

# Big List of Blog Post Ideas

Prompts for Businesses

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Blogging can be an effective way to flesh out your business' online presence, engage with prospective and current customers, bolster your brand and reputation, strengthen SEO, and more. (Plus, it can be a lot of fun! And who doesn't need a creative outlet?)

You don't need to be a pro blogger or classically-trained writer. Sometimes all you need is a little support (hence this list). Some practice, patience and acknowledging your inner badass help, too. When you do want the help of a pro, [give me a holler](#).



## Blogging 101 – The Basics

Keep these best practices in mind as you create your blog post. Sometimes it's easier to get started if you have some guardrails....

### Always include the following:

- **Heading 1 and Heading 2 tags.** Goal: Improve readability and SEO.
- **Text formatting** like bulleted/numbered lists, bolding, italicizing and blockquoting. Goal: Improve scannability and provide text style variation.
- **Imagery** (pictures, graphs, etc.), tables, video. Audio is good, too. Goal: Break up a page of just text and provide some visual interest/variation.
- **Backlinks and crosslinks.** Goal: Point to other places in your website that you want folks to see; link to related web content (like social media platforms).

## More Pro Tips:

- **Open links to content outside of your website in new browser tabs.** This includes attachments, assets and third-party sites/platforms. You want to make it easy for people to stay in your website.
- **Call for reader participation.** Be explicit. Ask open-ended questions. Request input or feedback. Remind them that there's a Comments section.
- **Create a series** out of these prompt ideas. For example, create a periodic series of posts featuring interviews with your best clients, or a monthly gratitude practice post that acknowledges all the good things that have transpired. This facilitates planning and gets even more mileage out of your blogging efforts. (It's easier to start writing if you already have a seed of an idea!)
- **Start with an outline.** It'll give you structure and direction. You may find that it's best to write the title after drafting your post.
- **Be consistent; create an editorial calendar.** Schedule out posts so you know what workload to anticipate and when. This helps you budget time and helps build rapport with your readers.

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## Blog Post Seed List

The suggestions below are intended to jumpstart your blogging. While grouped to help bring some order to the chaos of a long list, some post ideas could fit in multiple categories. So, take a prompt and run with it!

### Announcements & Updates

1. **Events** – Use your blog post as a landing page for an event (with a link off to the RSVP page) or use it as a way to bring more attention to an event you've got posted elsewhere (and then link off to it).
2. **New Content** – Promote your new video/resource/product page/etc. or revamped website. Lead people to the new stuff. Give them a tour so to speak.
3. **New Offerings** – Launching a new product, service or location? Give it a worthy announcement.
4. **Newsletter** – Recap recent happenings and announce near-term noteworthy tidbits.
5. **News Flash** – Share company updates, or post your press releases to your site.

### Brand & Culture

6. **Community Involvement** – Share ways you're helping out in your area or industry. Highlight how you're supporting a cause. Great for humanizing a business.
7. **Differentiators** – Explore how your biz is not like the other ones. Why do you stand out? What sets you apart? How are you better? Why should people flock to your business?
8. **Good Ol' Rant** – This is sort of freeform or stream of consciousness about a topic of your choosing.
9. **Gratitude** – Give thanks for the good stuff. Appreciate the "wins."
10. **Inspiration** – Impart words of wisdom or motivation. Sometimes people are looking for a little boost.
11. **Intention-Setting** – Lay it out there. Say how you want your business or clients (or whatever) to behave or relate or what you want them to do. Declare an underlying purpose.
12. **Points of Pride** – What makes your chest puff up with pride? In a non-braggy way, share.
13. **Response to Current Events** – This can be a great way to show your biz is keeping up with what's going on in the world around it. It can let readers know your position, values, priorities.

## People & Team

14. **Interview/Q&A** – Talk to others and relay those convos via your blog. You can write this as a narrative or — even quicker and easier — as question/answer couplets.
15. **Kudos To** – Shower a person or business partner with praise and explain why they earned it.
16. **Meet the Team** - Introduce each team member in a post that's a bit more fleshed out and personal than their professional bio (that may be elsewhere on the site).
17. **Personal Profile** – Do a feature on a person who has significance to your biz or industry. This could be a mentor, advisor, innovator, historical figure, etc.

