



5

done  
for you  
ideas for  
your next  
business blog

Don't get stuck with Blank Page Syndrome  
use these 5 easy to do ideas to re-fuel your  
inspiration bank.

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# Memes & blog hops



Memes and blog hops are a great shortcut to inspiration as well as are a fantastic way to discover new blogs and to get your blog in front of new readers. Most memes will have regular posting schedules, often weekly, and will have a prompt and rules for you to follow. Take part as often as you want to but don't forget to read other posts and comment on them too.

Search in your niche for popular memes to take part in.

## Review it

People love to read about the latest products, ideas and trends. If you've bought a new item or tried out a new way of doing things do a review to share your experience.

You can review...

- The last business or inspirational book you read.
- A training course or seminar you attended.
- Business software that you've started using.
- An organisational or time saving technique you've started following.





## Comments

The comments section of your blog can throw up all kinds of ideas to take forward. Review your recent and most commented posts for questions to answer or ideas to expand on in another blog post.



## Q & A

A Twitter or Facebook Q&A session can be a great way to get lots of blog ideas. Either let others ask you questions or ask your followers and let both the questions and answers kick start your creativity.

# Other people's stories



Other people's stories are compelling and inspiring. Interviews and guest blogs from business people that you are inspired by, or who have something inspiring to say to your audience are a rich resource.

Look for the contact details on websites and blogs of the entrepreneurs that you love and admire and ask them to contribute - most people love to be asked to share their experiences with others.

# And finally...dont stop at one blog post

If you can...

- list 12 inspiring people to guest post
- think of 12 books, events, gadgets and pieces of software to review
- find 12 questions that your readers want answering
- find 1 meme to take part in each month

Then you've just planned out a year's worth of content for your business blog.

## Share your progress with me...

I'd love to read your posts and share them with my readers - tag me on your favourite social media site...



Ruth Douglas x

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