blog and content ideas

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I want to read more…

The activities and ideas given to you last week were designed to get your creative juices flowing and thinking outside the box and your comfort zone. This where the real learning takes place. So many opportunities present themselves when people are outside the nice warm blanket of comfort, so I've really tried to make you think of some fresh and new ideas.

We've also started at looking at new systems to implement quickly into your business, simply designed to start driving that new business you so deserve.

WARNING: Captivating Headline Formulas That SELL! (And get you noticed!)

Your headline on your advert, blog, ebook, etc.. is the very first impression you make on a prospective customer or client. Without a seductive promise that turns a browser into a reader then the rest of your content including promotional materials/articles/email subject lines / Facebook or social media posts may as well not even exist.
The question is: “Are you applying proven formulas to create powerful headlines / social media posts/email subject lines that draw your prospects in or are you taking a haphazard scattergun approach?”

The more captivating your headlines, the more your chances of converting readers into paying customers increase. And then they start their journey and experience with your company.

Today’s programme provides you with some ‘proven’ and highly ‘potent’ headline formulas that you can utilise on your sales pages, in your brochures, email campaigns, articles, promotional materials and social media updates to ensure you get noticed each time, every time. I use ' ' because these are some of the basic ones...but I'm sure you've got some great ideas!

Take a look at the following list to ‘FAST TRACK’ your process of creating captivating headlines. After reading it, and with the ideas you had in the last section, sit down and create 20 + headlines for each product/service that you sell.

From the list of 20, cull it back to the top 3 that stand out most for each

product/service.
By having a list of headlines that you can come back to constantly, you free yourself up by saving time to re-create the wheel each time you need to come up with a marketing campaign.

Put them on your tablet, on a board above your desk, on post-it notes, anywhere that you're going to write from. You will be surprised where the urge to write hits you!

Not only that, but you also collect a list of headlines that you can test and measure to work out which ones make you the most money and generate the greatest response... because of this my friends you will find the 'REAL' money in your business.

Captivating Headline Formulae:

The 9 Most Powerful Secrets for...
The 3 Most Powerful Secrets for Overcoming Your Fears
The 5 Most Powerful Secrets for Getting a Promotion

7 Early Warning Signs that...
7 Early Warning Signs that You Are About To Have a Heart Attack
7 Early Warning Signs that Your Staff Are Stealing From You

See How Easily You Can...
See How Easily You Can Make More Money in 24hrs or Less
See How Easily You Can Co-ordinate Your Wedding Whilst Keeping Your Sanity

WARNING...
WARNING: Your Business Will Go Broke If You Don't Do This One Thing
WARNING: Your Website Will Cost You Thousands
In Lost Revenue If You Fail To Optimise It For Google

Who Else Wants...
Who Else Wants To Make An Extra $10,000 Within The Next 90 Days?
Who Else Wants To Lose 10kg's In The Next 14 Days?

What Everybody Ought To Know About...
What Everybody Ought To Know About Having the Life Of Your Dreams
What Everybody Ought To Know About Building a Successful Business

Don’t Go To Sleep Tonight Until You...
Don’t Go To Sleep Tonight Until You Discover How To Save Thousands in Bank Fees This Year Alone
Don’t Go To Sleep Tonight Until You Learn This One Marketing Technique

That Will Transform The Way You Market Your Business Forever

The Secret of Making...
The Secret of Making A Living From Social Media
The Secret of Gaining More Energy, Health And Vitality In Less Time Than Ever Before

Do You Make These Mistakes...
Do You Make These Mistakes In Marketing
Do You Make These Mistakes With Your Health

Why Some People Almost Always...
Why Some People Almost Always Make Money From Online Product Sales
Why Some People Almost Always Close More Sales Than Others

How Often Do You Hear Yourself Saying: “
How Often Do You Hear Yourself Saying: “My Bank Balance Is In Arrears!”
How Often Do You Hear Yourself Saying: “No, I Don’t Have The Time!”

Whose Fault When...
Whose Fault When Websites Fail?
Who’s Fault When the Deal Falls Over?

And remember, the more impactful your headlines are, the greater your chances are of attracting ‘HOT’ prospects that are ready to buy.

Not to mention, attracting the attention of TV and radio producers, journalists and editors to receive major features that put you in front of hundreds of thousands of prospective customers ready to buy what you have to sell.

Dive into this task with sheer abandonment, because it will make you money when you combine it with ‘Building the Need’ and capturing their attention. It's your first step to getting noticed!!