## Plans & Progress

18. **5-Year Plan** – Give a roadmap for your business's future. Call out your priorities and motivators.
19. **Achievements** – Toot your own horn! Feature milestones you've reached, awards you've won, important rankings you've attained.
20. **Aims & Aspirations** – What're your dreams and goals? Let folks know what you want to accomplish.

## Storytelling

21. **Curated Gallery** – Ideal for visual artists who speak in images more comfortably than words. Showcase your work while providing context. People respond to pictures (as a medium).
22. **Fortunately/Unfortunately** – This is a fun way to point out pitfalls of competitors/circumstances/etc. and how your biz is the answer to all these ills. It follows a pattern in which you make an “unfortunately” statement then a “fortunately” statement. Repeat until you've told a story or made your point.
23. **Imagine if....** – Explore a possible future. Fantasize about an alternate reality. Discuss how, if you change just one variable, outcomes could be better (then pitch your business as the bearer of that solution).
24. **Listicle** – Take a cue from BuzzFeed and create a list of something. It can be any number of items, just be specific. (e.g., Say “17 Reasons to Get Organic Kibble” rather than “15+ Reasons....”)
25. **Photo Essay** – Great option if you're a visual artist or storyteller of any kind. Pictures catch people's attention immediately. This is a powerful way to convey info.
26. **Round'em Up** – Rally around a well-defined topical theme. Your post should articulate what the theme is and why it matters, as well as explain why each item is special/included.
27. **Storytime** – Enchant your readers. Your goal may simply be to entertain, or to push an agenda.
28. **Today's the Day** – Write something related to a holiday, “national day of \_\_”, “\_\_ history month”, etc.
29. **Top 10** – You know this one. Run with it. Just make it relevant to your biz.

## Compare & Critique

30. **Before & After** – Show progress between *then* and *now*. Timelines and before-and-after and historical-vs-present-day pics work great in this sort of post.
31. **Comparison** – Pit A against B. Or show how A and B differ. This may take the form of you comparing your biz/product against competitors, or your products against one another.
32. **Review** – Everyone likes reviews. You've done the tedious job of researching and testing something out for them. You're giving them food for thought, saving them time or giving them direction.
33. **Trends** – Discuss patterns you're noticing. Draw a line from the trends to what they mean going forward.

## Guide, Inform, Teach

34. **Education** – Straight out teach readers something.
35. **FAQs** – Turn each A into a post that addresses the Q.
36. **Guided Meditation** – This is an awesome one if you're in the health and wellness sector! It makes for a great audio/audio-over-sound-visualization post.
37. **How-To** – Show step-by-step how to do something. Include pictures/video plus written instructions for each step. This is ideal for DIY projects, teaching software, etc.
38. **PSA, aka Knowledge is Power** – This kind of post is less about your biz and more about informing or awareness raising about a specific topic. Its intention is to serve the public good, not yours (though it can certainly offer opportunity to *also* benefit you — but that's not the main thrust).
39. **Recipe** – Another easy win for health and wellness, food and beverage, travel and culture or lifestyle businesses. Recipes can also be woven in to other content, like a recounting of a recent trip.
40. **Tips & Tricks** – Give pro tips on how to do or make something better/faster/cheaper/easier/etc.

## Customer-Centric

41. **Are You A \_\_\_\_?** – These are great posts because they immediately involve readers. They get readers to picture themselves as something or to join a “team.” Show how you can help *that* type of person.
42. **Contest** – Pitch a contest and then (in a separate post!) showcase the winners.
43. **Good Client/Bad Client** – Outline what makes an ideal customer. This can help prospects self-qualify, save you time and effort by preparing clients proactively, and facilitate account management.
44. **Marquee Customer** – Spotlight a customer who has significance to your biz. This could be a success story, testimonial, personal profile, etc.
45. **Survey Says** – Create a poll or questionnaire-based post. Great for gathering feedback.
46. **This or That** – Ask your readers to make a choice. This could be just for fun, or it could have real impact — like which features to add to your product, services to discontinue, or charities to sponsor.