

# **Content Creation Made Easy**

Module #1: Templates and Tools  
Swipe File: 52 Kinds of Blog Posts

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# **Swipe File: 52 Kinds of Blog Posts**

If you're a blogger – or you plan on starting a blog soon – then you've downloaded the right report! And that's because –

**You're going to discover 52 different ways to write a blog post.**

Doing so will keep your blog fresh, your readers reading and your prospects engaged and clicking on your promotional links!

You see, lots of bloggers just post the same thing day after day, such as "how to" articles. If they run their blog for many years, pretty soon they'll find they're writing the same articles over and over. And the blog becomes dry and stagnant.

Boring. Not worth visiting.

But NOT your blog!

Once you finish devouring these 52 methods, you'll know how to keep your blog fresh, engaging... and PROFITABLE! So without further ado, let's get to it..

## **1. Extract Material from an Existing Paid Offer**

This idea works well if you've created your own product. All you have to do is take an excerpt out of one of your paid reports, ebooks or other products and post it on your blog.

You can use this excerpt without telling your readers that it's part of your paid product. However, this strategy obviously works better if you specifically mention that it's an excerpt. That way, you can use this excerpt as a soft pre-sell for your paid product.

Now, if you're using it as a pre-sell, then you want to offer an excerpt that provides useful but incomplete information.

That means you want the information in the article to stand on its own, yet you also want your readers to be curious about the paid product.

Examples:

- You have a paid affiliate marketing report that lists 25 strategies to make more money. You can turn one complete strategy into a blog post. Then at the end of the excerpt, you can build curiosity for the other 24 strategies.
- Let's imagine you have a dog training book. The book includes chapters on housetraining, eliminating problem behaviors (like barking, digging and jumping on people), establishing dominance, teaching obedience and more. You could take an excerpt from one of the most asked-about topics - like housetraining - and turn it into a blog post.
- You have a step-by-step report that ebook that shows people how to lose weight. Instead of taking out a 500 word excerpt from one specific topic, you instead use the material to create an overview article of how to lose weight. If you readers want exact diet plans and detailed information, they'll need to purchase your paid product.

## **2. Rewrite PLR Content to Create Blog Posts**

Most marketers who have PLR (private label rights) content on their hard drives tend to use it as-is.

In particular, they'll post their PLR articles directly to their niche blog. If all PLR license holders do this, then you end up with dozens of duplicate articles sitting on similar blogs.

The solution is simple: Rewrite your PLR content.

Tip: Most people use PLR articles as blog posts. You can make your blog content even more unique by creating articles out of PLR ebooks, reports or other longer materials!

Examples:

- Use PLR content to create a search engine optimization article for your blog. Rewrite the introduction, rewrite the conclusion and tweak the body of the article by including your own examples (such as the email you send to webmasters for link exchanges).
- Take a PLR dog-training book, grab an excerpt about how to stop a dog from jumping, write an introduction and conclusion and then post it on your blog.
- Let's suppose you have a PLR article about weight loss supplements. You can rewrite the introduction and conclusion, tweak the body and include your affiliate links to these supplements.

### **3. Answer a Frequently Asked Question**

Simply browse your niche forums or Yahoo! Answers to find out what questions people in your niche ask repeatedly. Then write your answer and post it on your blog.

Examples:

- Browse popular marketing forums (like the [WarriorForum.com](http://WarriorForum.com)) to find out what Internet marketers are asking, such as: "What WordPress plugins should I use?" Write your answer and post it on your blog.
- Go to [Yahoo! Answers](http://Yahoo! Answers), enter a search for "dog" and find out what questions come up frequently (such as "How do I housetrain a puppy?"). Answer and post on your blog.
- Enter a search term like "weight loss" into [Google's keyword tool](#). There you'll find out what sort of questions people enter into search engines, such as, "How do I get six-pack abs?"

### **4. Provide a Step-by-Step Tutorial**

The beauty of this strategy is that you can create a series of blog posts (which makes your blog sticky and helps build a following). So if you have seven steps in your tutorial, you can create a seven-part series.

Examples:

- Let's suppose you're teaching new marketers how to get their very own money-making website up and running. Perhaps you provide a five part tutorial that includes picking a niche, choosing products to sell, setting up a blog, writing posts for the blog and advertising the blog.
- You can create a three-part series showing people how to teach their dog to sit, lay down and stay. Each article would provide step-by-step instructions. You can post one part of the series each week for three weeks.
- Let's imagine you have a weight loss blog. You can take a big topic (like nutrition) and break it up into a multi-part, step-by-step tutorial. Indeed, you can even post one part of the tutorial a week for six months or more.

## 5. Create a List of Tips

Your readers will love a "Top Ten" list of tips in your niche (or some other number, such as the top three, top five, top seven, top fifteen, etc).

Here again you can make a multi-part series by offering "101 Tips" (with about 10 tips per post).

Examples:

- Seven Secret Tips to Boosting Your Sales Letter Conversion Rate!
- Top Five Ways to Keep Your Poodle's Hair Tangle Free and Show Ready!
- Ten Tips to Getting a Beach-Ready Body!

## 6. Review a Niche Product or Service

Your readers aren't just after freebies. They're after information of all kinds. And that includes review of products and services in your niche.

Now before you run off to write reviews and insert your affiliate links, here's a word of caution: *Be honest and admit flaws.*

Indeed, listing the product's flaws will actually build trust with the prospect and increase your conversion rate.

