

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 each month on the next pages – 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!

Darren Rowse
ProBlogger

MONTH 1

Share:  

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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MONTH 2

Share:  

Experience/Expertise

1. What (*breaking news*) means for (*group of people*)
2. A PowerPoint presentation I gave (*slide share it*)
3. My predictions for the _____ industry for (*next year's date*)
4. A goal I have and how I will achieve it
5. What _____ will look like in 10 years

Working Process

1. The single biggest reason _____s succeed
2. A day in the life of me
3. Meet _____ (*person*) - a person who _____ (*explain process/work*)
4. A roadmap for building your next _____
5. 5 skills every _____ should develop

Aspirational/Inspirational

1. An open letter to _____
2. 5 items on my bucket list
3. Someone I want to meet (and why)
4. A letter to my child with advice about _____
5. How I gave up _____ (*an unhealthy habit*)

Opinion

1. What most people don't know about _____
2. 5 _____ (*things*) you shouldn't waste your money on
3. This has nothing to do with _____ (*your niche*) but it's cool!
4. The achievement that I'm most proud of
5. Why _____ is in decline

Reflection

1. 5 values that shape what I do
2. Why I started this blog
3. My advice to those thinking of giving up
4. My life before _____
5. How to avoid _____

Learning

1. 5 productivity tips for _____
2. A template/cheat sheet for _____
3. The ultimate guide to _____
4. How to make an inexpensive _____
5. 5 rules of _____

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MONTH 3

Share:  

Experience/Expertise

1. The single biggest reason _____ fail
2. A history of the _____ industry
3. The forgotten history of _____
4. A sequel to a popular post I've already written
5. Comparing and contrasting two strategies to _____

Opinion

1. Something that would completely change the _____ industry if invented/developed
2. 5 rules of _____ you should break
3. My take on the _____ controversy/debate
4. A better way to talk about _____
5. The story we tell about _____ isn't true

Reflection

1. Recapping the _____ (event/conference/course)
2. Confessions of a _____
3. 5 things I'm grateful for
4. 5 lessons I learned reading _____ (book)
5. The dark side of _____

Working Process

1. Why you should keep going and not quit _____
2. A lesson I keep having to learn and relearn
3. The biggest challenge that I'm yet to overcome
4. 5 techniques all _____ should know
5. How I stay motivated to keep _____

Aspirational/Inspirational

1. An open letter to someone you're thankful for
2. When I was rejected and how I recovered
3. This is what it feels like to _____
4. My definition of success is _____
5. I wouldn't be where I am today without _____

Learning

1. A guide to using your brand new _____
2. 5 must have _____
3. Who to follow on _____ (social networks)
4. A guide to social media for _____ (group of people)
5. The ways I handle criticism (and why)

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MONTH 4

Share:  

Experience/Expertise

1. 5 things we'll be doing differently in 10 years
2. Findings of the latest research into _____
3. Why I _____ and suggest you do too
4. 5 fears _____'s face (and how to overcome them)
5. 5 things I can stop worrying about

Reflection

1. What I learned from a big disappointment
2. Where are they now?

What I wish I knew when I started

What I gained and lost by taking a risk

A story of how I overcame a fear

Aspirational/Inspirational

1. 5 things that the best _____ know/do/practice/say
2. The most influential _____ books of _____ (year)
3. 5 Lessons I learned while _____
4. 5 great examples of _____
5. 5 things I will always be thankful for

Opinion

1. What's wrong with the _____ industry
2. My favourite 5 comments left by you on this blog (and why I like them)
3. A product I'm saving up for/have my eye on/is on my wish list
4. Features I'd like to see in the next version of _____
5. Shining a light on _____

Working Process

1. When it's time to quit _____
2. A glimpse behind the scenes of _____
3. How to balance _____ with _____
4. What _____ (blogger) could learn from _____ (person)
5. How to _____ like a _____

Learning

1. A little known feature of _____
2. How to buy your next _____
3. 5 DIY projects that will help save money with _____
4. Should you buy a _____ or a _____?
5. 5 of the best bloggers in _____ (country/industry/niche)

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Experience/Expertise

1. The biggest challenges facing the _____ industry
2. How I would improve _____ (*product/service*)
3. Why your _____ sucks (and what to do about it)
4. Events/conferences every _____ should attend
5. 5 myths and facts about _____

Reflection

1. A behind-the-scenes glimpse at _____
2. What _____ (*person*) can teach you about _____
3. 5 posts in my archives that didn't get read but should have been
4. 5 great questions to ask when you're _____
5. The most important quality of a _____

Aspirational/Inspirational

1. 5 great books every _____ should read
2. A moment/person/lesson that changed my approach to _____
3. 5 events that shaped _____
4. The definition of _____
5. Stop _____ and Start _____

Opinion

1. What everyone is thinking (but nobody is saying) about _____
2. A contrarian view on _____
3. What two different people in the _____ industry say about the _____ debate (and what you think)
4. My perspective on the _____ debate
5. Something I've changed my opinion on (and why)

Working Process

1. New laws or regulations that will impact the _____ industry
2. The making of _____ (*a person/company/product*)
3. How to become a professional _____
4. How _____ became #1 at _____
5. The 5 benefits of _____

Learning

1. 5 great YouTube clips about _____
2. What is best? _____ or _____?
3. A beginners guide to _____
4. A simple exercise to help you _____
5. How I _____ (*did/achieved something great*)

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Experience/Expertise

1. The biggest misconception or myth about the _____ industry
2. Address an 'elephant in the room' of the _____ industry
3. An emerging trend all _____ should be aware of
4. How (*group of people*) could save money
5. An equation for success is _____

Reflection

1. Never underestimate the value of _____
2. _____ is never a waste of time
3. How to stand out as a _____
4. What to do when _____
5. How _____ works

Aspirational/Inspirational

1. Taking a stand against _____
2. The secret sauce of _____
3. A little known fact about _____
4. 5 of life's FAQs answered
5. 5 practices to start your day

Opinion

1. My 5 biggest mistakes in _____ (and what I learned)
2. A question I once had that I now know the answer to
3. Reasons that most _____ fail
4. Disruptive ideas that are changing _____
5. Do's and don'ts of _____

Working Process

1. If only I (*had done this*)
2. A decision I made and how I made it
3. A check list for _____
4. A tiny thing that you can do that will make a massive difference with _____
5. 5 shortcuts to _____

Learning

1. 5 resources for _____ (group of people)
2. 5 apps every _____ should use
3. Advanced tips for _____
4. Proven strategies that accelerate/improve/grow _____
5. 5 of the best places to learn more about _____ (*country/industry/niche*)

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