



The Seasoned  
— M A R K E T E R —

## 15 Blog Post Ideas for your Business



**Behind the Scenes.** Offer people a glimpse into the back end process of your business. For example, if you are an artisan - show them a day at market or how you make your artwork/product.



**Meet our Staff Member.** Introduce your audience to a staff member, highlight their role within the business, offer a little background information on prior experiences in or out of the field and include one or two personal tidbits (Bonus points if you can share something unique or interesting about the person's personal life)



**Current Topic / Event / Trend.** Write about a current topic, event or trend that relates to your industry.



**FAQ.** Answer some of the most frequently asked questions that customers often have. You can title the blog, *5 Frequently Asked Questions about XXX - ANSWERED!*



**Invite a Guest.** This is a great way to mix up your content - use your connections to reach out to somebody who may have a unique perspective of your industry. Even if it's someone that is not in your particular industry - try and make the connection to your business clear. For example, if you are a personal trainer - you can invite a fitness competitor to write a guest blog or even a client or local athlete!



**Spotlight a creative way to use your Product or Service.** If you have seen your product or service used in a creative way, or way that is not typically thought of - blog about it! For example, if you are a waxing salon and offer 'waxing' parties for bachelorette or bridal parties to do as a group, you can share it. Most people consider waxing to be something they go to the site for and do on their own - people may not know that there is an option for doing it off-site and offering a group rate.



**Common Mistakes.** Highlight three of the most common mistakes that customers make with a particular topic or service. For example, if I run a house cleaning business than I may want to write a blog about the *Three Most Common Mistakes people make when cleaning their Stove*



**Checklist.** People love a good checklist, so give them one! Make a grocery style checklist for a common task. For example, if you are a photographer, create a checklist for how to prepare for a newborn photoshoot. Customers who may be looking to book a newborn photoshoot may be nervous about how to prepare for it, so give them a little guidance in the form of a checklist!



**Beginners Guide.** Break down and introduce a topic that may be unfamiliar with some customers. This will not only show how knowledgeable you are in this particular subject, but can also help you highlight benefits to using your product or service. For example, if I own a Juiceria - I would create and name my blog *A Beginners Guide to Juicing: Everything you need to know about getting started*



**Myth vs. Fact.** Debunk some of the most common myths you hear about your industry or a particular process. This is a great way for you to address objections that you often hear from potential customers. For example, if I own a hair salon and I have a lot of clients that come in expecting to get their hair colored silver (yes, it's a thing... a very popular thing!) but then when you explain the number of visits it will take and the total costs to get them to their desired silver hair color your clients balk at it... well this is a great way to address this issue ahead of time. Blog about the Myths vs. Facts of coloring your hair silver.



**Interview.** Interview a person of interest in your industry or that has a connection with your business. This can be really simple, just provide 5-10 questions for your interviewee to answer and then allow them to provide a bio or a little background information on them. This is especially great if you have a partnership with any other local businesses, as it would give you an opportunity to introduce them to your audience and mention your partnership.



**Makeover.** Show customers how to 'upgrade' a particular product or service that you offer, or something related to your industry. For example, if you are a realtor - spotlight a recent makeover that you assisted your seller with (include maybe the 5 suggestions you gave them to update the look of their home and how it helped you book them more walk throughs)



**Quiz.** Have fun and create a quiz for your readers! Keep it relevant to your business. For example, if I'm a real estate agent - I can make a short and fun quiz that can help the reader identify if they are more of a "townhome" personality or a "single home" personality.



**How-To.** Remember we learned how to write these in 4th grade! How-to's are simple and can help you provide useful information to your potential customers. For example, if I own a cookie making business - I can offer my audience a simple tutorial on how-to set-up a fun display for birthday parties. This is relevant because a majority of the cookies ordered are for toddler birthday parties that typically have a theme. I can provide a simple step-by-step guide on how to incorporate the cookies I make into a beautiful table display for the party.



**Open Letter.** Write an open letter to your audience about any particular topic or circumstance that may be on your heart. This can be an opportunity for your readers to get to know you a little more personally. If it's back-to-school time and you want to write about an epiphany you had on how to make the most of being a working parent and a parent - then share those thoughts!

*Happy Blogging!*



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