Examples:

- If you're selling Internet marketing products, then get yourself on the joint venture notification lists (such as at JVNotifyPro.com). There you'll find out about products before you launch, meaning you'll be one of the first to create a review. Be sure to use keywords like "[product name] review" so that your post shows up in the search engines
- If you're in the dog-training niche, then you'll have plenty of books (at Amazon), ebooks and membership sites to choose from. But don't forget to review products like treats, crates and other supplies.
- Let's suppose you're doing local marketing. You could use the services of various personal trainers in your area and then review these services. Then arrange a deal with the personal trainer to get a commission for any new business you send him.

## 7. Share Your Favorite Resources

You can share with your readers all your favorite books, tools, blogs, websites and other niche resources. Just think of what people in your niche want the most and start creating lists around those resources.

Tip: Your list can include both free and paid resources. Don't forget to use affiliate links where applicable.

Examples:

- Create a list of the best keyword tools, videos, and other tools and resources for your online marketing blog.
- Share a list of "must read" books, blogs and forums for the new dog owner.

- Point your readers to the best weight-loss software, such as fitness logs, calorie counters and similar.

## 8. Write a “Best Of” Compilation

Imagine that your blog readers are new to the niche.

What blog posts should they read? What forum posts should they read and print out? Think about when you were new to the niche: What information would have helped YOU the most?

Once you’ve compiled a list, then create a “Best Of” post.

Examples:

- The 10 Best Online Marketing Blog Posts for the Beginning Marketer.
- Ten Forum Posts Every German Shepherd Owner Ought to Read.
- The Ten Best Free Weight Loss Reports for the Middle Age Woman.

## 9. Highlight a Checklist of Freebies

Back in Tip #4, I gave you the suggestion to create a step-by-step tutorial around a particular topic.

In this case, you do the same thing – except that you point your readers to a checklist of free resources to help them complete each step.

Examples:

- Let’s suppose you’re teaching your online marketing blog readers how to get free publicity. In step one, you’d tell them how to write a press release. Then you’d point them to free articles, videos and templates to help them complete this step.

- You own a dog training blog. Let's suppose you make a post about how to teach a dog to sit, lay down and stay. You might point to a forum post that discusses clicker training, a blog post that talks about teaching a dog to sit, a free report that explains down and a video that demonstrates stay.
- Your weight loss blog might include step-by-step instructions teaching people how to strength train to burn fat. You can point your readers to videos and pictures that show them the proper way to do a weight lifting routine.

## 10. Share Your Opinion on a Comment

Maybe someone made an interesting comment on one of your blog posts. Maybe you saw an eye-opening post on a niche forum. Or perhaps you just noticed a relevant quote in the news.

In all cases, you can share the quote with your readers... and then share your opinion on that comment.

Examples:

- Someone on a blog says, "Email marketing is dead." You post an article explaining why you think this is true (or not).
- You see a news story about how downturns in the economy create more homeless pets. You can share your opinion about how to prevent this.
- You see a quote from someone that says, "All diet supplements don't work." You share your opinion and experiences with supplements.

## 11. Respond to an Email

Sometimes you get such good question or comment in your email that you don't want to share your answer with just the email author.

Instead, you want to share it with the world by posting it on your blog.

Tip: Don't break your reader's privacy by naming names or sharing other identifying details. Also, if you're going to post the email word-for-word, then it's better to ask for permission first. Otherwise, paraphrase for your article.

Examples:

- A reader asks you, "If you could only buy one Internet marketing book this year, which one would it be?" You can answer on your blog with your opinion, a review and a link.
- A reader writes an email inquiring about a dog problem behavior that you haven't yet addressed on your blog, such as counter surfing. You create an article out of your answer and post it on your blog.
- You receive an email that asks if a woman who wants to lose weight will actually "get bulky" if she starts lifting. You debunk this myth in an article and post it on your weight loss blog.

## **12. Share a Personal Story With Relevance**

Your readers keep coming back to you for a reason.

It's because they not only like your blog posts, but they also feel like they know, like and trust you.

And one way to deepen this bond with your readers is by sharing personal stories.

Examples:

- On your marketing blog you can share a story of how you stumbled into Internet marketing when you lost your job. You can talk about your initial struggles and how you overcame them.
- On your dog blog you might share with your readers stories about some of the dogs you owned over the years, including some of their problem behaviors (and how you fixed them).

- On a dieting blog, you can share a battle of how your weight fluctuated for years before you found a way to keep the pounds off.

Tip: Share stories that will resonate with your readers, which helps create an emotional bond. All three examples presented above would likely resonate since the target market members have similar stories.

## 13. Explain How You Use a Resource

Sometimes resources (free or paid) don't provide much documentation for the user. As such, readers often need to run searches in Google to find instructions and tips.

You can post articles on your blog with instructions and capture search engine traffic at the same time.

While presenting basic instruction is good, offering a "twist" is even better. If your readers are used to using a resource in one way, you can show them a new way.

Examples:

- Most information marketers eventually learn how to go to Amazon.com to find out what types of books are selling in the niche. You can teach your readers how to browse through the table of contents of popular books to come up with ideas for blog articles.
- You can point your dog blog readers to a breed guide that helps people select a dog. Then you can provide instructions on how to use this breed guide to help determine what a designer dog (or a mutt) might be like when he grows up.
- Let's suppose your readers are interested in using a weight loss resource like FitDay.com. You can offer detailed instructions on how you make the most of this resource.

