

21 Blog Writing Prompts



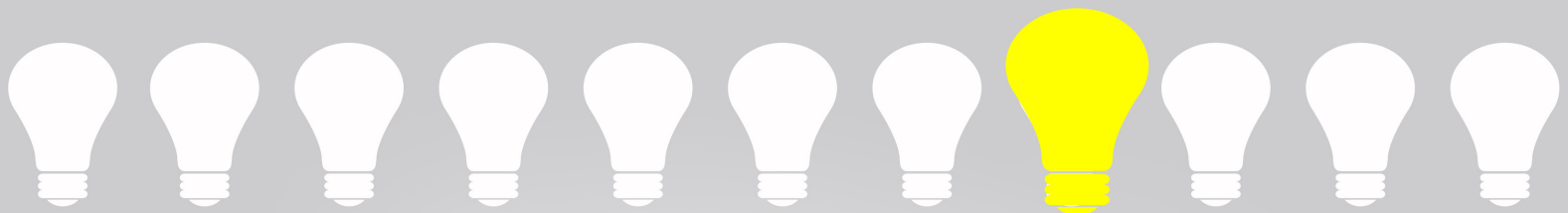
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Are you experiencing a writer's block when you sit down to start your blog post? One of the best ways to be consistent with your blogging is to pre-determine your writing topics.

Creating a content calendar will give you a blueprint to follow when you sit down to write. Set aside some time to brainstorm your content ideas. You can do this for the entire year, six months, quarterly or monthly.

Take a look at the calendar and your business plan for the year. Will you have sales at certain times of the year? A Black Friday sale, Back to School sale, Spring sale, Fall sale, etc. You will want to plan content to promote these special times in your business. Also, take into consideration any conferences you may be speaking at or attending. Is there a seasonal aspect of your company?

Once you have determined those unique occasion posts you need to have, you can start filling in your blog calendar around those.



If you are struggling to develop ideas, here are 21 Blog Writing Prompts that may spur your imagination.

1. Write a case study of a satisfied customer, demonstrating how you helped them.
2. Testimonials and comments from customers.
3. Discuss how you solved a difficult problem for a client.
4. Comment on industry research and how it can affect your clients.
5. What predictions do you have for your industry?
6. Who are the industry leaders who influence you?
7. Interview leaders in your field.
8. What books have motivated or influenced you?
9. What prompted you to start your business?
10. How have your services or products evolved since starting your business?
11. What business or productivity tools do you find valuable in running your business?
12. What sets you apart from your competition?
13. What causes or issues does your company support?
14. Answer frequently asked questions.
15. Reveal insider tips and tricks you can share with clients.
16. Trends in your industry.
17. Review a product or service that is valuable to you.
18. What lessons have you learned as a business owner?
19. What business advice did not work for you?
20. Defend or argue against a commonly held industry belief.
21. What fascinates you about your industry?

Do you need help creating content for your business? Contact Cindy Winslow at Virtual Business Builders for a free consultation. Cindy@VirtualBusinessBuilders.com or 412-294-8335

