

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The Blog Post Ideas Checklist

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The Blog Post Ideas Checklist

It's time to fill your blog with content. But if you want an engaged audience and plenty of repeat visitors, you need to give your readers some variety.

Take a look at these top ten kinds of blog posts for ideas of how to format your content...

1. How To Article

This is one of the most popular types of blog posts, and for good reason: a well-written and researched how-to article is useful to readers and establishes your expertise.

Now, generally most of your how-to articles will be in the 500 to 1,000-word range. However, you should provide an in-depth how-to article on each of the major topics you cover on your blog. You want these posts to be the “go to” pieces for readers around your niche. This creates viral traffic and establishes your expertise in the niche.

Follow these best practices:

- Provide step-by-step instructions.
- Offer tips to add value to your article.
- Provide examples to clarify concepts.

Next...

2. The List Article

This can take a variety of forms, including:

- A “greatest hits” list. This is a list of your previous articles, or those belonging to others. For example, you might compile a list of the top ten must-read blog articles for bodybuilders.
- A resource list. This is a list of free and paid resources, such as the top five books every copywriter ought to have on their bookshelf.
- A tools or gear list. This could be a list of physical gear, such as a marathoner’s essential equipment. Or it could be a list of other tools or services, such as an online marketer’s software list.
- A “ways” or “secrets” list. For example, a list of three ways to slash one’s golf score, or a list of the top five secrets for growing tastier tomatoes.

Next...

3. The Tips Article

This too can take several forms, including:

- One short tip. This post might only be 50 to 100 words long. For this post, be sure to present your most impactful tips, the ones that will make your readers sit back and say, “Wow, I never thought of that.”
- One tip, but an in-depth explanation of it. This post would likely range from 400 to 700 words as it explains how to make the most of the advice offered in the tip.
- A list of useful tips. Here you might share anywhere from three to 101 tips on a topic. E.G., “Three Proven Tips For Losing Belly Fat” or “101 Tips for Boosting Your Response Rate.”

4. The Curated Post

This is where you seek out interesting posts and news articles in your niche and link to them on your blog. This is a popular way to share content – and there are even some very big sites based on content curation, such as HuffingtonPost.com.

Generally, you'll include an introductory paragraph which may take one of the following forms:

- A quick summary of the article you've linked to. E.G., "Inside this article you'll find out why the FDA is pulling your favorite dieting aids from store shelves..."
- An explanation of why this issue is important to your readers E.G., "Warning: you may no longer be able to buy your favorite appetite suppressant next month..."
- An explanation of how the issue affects readers, and what steps they need to take. E.G., "You may no longer be able to buy your favorite appetite suppressant after next month, but there's an even better way to lose the weight..."

Next...

5. Ask The Expert Post

Here's where you take your readers' questions directly, or you answer popular questions from your niche on your blog.

For example, you might write posts to answer popular questions such as:

- What are the three best ways to get traffic to a blog?
- What's the best way to get rid of belly fat?
- How do you ace a job interview when you're feeling nervous?

6. The Review Article

If you do any affiliate marketing, then you'll want to add the Review article to your arsenal. This is where you share both the strengths and weaknesses of a product to help your readers make a buying decision.

TIP: Here's a variation: do a comparison article to review two similar products at the same time. This works even better if the article compares two products that are aimed at slightly different segments of the population. For example, perhaps you review two diet guides – one that's good for people who want to lose a quick 10 pounds, and the other that's more suited for those who want to lose 50 pounds or more. If they're both good products, then you can recommend both of them.

Next...

7. The Direct Promo Post

In some cases, you may want to directly promote a product (rather than soft selling it from within a content post).

In those cases you can use a direct-promo post.

TIP: For best results, post a series of promotional posts to build anticipation, build value for the product and close the sale. For example, you may use a **Gain-Fear-Logic** sequence, with each post evoking a different emotion and appealing to a different kind of buyer. The Gain post shares the benefits about a product, the Fear post gets prospects scared about what will happen if they miss out on the offer, and the Logic post shares the facts about the product.

Next...

8. The Tools Post

You're already sharing "how to" information on your blog, right? Now you can make your blog even more useful by sharing tools that help your readers take action or achieve a specific goal.

These tools may include:

- Checklists.
- Worksheets.
- Swipes.
- Templates.
- Planners.
- Mind maps.

Here's another idea...

9. The Infographic

If you're sharing data-heavy information, then you may consider creating an infographic. Readers like infographics, because it's easier to absorb information. You'll like posting infographics, because a good infographic often goes viral.

You can create great looking infographics with [PiktoChart](#) and they have a good 'How To' post worth reading here:

<https://piktochart.com/blog/how-to-create-an-infographic-and-other-visual-projects-in-5-minutes/>

10. The Multimedia Post

While text posts are great, there is a segment of your population who much prefers to watch or listen to your content.

That's why you'll want to do podcasts and videos. *For example:*

- Do a motivational podcast to get people excited about working out in the gym.
- Share a demo video about how to do basic car maintenance
- Provide a slide-share video that shares dieting tips.
- Create a "talking head" video where you simply sit in front of the camera and share information, such as a review of a product.

Be sure to posts your videos not only on your blog, but on YouTube.com as well.

Conclusion

If you want to keep your readers engaged on your blog, then offer them content in a variety of formats. And don't just cherry pick your way through these blog post types – instead, test out all ten on your blog to see which kinds your audience responds to the best!