## 14. Share the Pros and Cons of an Issue

I'm guessing not everything is cut and dried in your niche, right?

Debates rage, experts weigh in and everyone has an opinion. But what's lacking is a balanced viewpoint.

That's where YOU come in.

Instead of posting your strong opinion and backing it up, you can instead act as a reporter who neutrally shares the pros and cons of an issue.

Examples:

- Should Internet marketers use AdSense to make money, or should they stick to promoting their own products and affiliate products? You can create an article that weighs the pros and cons.
- If you have a dog blog, you might create a post with the pros and cons of getting a rescue dog versus buying a purebred dog.
- Weight loss supplements are always a contentious issue. You can tackle the general subject of supplements, offering the pros and cons of each side. You can even write posts about specific supplements (such as appetite suppressants).

## 15. Choose a Side in a Popular Debate

Naturally, you don't always have to take a "fair and balanced" stand on a topic. Indeed, if it's a popular debate where people have strong feelings, you'll want to consider taking a strong stand.

Think about it...

Very few people would elect a politician if they don't know where he stood on the big issues.

And likewise, people want to know what experts in their niche think about the niche's big issues.

Examples:

- Do you have an online marketing blog? Then jump into the “blackhat versus whitehat” debate and share your opinion.
- If you have a dog blog, you might share your opinion on a controversial topic such as “designer dog” breeding.
- If you publish a weight loss blog, then you’re well aware of people who want to starve themselves to lose weight quickly for an upcoming event. Is this ok in the short term, or should people avoid this behavior always? Share your opinion on your blog.

## 16. Interview Someone Else

The reason this strategy works so well is because you not only get content for your blog, but you also tend to get free traffic from the person you interviewed.

That’s because your expert is likely to link to your blog post. If the person is well-known in the niche, then several other people are likely to link to the interview as well.

Tip: You can even create a monthly feature on your blog where you interview a new person every month. Don’t forget that you can also interview local experts.

Examples:

- You have an Internet marketing blog. You can ask some of the best marketers in the field (like Jimmy D. Brown ☺ ) to answer a few questions by email, such as “how did you get started in IM?” and “How would you make money if you had to start from scratch today?”
- You could interview your local veterinarian to talk about what sort of preventative measures dog owners can take to keep their dog free from worms, fleas, lice, ticks and other pests.
- You can interview a personal trainer for your weight loss blog to let readers know the best low-impact cardio exercises those with limited mobility can do to lose weight.

Tip: You can also do an interview swap! You interview an expert in your field and he interviews you back. Then you can post your interviews on your respective blogs.

## 17. Post a Guest Article

While you can just post a guest article from another expert in your niche, you can turn this idea into a joint venture.

Namely, by swapping articles that you can post on your respective blogs. Not only do you get content, you get traffic too.

Tip: Naturally, there are plenty of article directories (such as [EzineArticles.com](http://EzineArticles.com)) where you can pick up articles. However, it's better to go directly to the marketer and ask him for a unique article. That way, you have unique content that won't show up on hundreds of other blogs in your niche. If the marketer agrees, you may even ask him to write about a specific topic.

Examples:

- You can approach Jimmy D. Brown and ask for an article about building a profitable list for your online marketing blog. Or you can ask Michel Fortin for an article about copywriting.
- You can approach a known dog trainer and ask for an article about curbing biting and aggression.
- You can ask a nutritionist for an article about eating balanced meals.

## 18. Post Something Funny

How often have you received an email from a friend with a joke, link to a funny video, a set of funny pictures or similar? And how often have you passed it on?

Point is, funny emails go viral. And likewise, you can create funny blog posts that go viral too.

You can even get your readers to be more interactive by posting a funny picture and holding a caption contest! Or you can ask your readers to create short 15-30 second funny videos that you post on your blog.

Examples:

- If you have an online marketing blog, you can create a Jeff Foxworthy style joke post by starting a post with, "You might be an Internet marketer if \_\_\_\_\_." Then list at least ten characteristics.
- If you have a dog blog, post videos of your readers' dogs doing their cutest tricks.
- If you have a weight loss blog, ask for readers to send in their funny pictures and videos of creative ways they got rid of their "fat pants." Your new readers will look forward to the day they lose enough weight that they get to destroy their "fat pants" too!

## 19. Ask a Question

Earlier I told you that you can answer questions in your blog posts, such as emailed questions or frequently asked questions.

However, here's another idea: Ask your own question.

Now, you don't necessarily have to give your own answer. Instead, you can use the blog post to help engage readers and get them interacting. Have them post comments with their opinions, experiences and other information.

Examples:

- If you have an online marketing blog, you might ask a question such as, "What is your favorite affiliate marketing tip?"
- If you have a dog blog, consider asking a question like: "What's your favorite way to exercise your puppy?"
- On your weight loss blog, you might ask a question such as, "What motivates you to stick to your diet?"

## 20. Reveal a Case Study

This is one of the most powerful ways to turn a blog post into a sales machine. And that's because social proof (such as a case study) is so powerful... especially if the subject of your case study is someone very similar to your readers.

