

115 Ideas

for Emails, Blog Posts,
Videos, SlideShares, Webinars,
Podcasts, Infographics,
Ebooks & Lead Magnets



Never worry again about what you'll put in your next email, or write about in your next blog post, or talk about in your next webinar or podcast. If you use one idea a week from this list, you've got enough content for two year's worth of content updates.

Ready? Let's go:

- 1) "X Deadly _____ Mistakes". As in "5 Deadly Networking Mistakes" or "9 Deadly Interviewing Mistakes".
- 2) Your biggest business mistake and what you learned from it.
- 3) A mistake you've seen a client make.
- 4) The best decision you've seen a client (or customer) make, and why.
- 6) The best habit you've learned.
- 7) The best productivity trick you've learned.
- 8) Why you don't do something that everybody in your business thinks is essential. For example: You aren't on Facebook.



- 9) Encourage readers to share their stories.

The winning shots of a photo contest would make for a great email. A series of wise one-liners about a specific topic (parenting, home-ownership, rock climbing) would be good, too. If your audience likes to write, an essay contest might work, too. All this content could be part of a Facebook contest.

- 10) Announce the results of a survey you've done recently.

- 11) Announce the results of a contest or sweepstakes you've done recently.

- 12) Have a "guest emailer" every so often.

Most blogs publish guest posts - why not email programs? Someone with a strong opinion or a wild idea could be just the person to generate some buzz about your list. Often, you can get a rising star to write for you for free, especially if you give them a link to their site or let them pitch something of their own.

- 13) Do a customer or client spotlight.

Talk all about their business, or about how they use your product or service. Include information about some cause or issue they care about (ie make them a real, three-dimensional human for people to connect with).

- 14) Find out what your readers really want to know about: Run a survey.
- 15) Review a plugin you use on your site that would help people in your industry (this can be a series of plugins, too)
- 16) Send a video tutorial for absolute beginners.
- 17) Create a how-to video for something you get asked about a lot (or that you see people asking on social media and forums).
- 18) Write a checklist of how to do something your audience would care about (how to do a garage sale... how to screen clients... how to write a business plan... how to re-organize a kitchen).
- 19) Tell your favorite childhood story, and how it influenced you.
- 20) Talk about something you learned in college (or grade school) that helps you now.
- 21) Apply something from a completely unrelated industry (like chicken farming) to your industry/niche. For example: A Content Marketer's Guide to Pollination.
- 22) Do an in-depth presentation of your most popular product (or service).
- 23) Recommend company or service outside your industry that you love.
- 24) Use your products to create something, like your furniture & décor products to put together a room, your kitchen supplies to cook a great dinner, you get the idea.
- 25) A list (or collage) of your most popular Facebook posts from the last year (could also be a list of your most popular tweets, or pins from the last year).
- 26) A short list of predictions for how your niche or industry will be 20 years from now.
- 27) Your favorite joke and how it applies to your business.
- 28) Send a cinemagraph or an animated gif.

Write a paragraph or two for background about it. These animated images are often most compelling when they're either beautiful or useful.
- 29) Celebrate an unusual holiday. There are a mind-boggling number of weird holidays, just waiting to inspire you.
- 30) Do a recap of the closing year.
- 31) Create a list of predictions for the coming year.
- 32) Celebrate Mother's Day.
- 33) Celebrate Father's Day.
- 34) Put together a list of 5-20 books you recommend for your niche.



35) Assemble a list of your 10-50 favorite blogs and websites in your niche. “The 50 Best Websites About _____”

36) Celebrate your birthday – give everyone a gift.

37) Create a list of 50 amazing facts about your niche (or a related topic). For example, an outdoor gear site could create a list of 50 amazing facts about national parks.

38) Promote a charity in an email message. Perhaps you could offer a 10% donation to the charity for any orders placed that week.

39) Create a list of great gifts to give someone in your niche. Call it a Gift Wish List.

40) Do a blog post or message that’s strongly influenced by your favorite TV show. For example: *The Walking Dead Guide to Email Spam* or *The Game of Thrones Guide to Influencer Marketing*.

41) Create an “On This Day in History” email celebrating an historical event or person... try to weave their story into your company’s story.

42) Do an interview or a series of interviews. (Gee, nice way to start a podcast...)

43) Create a list of relevant apps for your niche.

44) Create a list of useful online tools for your niche. “50 Essential Tools for _____”.

45) Create a list of WordPress plugins for your niche.

46) Write about why you started your business. Even if your business no longer resembles that old vision at all, these stories are always interesting, especially if your audience is made up of small business owners or solopreneurs.

47) Make a list, any list. Use List.ly and publish it to your blog then share it with your subscribers. Make your list editable so your subscribers can contribute their ideas.