Blog Ideas and Tips

Start with a working title. Before you get into the nitty-gritty of coming up with a perfect title, start with a rough draft: your working title.
What's a working title, exactly? A lot of people confuse working titles with topics. Let's clear that up.

Topics are very general and could yield several different blog posts. Think "raising healthy kids" and "kitchen storage." A writer might look at either of those topics and choose to take them in very, very different directions.
A working title, on the other hand, is very specific and guides the creation of a single blog post. For example, from the topic "raising healthy kids," you could derive the following working titles:
"How the Right Nutrition Can Strengthen Your Kids' Bones"
"A Parent's Guide to Promoting Your Child's Social, Emotional, and Behavioural Well-Being"
"X Recipes for Quick & Healthy Dinners Your Teenagers Will Gobble Up"

See how different and specific each of those is? That's what makes them working titles instead of overarching topics. It's also worth noting that none of those titles are perfect -- they should just be specific enough to guide your blog post. (We'll worry about making it clickable and search-friendly later.)
Here are 100 MORE ideas…..

Ideas for "Best of" posts:

1. The best blog posts you've read the past week or month – with links.
2. Writers (or authors, teachers, industry leaders, philanthropists) who inspire you.
3. Your favourite blogs. Example: 5 Blogs You Need To Read TODAY!
4. Helpful tools and resources you depend on.
5. Your favourite (or most-viewed, or a group of related) posts from your blog.
6. Who to follow on Twitter (Facebook, Pinterest, whatever) – and why.
7. The best free apps online.
8. Links to articles on a particular topic – "what people are saying."
9. Best tutorials on a subject of interest to your readers.
10. A mash-up of all guest posts, interviews, etc. where you've been featured on another blog or website.

Ideas for personal essays:

11. Childhood memories, like this: Training Wheels.
12. Critical life events or choices that have shaped who you are.
13. Places you've lived or buildings you've lived in, and who you "were" at that time.
14. What you gained – and lost – by taking a risk.
15. What you learned from a big disappointment.
16. What inspires you, or what makes you crazy (no rants).
17. Share a goal and outline how you plan to achieve it.
18. Regrets and how you'll avoid them again – funny or inspiring only!
19. Write the eulogy you aspire to be read at your funeral. 20. Write a letter to your child to read after you're gone.
21. Give up something – TV? Wine? Starbucks? – and share how you handle it (or don't).

Ideas for general interest posts:

22. Photo montages – from your past, from your hometown, from a family reunion.
23. Pets' antics.
24. Travelogues – highlights, lowlights, hopefully with photos.
25. A free short story, novella, deleted chapter, character sketch, or book club questions for your work. YOUR work. Yours. Written by you. Again: don't give away anyone else's work without their permission.
26. Keywords visitors use to find your site – this could be entertaining!
27. Any and all projects you're launching or involved in.
28. A song playlist for your novel, or tunes that correspond to the seasons of your life. You can share links to purchase the songs, or not.
29. If you're an author, generate a series of articles that explore non-fiction topics you write about in your fictional work.
30. If you tried something new and wrote about it on your blog a while back, update readers and let them know the results.
31. True stories that would make great novel plots – but maybe not if you're going to use them!
32. Link to inspiring TED talks and share your takeaway.
33. Infographics are hot on nearly every social media platform and I hear they get a higher percentage of shares than a regular post.
34. More ideas here: 52 Types of Blog Posts that Are Proven to Work.

Ideas for how-to posts:

35. Any step-by-step guide. Example: How to set up a free WordPress blog.
36. How to approach high-profile bloggers to request a guest post.
37. How to navigate a specific social media platform.
38. How to create free Infographics.
39. How to make a killer cocktail – or enchilada, or vegan meal, or homemade dog food.
40. How to kill (fictional) people. Ha ha ha!
41. How to research keywords for effective blog post SEO.
42. Try a funny tutorial, or explain how not to do something.
43. For more ideas, check out 'HOWCAST', The best how-to videos on the web.
44. For even more ideas, check out …

Ideas for interviews:

45. Interview readers and/or highlight typical readers/visitors to your blog.
46. Interview industry experts.
47. Interview individuals with a particular expertise.
48. Interview ordinary people who have mastered a specific skill.
49. Interview other bloggers.
50. Interview vendors who can explain their product or provide tips for its use.
51. Interview someone with an interesting position/opinion.
52. Interview people you interviewed as research for your book.
53. Interview and profile another author/writer.
54. Could be fun: Contact and interview a favourite teacher who thought you wouldn't "make it," or one who knew you would.
55. Interview partners and team members.