Examples:

- Let's suppose you're selling a copywriting product on your Internet marketing blog. You could provide a case study of an average online marketer who took his earnings from \$1000 a month to \$6000 a month simply by increasing his conversion rate. You should explain how, specifically, the product helped him accomplish this.
- Let's say you're selling a flea product like Frontline for dogs. You can provide a case study about someone who had to "flea bomb" her house repeatedly, but the fleas kept coming back because the dog kept bringing them indoors. Then you reveal how the Frontline Top Spot product eliminated her flea problem completely in about 24 hours.
- Many people who are struggling to lose weight often start "yo yo" dieting. That means they gain weight and lose it and gain it back (plus some). You can share a case study of how some of your customers used your weight loss membership site for ongoing support and motivation even after they hit their target weight.

## 21. Provide Statistics and Research

Hard facts – such as research and statistics – make for a great springboard for a blog post. You can even use these statistics as a way of backing up the need for your specific product.

Examples:

- During an economic downturn, you can share with your readers how many people get laid off and for how long (on average). Then let your online marketing blog readers know that they don't have to depend on a boss or a shaky economy for their income. Instead,

they can take control of their financial future by running their own online business.

- You can share with your dog blog readers the startling statistics about how many dogs end up at shelters simply because the owner didn't know how to housetrain the dog or prevent other behaviors. Then you can share tips on how to housebreak a puppy.
- You can scare your weight loss prospects a bit by sharing with them the research that links obesity to health problems like high blood pressure and heart disease.

## **22. Announce Upcoming Happenings**

Every marketer in your niche announces on his blog his own upcoming happenings, such as seminars, sales, webinars and similar.

However, most people find it difficult to find that niche-wide information all in one place.

Until now...

You can create a special section on your blog just to announce the events and other happenings in your niche.

### Examples:

- You can create a calendar of events that shows your online marketing blog readers when and where the next offline seminars will be held.
- Let's suppose you have a "Yorkshire Terrier" blog. You can let your readers know when the main Yorkshire Terrier clubs are getting together, when the rescue organizations are having fundraisers and the like.
- If you have a weight loss blog, then you happenings such as sales at popular niche merchants (such as Jenny Craig weight loss centers or Gold's Gyms).

## 23. Provide an Overview of a Paid Resource

Here's another way to help pre-sell a product: Instead of offering a review, you offer an overview of a paid resource.

Whereas a review includes your opinion and tends to offer the pros and cons of a product, an overview is a summary of the product.

### Examples:

- Let's suppose you're selling a traffic generation book. You could provide the table of contents and give a synopsis of each chapter.
- Let's suppose you're selling a dog training video. You can give your blog readers a summary of the video, along with still images taken from the video. (If it's not your video, then ask the product creator for permission.)
- Imagine you're selling access to a weight loss membership site. You can give your readers an overview of the resources included in the download area, as well as giving them an idea of what sort of topics are currently being discussed on the members-only forum. Again, you can provide screenshots or video for your readers.

Tip: You can provide video or screen captures of the table of contents, which gets your readers imagining themselves owning the product.

## 24. Offer a Week in Review

There's always a lot going on in a busy niche.

There are interesting blog posts, new product launches, engaging forum discussions and much more.

Your busy readers can't keep up with it all, which is why you can offer a "week in review" post that highlights the top ten events, discussions, posts, product launches, etc.

Examples:

- If you have a marketing blog, then your Week in Review might list Jimmy D. Brown's newest product 😊, news of upcoming seminars, and raging debates taking place on the top blogs and forums.
- If you have a dog blog, you can list the usual news of new products and niche debates. You can also offer news such as anti-cruelty legislation that's just been passed.
- If you have a weight loss blog, then you can offer news of product launches, niche discussions and the usual. You may also offer news such as how research supports the notion that certain foods and drinks help people lose weight and/or get healthy.

## 25. Explain a Concept

If you're not running an experts-only blog, then chances are your readers aren't familiar with some of the niche concepts. You can explain these concepts in a blog post by defining them, offering an example and offering tips.

Examples:

- Let's suppose you have a blog for beginning marketers. You might let readers know that PPC stands for pay per click marketing. Then you explain how Google AdWords works to bring traffic to a site. Then you point readers to Google to do sample searches so they can see the ads appear alongside the regular search results.
- If you have a dog training blog, then you might explain to readers how "establishing dominance" is about attitude and not aggression. You can offer tips such as making eye contact with the dog, walking through doorways first and not letting the dog bolt ahead on a walk.
- You can explain to your weight loss blog readers that macro-nutrient balance refers to the balance of carbs, proteins and fats in each meal. You can then offer a good ratio for your niche readers to try, along with examples of foods that are considered "good" carbs, proteins and fats.

## 26. Profile a Success Story

Earlier I told you about revealing a case study (#20). This idea is similar, except instead of focusing mainly on the product (and how it helped the person), you focus primarily on the person. And that means you can engage the reader on an emotional level.

I'll use the same examples as before to show you how to turn a case study into a success story.

### Examples:

- Here you profile the man who took his earnings from \$1000 to \$6000 a month by increasing his conversion rate. You'd focus on how his life has changed since he first made that jump, such as being able to quit his job.
- For a dog blog you might share the story of someone who had a nasty flea problem until they started using Frontline. You can go into detail about how the fleas were biting everyone in the house, how the dog had a flea allergy and was miserable, etc. Then explain how things changed once the fleas were gone.
- If you're promoting a weight loss membership site, then you'd focus more on the success stories rather than the site itself. You can provide before and after pictures and videos of satisfied customers, along with their personal (and moving) stories describing their own weight loss journeys.

