

BLOG BRAINSTORMING TOOL

This simple tool is designed to help you generate engaging blog post ideas that align with your audience, goals and expertise. Use it when you're stuck, planning a content calendar, or launching a new topic theme.

1. Who is your audience?

Describe the primary readers you want to reach (eg. small business owners, busy parents, fitness enthusiasts).

2. What problem or question are they struggling with?

Note down common challenges or questions they ask that relate to your area of expertise.

3. What transformation or solution can you offer?

Think about how you help solve these problems. What unique value, insight or shortcut can you provide?

4. What format would work best?

Choose from listicles, how-tos, tutorials, interviews, opinion pieces, case studies, FAQs, etc.

5. What's a compelling blog title idea?

Try using frameworks like:

- 'How to...'
- 'X Ways to...'
- 'The Truth About...'
- 'Beginner's Guide to...'

Write down 3-5 headline options.

6. Bonus: Internal Linking Ideas

List related blogs, tools or offers you can link to from this post to help with SEO and reader engagement.
