

Step 1: Determine What Type of Post To Write

There's more than just one type of post. Determining which one is the most appropriate is the first step to coming up with the perfect topic for your blog.

Here are a few types of posts to consider.

- **How-to post**

- **Interview or profile**

- **List post**

- **Opinions, Trends, and Predictions**

- **Recap Post**

- **Reviews**

- **Best of the Web**

Step 2. Brainstorm Topics

1. **What questions is your target audience asking on Quora? On industry-related forums?**

2. **Look at user comments on social media. What are they asking? What are they talking about most?**

3. **What questions are your readers asking on your blog? On similar blogs?**

4. **Mine your favorite industry-related books (and their table of contents) and write down ideas.**

5. Review your old content (brochures, a blog or website copy).

6. Have you written articles for other sites? How can you rework them?

7. What emails in your campaigns have performed well (with high click-through and open rates)?

8. Look for inspiration on magazine racks or in newspapers.

9. What are your competitors blogging about?

10. Search for industry keywords on social bookmarking sites and order results based on popularity.

11. Solicit feedback in your emails.

12. Go offline to gather feedback from your clients. What goals do they want to achieve?

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