## 27. Link to Another Blog Post

You can engage other bloggers in your niche by linking to their blog posts, discussing their posts and providing additional insights. If their blog is set up to accept trackback links, you may even pull in some traffic from their blog.

### Examples:

- A marketing blogger posts about how to write a press release. You link to the post, add a few tips, and offer a press release template for your readers.

- A dog blogger creates a detailed post about how to introduce kids and dogs. You link to the post and add two or three additional tips from your personal experience.
- Another weight loss blogger says the ban on certain supplements is unfair. You link to the post and offer your viewpoint.

## 28. Provide a Solution to a Common Problem

This one is pretty self-explanatory. Just create a blog post that solves a pressing problem.

Examples:

- Some online marketers have very little money when they're just starting out. You can show people low-cost and free resources they can use to start their business on a small budget.
- Some puppy owners go nuts when their puppies won't stop chewing and mouthing everything in sight. You can tell your readers how to stop this unwanted behavior.
- Many people who are looking to lose weight feel deprived on their diets. You can solve this problem by offering recipes for delicious, low-calorie meals and even desserts.

Tip: Be sure to check [WordTracker.com](http://WordTracker.com) (or your favorite keyword tool) to see what sort of keywords people are using when they search for this problem and solution online. That way you can include low-competition keywords two or three times for every 100 words of content, which might help pull in some search engine traffic.

## 29. Stir Up a “Versus” Contest

You can debate a hot topic with other bloggers in your niche. Or you can take it a step further by creating a “versus” contest where your participants first take a side... and then take action.

Examples:

- Do it yourself or outsource? You can set up a contest where participants choose one method of product creation. Then you see who can put out the best, most profitable product in the shortest amount of time (and least cost).
- Experts can't decide which dog is smarter: Border collies or poodles? You can create a dog "test" and then have participants film their border collies or poodles completing the test.
- Diet A versus Diet B (e.g., Atkin's Diet vs. South Beach). Participants choose a diet, start a fitness log and track their progress for four to six weeks. The person who loses the most pounds and inches wins.

## 30. Share an Inspiring Story

We've already talked about case studies and success stories.

Sharing an inspiring story is a little different, because it focuses on a person who had to overcome certain obstacles in order to enjoy success. It makes the reader think, "If this person can do it, so can I!"

Examples:

- Share a story of a work at home mom who takes care of her disabled husband, her mother in law and her ten children... and she still found the time to start and run a successful business. (This is a true story, by the way!)
- On a dog blog you might share the story of someone with a seizure disorder, and how his seizure-detecting dog helps him lead a more normal life.
- For a weight loss blog you can share the story of someone who had to overcome physical disability (such as being in a wheelchair) in order to exercise and lose weight.

## 31. Reveal a Prediction

Heads up: Your readers want to know something before everyone else in the niche knows. That's why they look to your blog for all the latest news and information. But you can take their "need to know" a step further by revealing your niche predictions.

Examples:

- You can share your online marketing predictions, such as what niches will become very hot in the coming three to six months for site flippers.
- You can predict what type of dog will win the upcoming Westminster Kennel Club dog show.
- You can predict which diet aids (such as "fat burners") will get taken off the market in the coming six months.

## 32. Critique Something Interesting

You don't want to attack someone else's work, blog, product, video or similar – but you can certainly critique it.

Examples:

- Let's suppose you're an affiliate for a blog flipping product. One subtle way to get people to the sales page is to critique the sales letter itself as a copywriting lesson for your readers.
- Let's suppose a well-known dog expert produces a video about a training method that you disagree with. You can critique the training technique and let your readers know how you'd do it differently.
- Someone posts an article on their blog about losing weight fast. You can critique the method and explain to your readers how it might help them lose weight... but NOT fat.

## 33. Share Reasons Why

Here you give your readers a short list of reasons why they should do something or buy something. In other words, you share the benefits they'll get when they take a specific action.

Tip: These "reasons why" can indirectly be reasons why someone should buy a certain product you're promoting. See the examples below.

Examples:

- Create a post titled, "Three Reasons Why You Should Create Your Own Products." (Then link to a product-creation course.)
- Create a post titled, "Five Reasons Why Every Dog Ought to Have Some Obedience Training." (Then link to a basic obedience training product.)
- Create a post titled, "Seven Reasons Why Women Who Want to Burn Fat Should Start Lifting Weights." (Then link to a female weight-lifting course.)

## 34. Write About Your Mistakes

This sort of post serves two purposes.

First, you can share your experiences as a lesson of what not to do, which helps your readers solve their problems.

Secondly, admitting your mistakes draws your readers closer to you, which builds trust (and spurs sales).

Examples:

- You can tell our marketing blog readers how you made the mistake of not starting a list when you started marketing. And how looking back, the mistake likely cost you thousands of subscribers and thousands of dollars. Then talk about how much money you made once you did start your list.

- You can tell your dog blog readers how you made the mistake of letting a puppy get away with things because she was so small, like jumping on people. But when the puppy grew up to be a 100 pound dog, she started knocking people over – and it wasn't so cute any more. Then talk about how you fixed this problem behavior.
- You can share with your readers your weight-loss mistake of trying to lose too much, too soon ... and how that caused you to hit a plateau fast and how it made you ill. Then talk about how you started over and did it right by losing just one to two pounds per week.