Ideas for list posts:

56. A list of 100 activities anyone can do when they're bored.
57. A list of 100 blog topic or writing prompts – (lol!).
58. A list of your favourite books of all time and why they made the list.
59. A list of all the things that make you happy – this better be a long one.
60. A list of benefits gained by attending a conference.
61. A list of steps you'll need to cover before you move (or publish a book, or start a blog, or open a restaurant).

62. A list of things to do to improve a specific skill.
63. Your personal lifetime bucket list, or your goals for the month or year.
64. List things you'll never do again.
65. List your Life's Most Awesome Moments.
66. A list of questions readers should ask before they _____ (fill in the blank).
67. The pre-publishing, pre-move, or pre-back-to-school checklist you swear by.
68. Need more ideas? There are plenty here: The Big List Of 100 Tools, Tips And Tricks To Work More Efficiently.
69. This list + photo post is fabulous. Use your own topic and emulate it! 41 Camping Hacks That Are Borderline Genius.

Ideas for opinion and predictions pieces:

70. Link to a news article and share your opinion about current events.
71. Link to another blog post and offer additional info, or continue the discussion.
72. Pose a question, comment, or scenario designed to inspire debate.
73. What will your industry look like down the road? Example: 6 Publishing Trends That Benefit Readers & Authors
74. Does giving away stuff on your blog work to increase subscribers or readership?
75. Read trend pieces and write your take on one.
76. Interview several different peeps and post their opinions on a topic. Print Vs. eBook – What's Your Opinion?

Ideas for recap articles:

77. Recap a conference or a specific conference session.
78. Recap a free webinar you've attended.
79. Recap a class or training.
80. Recap what you learned from a personal coach or mentor.
81. Recap what you've learned about travelling – good and bad.
82. Recap your experience as a volunteer.
83. Recap your foray into a new field or skill.
84. Recap your recent job or residence move – what can you share that others will learn from?
85. Recap a social blunder – oops, wait, maybe this is a personal essay.
86. Recap your personal research on a specific subject.

Ideas for reviews:

87. Books and movies.
88. Free tool or resource reviews.
89. Product reviews.
90. Software reviews like this post about Scrivener.
91. Share Amazon reviews of your own work.
92. Vendor reviews of businesses involved in your industry. 93. Include a review in any recap you do of classes, pieces of training, conferences.
94. Review any how-to/tutorial post – and improve on it.

Ideas for media posts:

95. Mp3 files, podcasts – example: Blog Talk Radio interviews.
96. Talks and/or roundtable discussions on Skype.
97. Narrative videos (you need to comfortable with the camera).
98. PowerPoint presentation video + commentary as you talk viewers through the presentation.
99. Videotaped interviews.
100. Webinars.

For the sake of this post, let's say we've decided that our working title is "X B2B Companies Using Facebook in Cool Ways."

Stay accurate

Accuracy is critical when trying to finesse a title. Why? It sets clear expectations for your readers. While I'm sure lots of people would love to click into a post that said: "10 B2B Companies Killing Facebook So Freaking Hard They Don't Need Any Other Marketing Channel" ... it's a little bombastic, no?

Unless, of course, you truly did find 10 B2B companies rocking Facebook that hard. And you could confirm that all 10 of them had stopped using other marketing channels.

First and foremost, your title needs to accurately reflect the content that follows.

If you remember nothing else from this blog post, let it be this: The most important rule of titles is to respect the reader experience. If you set high expectations in your title that you can't fulfil in the content, you'll lose readers' trust.

Clickbait is everywhere nowadays -- so it's more important than ever to serve your audience by accurately describing the piece inside. With titles,

it's best to under promise and over deliver. So if you're choosing between uber-compelling and accurate, choose accuracy every time.

Accuracy encompasses more than just hyperbole, though. With the example working title above, you'd also want to confirm all of the examples are, indeed, B2B. Or even that they're all companies -- instead of, say, individual bloggers that target B2B audiences. See what I mean?

