

# Blog Post Ideas

**Have you ever found yourself stuck for what to blog about?**

**If so, you're not alone!**

One of the most common challenges I come across bloggers tackling is creating fresh ideas for their blogs. It's a challenge we all face, whether we use blogs to support an offline business, or whether our blog is our business, or even if we are just hoping to build a blog that makes the world a better place.

Recently, I spoke with a blogger facing this exact challenge and together we spent ten minutes brainstorming topics she could use. It was amazing how many we came up with once we got into the zone.

After looking at the list I realised quite a few of them were applicable for all kinds of blogs and so I decided to keep working on it. It wasn't long until I had six months' worth of blog post ideas (or writing prompts) and decided it might be useful for ProBlogger blog readers and podcast listeners.

You'll see the list for month on the next page below – but there are a couple of disclaimers and thoughts on how to use it . . .

1. First, it is highly unlikely that every item on this list will be useable by every blogger. I have attempted to keep them as general as possible and have used an [\_\_\_\_\_] to allow bloggers from different niches/industries to adapt the ideas for their situations.
2. You'll also notice there are a lot of '5's' in this list. I've simply used '5' where you might put any number that is relevant for the number of points you come up with for your post. Many of these numbered lists could also be adapted into other non-list formats of posts.
3. Do note these are not designed as 'headlines' for blog posts. While some of them might be suitable headlines, I encourage you to take time to workshop the headlines that best suit your post rather than to simply use these or treat them as formulas. This will make your headlines more unique and memorable.

I hope that you find these writing prompts useful – I'll be in touch again soon with next month's list.

Darren Rowse  
ProBlogger

# MONTH 1

## Experience/expertise

1. The steps I took to achieve \_\_\_\_\_
2. Mistakes most \_\_\_\_\_ make
3. 5 habits every \_\_\_\_\_ should develop
4. 5 things I wish I'd known when I started
5. An introduction to \_\_\_\_\_

## Opinion

1. The way we think about \_\_\_\_\_ is broken
2. A review of the last \_\_\_\_\_ I bought
3. A review of the most useful \_\_\_\_\_
4. You're doing \_\_\_\_\_ wrong
5. Why my business is different to everyone else's

## Working Process

1. How I start a project
2. My \_\_\_\_\_ routine
3. My top 5 used \_\_\_\_\_
4. My 5 least used \_\_\_\_\_
5. I couldn't \_\_\_\_\_ without \_\_\_\_\_

## Reflection

1. A reality check for \_\_\_\_\_
2. How I got unstuck with \_\_\_\_\_
3. A skill every \_\_\_\_\_ should have – and why
4. 5 things that successful \_\_\_\_\_ do differently
5. The cold hard/ugly truth about \_\_\_\_\_

## Aspirational/Inspirational

1. The story behind \_\_\_\_\_
2. 5 \_\_\_\_\_ (blogs, authors, podcasts) I read/listen to every week
3. A question I ask every \_\_\_\_\_ I meet
4. My secret crush on \_\_\_\_\_
5. A letter to my \_\_\_\_\_ year old self

## Learning

1. How to get more from \_\_\_\_\_
2. A step by step guide to \_\_\_\_\_
3. What to do when it all goes wrong with \_\_\_\_\_
4. 5 \_\_\_\_\_ tools that will save you time/money
5. 5 blog posts from my archives every \_\_\_\_\_ should read

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