## **35. Talk About Holidays, Special Events and Other News**

Have you ever noticed how big companies always have theme sales around the holidays? Or how your newspaper has plenty of holiday-related articles right around the holidays, such as “firework safety” around July 4<sup>th</sup>?

You can do something similar with your blog, no matter what niche you're in.

### Examples:

- Create a “Financial Freedom” post on Independence Day on your marketing blog.
- Offer “summer safety” tips for dog owners just before Memorial Day. These tips might include things like pool and water safety, how to keep a dog from getting overheated, how to keep a dog pest-free and more.
- Offer a free recipe book of low-calorie holiday desserts in December for your weight loss blog readers.

## 36. Brag on Someone Else

Here's a great way to provide content for your blog readers while also creating good will in your niche – particularly among your partners or potential partners. And even if a potential partner doesn't regularly read your blog, he's likely to notice it if you include his name multiple times. And that's because many savvy marketers use "Google Alerts" to find out when someone is talking about them or their products online.

### Examples:

- You can point to a fellow online marketer's affiliate center as great example of how to run an affiliate program.
- You can praise a fellow dog-training marketer's exemplary customer service.
- You can praise a fellow weight-loss blogger for his thorough and useful posts about nutrition and exercise.

## 37. Respond to Comments on Your Blog

Most of the time, you probably respond to blog comments in the comment section. However, you can reply to a comment and post your reply as an entirely new blog post.

Tip: Be sure to either link to the comment, or quote the entire comment and acknowledge the author.

### Examples:

- Someone on your marketing blog discusses his favorite way to recruit joint venture partners. You can create a new blog posts that lists your favorite tips and tricks for attracting good partners.
- Perhaps someone on your dog blog mentions having problems getting his hunting dog to let go of the object once she's retrieved it. You can create a new post that offers tips to help the reader solve his problem.

- Maybe someone on your weight loss blog comments that you offer great exercise and nutrition suggestions, but it all seems too time-consuming. You can offer your time-management tips, such as cooking and freezing meals for the entire week on Sunday afternoon.

## 38. Craft a “What I Learned From...” Post

Here you can take a personal experience and turn it into a lesson for your readers. This experience might be meeting a person, attending an event or even overcoming some sort of adversity.

Tip: While this post can share tips and other lessons, this is also the type of post you can easily turn into a humorous piece.

Examples:

- Maybe you run a copywriting blog. And let’s suppose you recently discovered Gary Halbert (R.I.P.) and the “Gary Halbert Letter.” You can create a blog post called, “Seven Things I Learned from Marketing Legend Gary Halbert About Writing High-Response Copy.”
- Let’s suppose you go to a conference and meet famous “dog whisperer” Cesar Milan. You can create a blog post called, “Five Dog Tips I Learned From Cesar Milan.”
- Let’s suppose you try the Atkin’s Diet. You can create a post on your blog titled, “Ten Things I Learned About Dieting After Cutting Out All Carbs.”

## 39. Give Away a Freebie

Here’s a great way to build your mailing list, build reader loyalty and pre-sell products or services. Namely, by giving away a useful freebie.

Note: You can also offer a no-strings-attached freebie, meaning readers can download it without providing an email address. Either way, be sure your freebie includes links back to your blog and products.

Chances are, your niche is full of resell rights materials that you've been tempted to give away to your readers.

That's something you can do on occasion. Ideally, however, you should offer something completely new, and exclusive freebie your readers can't find anywhere else.

Tip: Give away something that your readers are already paying for somewhere else. Use Clickbank.com to do this product research. Just go to the marketplace and browse the categories to uncover hot product. The products at the top of the categories are the best sellers. You can create a freebie around the same topic.

Examples:

- Let's suppose you discover that your readers are desperate to find information about domain flipping. Just create an ebook (or video) covering this topic and offer it on your blog.
- Maybe everyone in the dog-training niche is snapping up a new product by a fairly new expert. You can ride the coattails of this person's success by interviewing the expert via a free teleseminar. You can offer both the live event as well as the recording as a freebie on your blog.
- Perhaps you notice that your weight loss blog readers are asking what you consider good fats, carbs and proteins. You can create a "shopping list" that includes dozens of healthy foods in each category.

## 40. Debunk Niche Myths

Think back to when you were first introduced to your niche. I bet you believed a few of the myths. Or if not, you certainly ran into a lot of people who DID believe them... especially beginners on forums.

And you probably noticed these myths and issues come up again and again (which allows the myths to survive).

That's why creating a blog post that debunks the niche myths is such a great idea.

Not only can you help stem the flow of misinformation, but others who are doing the same thing will link to your post. And that means you'll start pulling in multiple incoming links (which increases your search engine rankings and your traffic).

Examples:

- You can debunk the marketing myths such as, "you'll become a millionaire in your first week" or "you need to have a highly technical background in order to make money online."
- Here you can debunk popular breed myths like, "all pit bulls are aggressive" or "basset hounds are dumb."
- The weight loss niche is full of myths that are prime for debunking, such as "fat makes you fat" and "lifting weights makes you gain weight."

## **41. Talk About Universal Topics**

There are certain things that almost everyone wants, such as more time, happiness, wealth, a more attractive physique and similar. You can take these "universal" topics and create niche-specific blog posts about them.

Examples:

- You can create a post about "weight loss for online marketers" and post it on your Internet marketing blog.
- People with dogs know what it's like to have dog hair embedded in the carpet, on the couch and everywhere else. You can take a universal topic like cleaning and create a post about "housekeeping tips for dog owners."
- Planning meals and finding time to exercise is a common problem for those seeking to lose weight. So you can help solve this problem by creating a "time management for dieters" post.

## 42. Hand Out an Award

With this idea you get to make up an award that you hand out on a weekly, monthly or annual basis. You can use your awards to drum up publicity in niche publications. In addition, you're likely to get a boost in traffic and links since your award recipients will likely blog about your award.

### Examples:

- You can go undercover and test other online marketer's customer support response time and other customer support issues. Then you can award a monthly "best customer service" award.
- You can hand out a "best trick trainer" award to people who post videos of their dogs doing complex tricks.
- You can offer a "most dedicated" award to people who are working on losing a large amount of weight (and have been at it for some time).

## 43. Share What You Do

Your blog readers likely have a pretty good idea of the strategy you've used to obtain your success. But they might be a little lost on the details.

For example, they might not see your overall process, so they don't know how to complete the work in the most efficient way possible.

You can share your models, blueprints and even daily schedules with your readers in a blog post.

### Examples:

- You can give your marketing blog readers a complete blueprint of one of your niche sales funnels, which shows you generate leads, what sort of freebie you offer, how often you email your leads and what your backend offers look like.

- Perhaps you've told people how to obedience train and trick train their dogs, but you've never revealed your exact schedule. You can give your readers a weekly schedule that details how often you train, how many minutes per session and what a typical training session entails.
- You can provide your weight loss blog readers a sample of your daily and weekly menu plans. You'd first give them a detailed overview of a typical day - six small meals, recipes included, and what time you eat them. Then you'd provide a weekly menu plan (and recipes) as well.

## **44. Make a “Things I Like About... / Things I Hate About...” Post**

Here's another fun one that makes for a light but educational post. Just create a post that lists the top ten things you hate and the top ten things you like about a certain topic, event, task or even a niche.

Tip: You can break this into a multi-part series. One day you can post the ten things you like, and a few days later you can post the ten things you don't like. If each part is long, then you can break it into even more parts, such as “Ten Things I Like Part 1” and “Ten Things I Like Part 2.”

Examples:

- “10 Things I Like About Affiliate Marketing” and “10 Things I Hate About Affiliate Marketing.”
- “10 Things I Like About Agility Training” and “10 Things I Hate About Agility Training.”
- “10 Things I Like About Doing Cardio” and “10 Things I Hate About Doing Cardio.”

## 45. Speak to a Specific Level of Experience or Knowledge

Your blog likely provides content for a focused niche and a certain experience level (beginner, intermediate and advanced). However, just because you run an expert-level blog doesn't mean you don't have beginners reading the blog. And your niche beginners will appreciate getting advanced tips from time to time too.

As such, you can create blog posts aimed at these different experience and knowledge levels.

### Examples:

- Your beginner-level Internet marketing blog can include posts on advanced topics such as multivariate testing and analysis.
- You might have a dog trick-training blog where you share how to articles for simple tricks such as "speak," "play dead" and similar. However, you may share instructions for advanced tips such as "put away your toys."
- You might include a beginner-level tip on your advanced weight loss blog, such as how to calculate how many calories a person needs to eat each day to safely lose one to two pounds per week.

## 46. Add to a List Started by Another Blogger

Here's another way to get yourself on another blogger's "radar" (which helps build relationships and possibly partnerships). And again, if the blogger uses trackbacks, you may even get traffic and a link from his blog to yours.

Here's how it works: Another blog starts a list, such as his top ten resources, top ten tips, seven ways to do a certain task, etc. You link to the post, add your insights and then add to his list.

### Examples:

- Another marketing blogger lists his top five ways to increase a sales letter's conversion rate. You link to his blog and add another five ways.
- A dog blogger posts his top seven books every dog owner should read. You link to his post and add three more resources to his list.
- A fat loss blogger offers a list of ten easy ways to cut calories (such as skipping the cream and sugar in the coffee). You link to the post and add another ten tips.

## 47. Respond to Criticism

Consider it a complement if you or your products start getting criticized – it means you're considered a "big player" in your niche. But even if you are starting to get some recognition, it still hurts to get criticized... and you have every right to respectfully and gracefully respond to this criticism.

However, one quick word of warning: *Don't get dragged into fights by trolls.*

For example, some people (especially on forums) habitually post negative things about the "gurus" and experts in their niche. If you take the bait, you'll be pulled into a disrespectful, name-calling, drama-filled forum fight. So forget about responding to trolls.

Instead, respond to "real" criticism, such as criticism from respected others in your niche. And be sure to respond to the subject of the critique, rather than the person (i.e., don't make it personal).

Tip: If the critique upset you, wait until you've "cooled down" before replying. Give it several days. Never respond immediately after reading a critique.

Examples:

- A fellow marketer critiques your traffic-generation report and, without trying, claims it won't work. You create a series of case studies with rock-solid proof showing that it does work.

- A fellow dog trainer suggests that your dog-training product hasn't been tested on real dogs. You post videos of you running through a training routine with your own dogs.
- A fellow weight-loss blogger says your meal plans and calorie calculations are too high, that no one could lose weight with your menus. You provide proof using case studies.