Make it sexy

Just because you have to be accurate doesn't mean you can't find ways to make your title pop. There are a lot of ways to make a title sexier:

- Have some fun with alliteration. The title and header in this blog post, for instance, play with alliteration: "Foolproof Formula" and "Writing Wonderful." It's a device that makes something a little lovelier to read, and that can have a subtle but strong impact on your reader.
- Use strong language. That's what we did with this title. Strong phrases (and, frankly, often negative ones) like "Kick-Ass," "Things People Hate," or "Brilliant" pack quite a punch. However, these must be used in moderation. As one of my coworkers likes to say, "If everything is bold, nothing is bold."
- Make the value clear. Presenting the format and/or contents to a reader helps make your content a little sexier. That's why we'll often use brackets at the ends of titles to denote format and content, like [Infographic], [Free Ebook], or, in this post, just "A Simple Formula" at the beginning of the title. Templates tend to be particularly powerful for CTR: We found that adding "[Template]" to our titles got the most average views of all bracketed terms.

All of this hinges on understanding your core buyer persona. You need to find language that resonates with them and know what they find valuable. Your titles might not resonate with some of your readers -- but if they resonate with your core buyer persona, that's the most important thing.

So, how might we punch up our accurate-but-boring working title, "X B2B Companies Using Facebook in Cool Ways"? Here are some options:

- "10 B2B Companies With Brilliant Facebook Pages"
- "Think Facebook's Just for B2C? These 10 Companies Will Change Your Mind"
- "Facebook for B2B: 10 Companies That Could Teach You a Thing or Two"

I like that first title the most because it's simple, succinct, and has two sexy components. First, "Brilliant" is a very positive, yet strong word. Who doesn't want to be brilliant?

Second, I know many of the B2B marketers we talk to believe Facebook is more geared toward B2C companies, though they'd love to take advantage of the platform if they knew how. A post that positions two things commonly disassociated with one another -- Facebook and B2B -- adds some great value. Third, it has a nice alliteration with "B2B" and “Brilliant."

Try to optimize for SEO

I say "try" because sometimes, trying too hard to optimize for SEO can make your title sound strange. If you can optimize your titles for search, that's great -- but clarity should always be your primary goal. While keywords are important, it's more valuable to have a headline that gets clicked and shared frequently, which can have a positive impact on its ranking on search engine result pages.
I think we can optimize our accurate-but-sexy title without compromising clarity, so let's try to make it a little more SEO-friendly. I would do something like this:
"10 B2B Companies with Brilliant Facebook Marketing"
Why? Because I'd rather rank for the term "Facebook Marketing" than "Facebook Pages “
And as long as my content talks about the companies' marketing and not just their Pages, I'm still being accurate. It's a subtle tweak but retains both the accuracy and the sexiness of the title.
I'm going to move forward with the title above, but it's worth noting that keywords do really well in search when they're placed at the front of the title. So if I was particularly interested in getting this post to rank for the term "Facebook Marketing," I might choose to reorder the wording to something like this: "Facebook Marketing Examples: 10 B2B Companies You'll Want to Follow." That way, users searching for "Facebook Marketing" see right away that that's what my post is about.

Keep it short.

There is no one-size-fits-all answer to how long or short your title should be. It depends on what your goals are and where your headline will appear.
Do you want this post to rank really well in search? Then keep the title under 65 characters so it doesn't get cut off in search engine results.
Are you trying to optimize your title for social sharing? For it to be tweetable, you won't want to exceed 117 characters. (That's the 140

character limit on Twitter, minus the 22 characters a URL takes up in a tweet, minus one for the space between the title and the link.) I recommend testing out headline length to see what works best for your particular audience.

I try to shoot for 70 characters or less in my titles so they don't get cut off in most emails and search engine results. Do I always hit that on the dot? No. But it's a good threshold to keep in mind.

At 50 characters, our current title, "10 B2B Companies With Brilliant Facebook Marketing," is short enough. But if I wanted to shorten a title a bit, I would simply try to rephrase it and cut out extraneous words.

For instance, I might do something like this:

Before: Think Facebook's Just for B2C? These 10 Companies Will Change Your Mind

After: Think Facebook's Just for B2C? 10 Companies That'll Change Your Mind

Try sounding out the title in your head to make sure it's easily digestible for your readers. The less of a mouthful you can make your titles, the better.

Brainstorm with someone else.

Once you've refined your title using the tips above, it's time to come up for air and connect with another human. Title brainstorming is an essential part of the process.

The other person will then help to refine that title even further, or suggest other title angles. After several back-and-forths, you will agree on the title that's accurate, sexy, concise, and SEO-friendly. While that seems like a long time, it's essential to put your best foot forward with each post you publish.