48) Have you been to an event related to your niche? Send an account of that.

49) Newsjack. Are there any big stories you could tie into your niche. Any smaller, weird or offbeat stories?

50) Offer a quiz (especially if there’s a prize drawing for participation. Quizzes are highly interactive, and people love them. You’ll get an especially strong response if you can let participants know how they scored compared to others.

51) Write a buyer’s guide. Don’t have products? Consider a buyer’s guide to services: *A Buyer’s Guide to SEO Services*, *A Buyer’s Guide to Freelance Bloggers*.

52) Write “A Day in the Life” email about some profession. *A Day in the Life of a Personal Coach*. *A Day in the Life of a Bakery Owner*.



53) Compile a list of your best-selling products and what customers have said about them.

54) Compile a list of your all-time most popular blog posts or social media updates.

55) Do a celebrity spin: *What Kim Kardashian Needs to Learn from Social Media. What Hillary Clinton Ought to Know About Survival Skills. What Pope Francis Needs to Learn About Instagram.*



56) “The Rebel’s Guide to _____”

57) “X TED Talks About _____”

There are TED Talks about pretty much every topic under the sun. You may have to go a bit outside your niche to come up with 5 or 7 Talks, but it’s time well spent.

58) “The Top 50 Blog Posts About _____.”

59) “50 Mind-Blowing Facts, Figures and Statistics About _____”

60) “The 50 Most Influential People in _____”

61) “20 [Must-Read Email Newsletters](#) About _____”.

62) Write a fairy-tale or fable version of a business story.

63) “What You Need to Know Before You Hire A _____”

64) “10 Most Common _____ Mistakes”

Could also be titled “Are You Making Any of These Common _____ Mistakes?”

65) “The 5 Best Examples of _____”

This could be positive or negative, as in “The 5 Best Examples of Amazing Customer Service” or “The 5 Best Examples of Horrible Customer Service”.

66) “X Experts Share Their Best _____ Tips”

As in, “20 Experts Share Their Best Security Tips”. Roundup posts and emails can have huge promotion potential because you can go back to each expert and tell them they’re mentioned in your article. That makes them likely to mention the post to their own audience.

67) “The 30 Day _____ Challenge”.

To get people to quit soda, declutter, quit smoking, improve their marriage, train their dog or clean up their finances. Could also be applied to business (“The 30 Day Marketing Challenge”, “The 30 Day Customer Satisfaction Challenge”).

68) “The Epic Battle Between X and Y”.

As in “The Epic Battle Between Integrity and Profits”, “The Epic Battle Between Writing for Search Engines and Writing for People”, “The Epic Battle Between Attorneys and Clients” or “The Epic Battle Between Shareholders and Customers”. Could also be the epic “struggle” if that’s a better fit.

69) “What The Best _____ Know About _____ That You Don’t”

These insider secrets posts do really well.

Yours could be “What The Best Real Estate Brokers Know About Houses That You Don’t” or “What The Best Artists Know About Paint That You Don’t” or “What The Best Doctors Know About Human Nature That You Don’t”.

70) Review a book.

71) “X _____ Myths You Probably Believe”.

As in “10 Forex Myths You Probably Believe” or “10 Dating Myths You Probably Believe”.

72) “X Bad _____ Habits”.

Could be anything from “25 Bad Housecleaning Habits” to “5 Worst Financial Habits” to “7 Worst Hiring Policies”.

73) “How To Do X in X Minutes”.

This is a how to do something in an impossibly short period of time article. Like “How to Write a Blog Post in 10 Minutes” (secret trick... voice recognition software) or “How to Organize a Wedding in One Day” or “How to Sell Your House in a Week”. If you’ve got the knowledge to pull something off in what sounds like an impossibly



short period of time, trust me, everybody wants to know about it.

74) "50 Best Quotes About _____".

75) The 10 most interesting comments you've gotten on your blog this year. Or the 5 most interesting, or the 20 most interesting...

76) "How X _____ Do X".

Lots of blanks there... here's an example: "How 20 Social Media Consultants Automate Their Work". Or "How 20 Photographers Set Up Their Websites".

These are great because once you've written the post, you can go back and tell everyone you mentioned in the post that... well, that they were mentioned in the post. They're likely to tell their audiences about it, too.

77) "Best Practices for X".

78) "A Hype-Free Guide to X".

79) "X Clinic", as in "Email Marketing Clinic", "Relationships Clinic"... best suited to solving common problems. Works especially well as a webinar.

80) "Beginner's Guide to X". Could also be "The Newbie's Guide to X".

81) "How to X for Less Than \$100".

