
- [Answers.com](#). This site also has loads of different categories. Experts are on board to answer questions ranging from simple to more complex. Browse questions by category or use the search bar to look for questions in a particular focus area. If you run a personal finance blog for example, you could try searching for 'savings advice' to see what questions are being asked.
- [Quora](#). One of the best Q&A sites out there, Quora is free to join. This platform has many in-depth questions that are answered by industry experts.
- **Forums**. There is HUGE value in joining one or two forums within your specific niche. A broader forum that includes food, fashion, travel and beauty can also add plenty of value. A women's forum may have questions in various fields from makeup to weight loss, fitness, clothing and relationships.

Task 3: What questions are being asked by people in your industry right now?

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Think Outside the Box

By now, you should be starting to make a rough list of topic ideas as you go along. You may have found some great questions via a Q&A site; you might have found some epic keywords that inspired a bunch of topics; you may have started thinking like a reader as you think up post topics that you just know will be good to read. But sometimes, just as the ideas start to flow, you hit a wall. The dreaded blogger's (or writer's) block is real, my friend. Real enough that even after over a decade of writing content for blogs and websites, I still find myself staying down a blank Word document (or empty Wordpress post) with no words or light bulb moments in sight.

When this happens, here is what I like to do...

- Go for a walk outside in the fresh air
- Open Pinterest and look at pretty pictures
- Have a chat (in person or online) to a friend
- Do a crossword puzzle or play a quick brain boosting game
- Pretend I am a potential reader looking at my blog for the first time
- Make up imaginary interviews with myself
- Play a bit of free style word association to look at the topic from a new angle
- Step away from my laptop and have a cup of tea
- Do some yoga and/or mindfulness meditation
- Speak to fellow bloggers to recharge my creativity a bit
- Make up stories that explain my services and products
- Read books that open up my mind and encourage me to think more

Task 4: What inspiration can you find from the world around you today?

Get creative and write down every possible thought that pops into your head after a walk, book, movie, yoga session or daydream.

50 Powerful Blog Post Prompts

The trick to using these power prompts is to inject your own unique tone, style and voice into the posts to avoid the risk of coming across as generic or overly salesy. Not every post will work with every type of blog. You may find that some of these titles are a good fit, and others sound clumsy no matter how many times you try and reword them. Studies have shown, however, that certain words, numbers and phrases get reader's attention almost instantly. Numbered lists, for instance, are always popular, while 'how to' posts are also great.

Some persuasive, powerful phrases to add to your posts include...

Free... Stunning... Discover... Secrets... Easy... Beginner's / Expert's Guide to... How to... Lessons Learned Little Known Ways...	{#} Rules of... {#} Reasons to {#} Steps to {#} Mistakes to Avoid... {#} Tips for... {#} Smart Strategies for... {#} Surprising {#} Types of... {#} Checklist {#} Tricks to...	Ultimate Guide Why I Love... Why I Stopped... Things I Cannot Live Without... Things I Wish... Ways to... Insider Guide Behind-the- Scenes Best of the Web Link Round-up	___ vs ___ Review Interview Profile Podcast Blog Post Round-up Product Update Product Tips Reader Questions What If... Story Lessons Learned	Survey Guest Post from Blogger or Reader Industry Trends Predictions Reader Challenge Freebies Contests Videos Cheat Sheet Tutorials
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Task 5: While you're in the zone, write down any and all topics that come up, no matter how strange they may seem.

P.S. Before You Go

Looking for More Blogging Help?

I really hope that this worksheet has helped you get some ideas going. If you'd like to learn more about starting a blog, running a blog or even planning a content strategy, I can help.

With over 12 years of experience in the online content industry, I have worked in agency, in-house and freelance environments. I now help small businesses and solopreneurs find their voice, through blog packages, brand narrative and various other freelance copywriting solutions.

Head on over to www.roxb.co.za to learn more about what I have to offer, or hit me up on any of the channels below if you'd like to chat more about taking your brand content to the next level.

Until then, happy blogging!



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