## 48. Use the Table of Contents From a How To Book

I hinted at this method a bit earlier in this report (Method #13, Example #1). Here's how it works: Go to [Amazon.com](https://www.amazon.com) and find the top selling books in your niche. Use Amazon's preview feature to read the table of contents. Then create an article around each chapter of a book. So if a popular book has ten main chapters, you'll have ten ideas for blog articles.

Tip: You can use this strategy simply to come up with blog post ideas. Or you can use it for the specific purpose of helping you pre-sell the product whose table of contents you're using for article ideas.

### Examples:

- If you publish a copywriting blog, then look through a popular copywriting book for post ideas. You'll likely end up with posts such as "how to profile your target market," "features versus benefits," "how to write killer headlines" and so on.
- A dog book would likely create posting ideas for you such as "how to choose a puppy," "what to feed a puppy," "how to housetrain a puppy" and so on.
- A weight loss book can provide article ideas such as, "how many calories to eat," "how often to exercise," and "how to lose weight safely."

## 49. Share a Better, Faster or Easier Way to Do Something

You've heard the expression, "build a better mousetrap."

That means that when you create a product, you don't have to create something revolutionary. Instead, you start with a product that people are ALREADY buying and make it better.

Likewise, you can do the same with your blog posts. Start with a problem that people in your niche are already seeking solutions for, and offer them a better, faster or easier solution.

### Examples:

- Lots of marketing experts tell their blog readers to survey a market to find out what consumers want. You can instruct your readers to find out what they want by discover what they are already buying.
- Some people say that you need to paper train a puppy and then eventually start taking him outdoors. However, undoing the training provided during the paper stage can be difficult for the dog owner and confusing for the dog. As such, you can instruct your readers to skip paper training and go straight to regular housebreaking.
- If everyone in your weight loss niche is offering convoluted formulas to determine how many calories and individual needs to eat each day, you can simplify it by creating a tool to do the calculations.

## 50. Promote an Offer

So far you've learned 49 different types of blog posts.

You can use some of these ideas to make your blog sticky and build a large following. Still other posts allow you to pre-sell a product or service. In other words, all of these types help you to indirectly make money.

Now it's time for your blog post to work hard and directly put money in your pocket. And one way to do that is to create a 100% promotional post.

Tip: This isn't the type of post you want to make on your blog often, as readers will drift away because they don't want to come to your blog just to read ads. However, if you mix 100% promotional blog posts in between your solid content posts, your loyal readers will be happy to read them... and purchase the products you recommend.

Examples:

- Instead of posting a balanced review of an AdWords course, you post a 500-word advertisement for the course (which lists all the benefits of the product and encourages your readers to buy now).
- You create a "reasons why" post that is actually an advertisement. For example, "Seven Reasons Why You Need to Get Your Hands on [Name of Newest Dog Training Product]!"
- You create a "what I learned from" post that is a direct advertisement. For example, "Seven Things I Learned About Weight Loss from [Dieting Product]!"

## 51. Co-Author a Post

Instead of swapping guest articles with a joint venture partner on your blog, you can co-author an article with the partner. Then each of you posts the article on your respective blogs.

Tip: The article should include links to each others' blogs, so that you each get traffic and backlinks out of the venture.

Examples:

- You and a fellow online marketer create an article titled, "Ten Ways to Make Money on the Backend." Then you provide five ways and your co-author provides five ways.

- Let's suppose there's a dog blogger in your niche that has slightly different views than you. You can create a question (or series of questions) such as, "What dog breed is the smartest and why?" Then each of you answers the question and you compile the answers to create an article with two different viewpoints.

Alternatively, you can create a list of frequently asked questions. Then you answer half the questions and your partner answers the other half.

- Let's suppose you write a weight loss article with another blogger. One of you can write the main content for the article (the "how to" part), while the other person can fill in stories, examples, sidebars and similar features.

## 52. Go "A to Z" on a Topic

Last but not least, you can create a multi-part series that lists 26 tips on a topic using an "A to Z" format.

Alternatively, instead of listing multiple tips per article, you can create 26 articles, which enables you to go more in-depth into each tip.

### Examples:

- An "A to Z" post on an online marketing blog might include topics like, "A is for Affiliate Marketing," "B is Blogging," "C is for Clickbank" and so on.
- A dog breed blog might include breed profile articles such as "A is for Affenpinscher," "B is for Boxer," "C is for Collie" and so on.
- A weight loss blog might include articles such as "A is for Atkin's Diet," "B is for Breaking Bad Habits," "C is for Cardio" and so on.

## Conclusion

Congratulations: You know now 52 ways to keep your blog fresh, readable... and profitable!

Let's recap just a tiny handful of some of the methods you learned about in this report:

- ✓ You found out how to get traffic and backlinks to your blog by co-authoring articles, bragging on someone else or responding to another blogger's articles!
- ✓ You discovered how to stir up a little controversy and engage your readers (and other bloggers) by having a "versus contest," taking sides in a debate or handing out awards!
- ✓ You learned how to lighten the tone of your blog by posting humorous pieces, linking your post to a holiday or creating a "ten things I hate about / like about" post.

Now here's the thing...

These 52 tactics aren't going to increase your loyal readership, get you links, drive traffic or create more sales just because you know about them.

**You can have all these benefits and more... but only if you take action.**

And the sooner you start, the better.

So here's my suggestion: Choose one method right now and create a blog post using the idea. Then tomorrow, choose another method and write your blog post.

Keep doing this, and before you know it you'll have one of the BEST, most-read blogs in your niche!