"How To Throw a Birthday Party for Less Than \$100". "How To Stay in Paris for a Weekend for Less Than \$100". Could also be \$50 or \$500 or \$1,000. This is a spin on the how to do something in an amazingly short period of time title. You could spin it further to apply any resource to any problem/situation... like "How to Run a Fortune 500 Company with 10 Employees" or "How to Plant a Stunning Garden with 10 Plants" or "How to Cook a World-Class Meal with 7 Ingredients".



82) "How to Do X While You Sleep". The classic example of this is "How to Make Money While You Sleep".

83) "X Made Easy". Could be a post, but titles like this are often courses or books. For example, "SEO Made Easy", "Buying a Used Car Made Easy", "Reverse Mortgages Made Easy".

84) "X Secrets X Don't Want You To Know", as in "Investment Secrets Stock Brokers Don't Want You to Know".

85) "How To X Like Y". As in, "How to Fall Like Jennifer Lawrence" or "How to Blog Like Seth Godin" or "How to Make Money Like Warren Buffet".

86) "X Questions to Ask Your Y". As in "10 Questions to Ask Your New Housemate" or "5 Questions To Ask on the First Date" or "12 Questions to Ask Your Website Designer".

87) "How to Take the Stress Out of X". As in "How to Take the Stress Out of Podcasting". "How to Take the Stress Out of Interviews".

88) "What No One Else Will Tell You About X".

89) "The #1 Reason People X". Could be "The #1 Reason People Don't Do X" or "The #1 Reason People Do Y". As in "The #1 Reason No One Calls You Back" or "The #1 Reason People Lie" or "The #1 Reason People Leave Your Site".

90) "X Ways to NOT Y". As in, "5 Ways to NOT Catch Fish" or "3 Ways to NOT Grow Your List".

91) "X Y Nightmares". As in "9 Social Media Nightmares" or "7 Homeownership Nightmares". People love disaster stories.

92) "The Heroes Journey from X to Y". As in "The Hero's Twitter Journey from Zero to 10,000 Followers" or "The Hero's Journey from the Unemployment Line to the C-Suite".

93) "Do's and Don'ts of X". Could be "10 Do's and Don'ts of Email Marketing" or "30 Do's and Don't of Weddings".

94) The Periodic Table of Anything.

Here's what one looks like →

95) "X Things You Should Be Doing With Y". As in "5 Things You Should Be Doing With Your Kids" or "15 Things You Shouldn't Be Doing at the Office".

96) "Shut Up and _____" A post about whatever your audience knows they need to do, but resists doing anyway.

97) The answer to the question you get asked most often.

98) The answer to the question you get 2nd asked most often.

99) The answer to the question you get asked 3rd most often.

100) "How to Get Over Your Fear Of _____"

101) "X Reasons Your _____ Will Fail" This is a spin on a "Mistakes" post ("Top 5 Email Marketing Mistakes"), but it's a little more in-your-face, and leverages fear more powerfully. Sadly, fear



is fabulous thing to use in headlines... copywriters have been leveraging fear for decades and have made billions of dollars from it.

102) Identify a trend. Seen three of anything recently? That's enough of a trend. Last year someone could have written about the web design trend of using the color of lime green.

103) For CEOs and Owners to write: Where you want to take your business.

104) A post about the training it took to get you where you are. And some of the training you took you didn't need.

105) Write a job description. Is there a new (or even an old) job description in your industry? Define it: Tasks, work experience, skills needed.

106) Write a poem. If you want it to be less sappy and more fun, take a famous poem and play on it. For example: A play on *The Night Before Christmas*... *The Night Before Launch*?

107) A blog post responding to another post. This is what *Copyblogger* has wanted all of us to do, but I'm not sure it's worked out.

108) Go out into the world, experience something that seems totally unrelated to your normal life, and then tie it into your work.

109) "X Things You Don't Know About Y". As in, 11 Things You Don't Know About Cats".

110) Do a roundup! Ask a bunch of experts in your niche one interesting question, and list their responses. These types of posts can get big social media reach.

111) Write a summary post of a major, important report or publication in your niche that many people never find the time to read. For example, there were several terrific summary posts based on *The New York Times* Self Critique.

112) Compare techniques post. As in "Should you be on Facebook, Twitter or LinkedIn?" or "Should You Grow Herbs, Vegetables or Flowers" or "Should You Fly, Drive or Take the Train?"

113) "50 People to Follow On Facebook". Or 50 people to follow on [Twitter](#), Instagram, Pinterest, YouTube, SlideShare... you get it. For LinkedIn, "20 Groups Every _____ Needs to Be in on LinkedIn", as in "20 Groups Every Realtor Needs to be in on LinkedIn".

114) Job history. Write about the jobs you've had in the past that has made you who you are, good and bad.

115) Make a paper toy. Like this:



