

20 Ways to Get Ideas for your Next Blog Post



By Nicole Dean

About the Author



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, guess what? She's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

Here are some of the things people have said about Nicole:

If you're looking for THE go-to gal who knows her stuff and gets things done, then you NEED Nicole.

I've worked with her as a JV partner as well as her customer and friend, and I can honestly say: Nicole is the real deal. She's incredibly friendly, hysterical, and one of the best internet marketers around.

Without doubt, I wholeheartedly recommend everything she does!

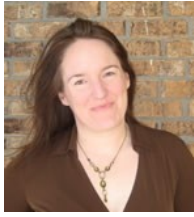
-Ronnie Nijmeh, PLR.me ([click to listen to an interview with Ronnie](#))

--- --- --- --- --- --- --- --- ---
Nicole and I have become fast friends, and in addition to being an all-around fun person to hang out with... Nicole is truly brilliant. We talked for hours, shared resources, and even hung out here in my home office (where she totally raided my book shelf!

Nicole is one of those people that practices what she teaches. She is a niche affiliate marketer, and a true online business owner, managing multiple websites in a wide variety of niches. She has a strong sense of integrity, a smart way of doing things, and personally... I pick her brain every chance I get!

-Lynn Terry, ClickNewz.com ([click to listen to an interview with Lynn](#))

How to Get Ideas for your Next Blog Post



Hi. I'm Nicole Dean and I'm doing a crazy marketing ploy called "[Nicole Dean's Online Success Blog World Tour](#)".

To explain it simply, I'm hopping from blog to blog all summer long, spending a week at each blog, sharing marketing advice and tips from my years of experience online.

Who am I and why should you care?

I knew you'd ask that. I'm an Affiliate Marketer, Content Expert (focusing on viral marketing and repurposing your content), and am Affiliate Manager for [Jimmy D. Brown](#) (my mentor and friend). I've been earning an income online since 2005 and am continuing to grow each year. At this point, both my mom and my husband work for me and I'm proud of the fact that they have the flexibility to be in charge of their own lives and how they spend their time.

How will you benefit by reading my blog posts this week?

I've compiled a list of many ways to get inspiration for your next blog post. Some of them you'll love. Others, you might think stink. But, if you feel uninspired about blogging, this week is for you.

Today, I'll get started with finding hot topics quickly and easily.

Here are some of the easiest ideas.

1. Article Directories.

Most article directories like [EzineArticles.com](#) list "popular articles in this category" at the end of each article. Don't believe me? Go to [EzineArticles.com](#) and go to your category. Click on an article. Scroll down. Find it? There you go. That tip alone should give you enough blogging power for the next few months.

2. YouTube.

Another great content site, [YouTube.com](#) (and the dozens of other video directories) are a fantastic place to find ideas for your next blog post – or just copy/paste content for your next blog post.

When you get to the site, just search for some of your keywords in their search bar. Voila. You can choose to embed those videos into your blog posts and write a summary above or below the video – or just use the video as inspiration for you own blog commentary.

- If you'd like to embed any of my videos on your blog, just go to [Nicole Dean's Free Reprint Content](#).
- To embed Mike's go to [Mike Paetzold on YouTube](#).

3. Blog Talk Radio.

If you haven't been to Blog Talk Radio yet, you're in for a treat. It's a podcast site that lists "online talk radio" shows that you can listen to on demand for free. Again, search for keywords in your niche like "fantasy football" or "triathlon training" and you'll find podcasts to listen to and, just as importantly, ideas for your own blog. If you enjoyed the show on Blog Talk Radio, you can even link to the episode as reference (and I do recommend it).

- [Listen to Mike on Blog Talk Radio!](#)
- [Listen to Nicole's Podcast](#).

4. Google.

I'd better include Google right away, since they're the big guy on the 'net. Search for your keyword or keyphrase along with the terms above "parenting video", "parenting podcast", "parenting articles" – and you'll never run out of ideas.

Well, guys. I'm sitting in an airport writing this, and I've got to get on my flight, so I'm going to wrap up this first blog post. I have plenty more ideas coming your way. I promise. 😊

Your homework?

Run through the list above and jot all of your ideas into a notebook (pen and paper) so you can start an idea journal. Then, you can pull that journal out whenever you blog so you don't feel the pressure to be brilliantly creative every day that you blog. (It works!)

I'll be back tomorrow with more. Let me know what you think.

Warmly,
Nicole Dean

Responses to "How to Get Ideas for your Next Blog Post"

1.  [Julie Bartkus](#) says: Hi Nicole,

Great tips. I heard you on an interview with Bob Jenkins and really loved the info you offered as well as your enthusiasm. Keep it up!

You offered some great ideas for getting ideas for blogging. What do you think is the best way to get your blog known to others? And any tips for organizing – or using outside help to organize content you write? Okay one more question – - do you have any tips for

getting writing projects done quickly. I've been feeling like I need a project manager to come up with deadlines for me and to help format the content.

Thank you, Nicole. I look forward to reading future blogs.

Julie Bartkus



2. [Doug Champigny](#) says: Great post, Nicole!

Inspiration for articles, blog content, site content etc. is all around us every day – some can pull from that, others from experience, and all can use the resources you've mentioned.

Looking forward to the rest of your posts this week – hope Mike enjoys the break, just not too much! 😊



3. [Lonnie Minton](#) says: Hi Nicole, I look forward to your posts on Mike's blog this week. You started off with a bang so it looks like the week will be a good one. Thanks for the ways to get inspiration for your next blog post. Sometimes it's hard to figure out what to write about. Your list provides a place to start looking for ideas. Thanks.



4. [Earl Netwal](#) says: Thank You. You know I know all of this, but haven't been doing it and frankly my blog posts have been suffering. I will put these ideas to work starting today.
.-= Earl Netwal



5. [Joel Osborne](#) says: Great ideas Nicole!

I sometimes have a hard time thinking up new blog post ideas, so thank you very much for these ideas.





6. [Andre Arnett](#) says: Enjoyed your first post and looking forward to the rest of the week. Those are some really good places to find inspiration for those of us that have a hard time writing. Will be looking out for some other helpful tips. Thanks.
.-= Andre Arnett



7. [Angie \(Losing It and Loving It\)](#) says: As usual, great post Nicole! I especially like the YouTube tip because I actually did that just this morning to get some ideas for a blog

post. I'm not familiar with Ezine articles so I'll have to play around over there. It's been fun following your tour.

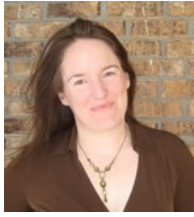
8.  [Luca Di Nicola](#) says: Hi Nicole,
Nice to see you writing here on Mike's blog. Yes, I do know who you are and I know why people should care. Thanks for the post, I'm looking forward to the others as well. These are all great tips that I need to work on – thanks

9.  [Brett McElhiney](#) says: Great post Nicole!

Looking forward to going through the rest of your guest posts here on Mike's blog.

Looks to be a great series and looking forward to reading the rest of the posts. I can always use ideas for putting out more blog posts.

How to Get Ideas for your Next Blog Post, Pt 2.



First of all, I'd like to comment on how very responsive this blog has been. Thank you for all of your comments! Please keep them coming. I see lots of familiar names over here. Doug & Joel & everyone ((waving to you!))

Today I'll move on to one of my favorite sayings "Find out what works in your business. Do that more." and the opposite is true, of course. "Find out what doesn't work. Stop doing that!"

How does that apply to generating blog ideas? Simple.

Here are some of the easiest ideas.

5. Listen to your Blog Stats.

Find out which of your posts gets the most traffic and use those posts as inspiration for writing an entire series on the topic — IF, and only IF it's related to your niche and there's a way to monetize it in some way.

If you're unsure how to read your web stats, it's actually quite easy.

1. Log into your hosting panel. It's normally www.yourdomain.com/cpanel (or something similar).
2. Once you're in, look for "web stats".
3. Click on Awstats which are my favorite.

OR you can utilize the power of Google by setting up Google Analytics.

OR you can use a plugin that displays your most popular posts on your blog so that not only you, but your readers, can view which are the most popular blog posts. I'm not seeing it on Mike's blog (perhaps I'm missing it?) but I have it on mine and you can view it here at the bottom of this web page: [Bird Diapers & Bird Costumes: Weird Niche Wednesday](#).

Either way, you can easily see which of your web pages are the most viewed each month. A quick peek into your stats will tell you what your market is reading. Use that information to create more content about that topic.

6. Most Commented Blog Posts.

If you listen to your readers, they'll TELL you what they're interested in. And, actually, you can use this tip even if you are on a competitor's blog. Look at blog posts that are most commented and you'll find hot topics that you should consider writing about.

7. Most Active Forum Posts.

Hang out on a forum in your niche? Find hot hot hot posts and use those as inspiration for your next blog post. Obviously the topic is hot or it wouldn't get such a response.

Your homework?




Check back through your stats for the last 6 months and look for which blog posts had the best response, both with traffic and comments. Also keep an idea notebook on your desk and jot down a note any time that you are reading a blog or forum and see a very interactive discussion. That may just be your next great blog post.

I'll be back tomorrow with more.

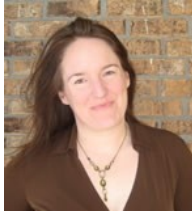
Warmly,
Nicole Dean

PS. Want to earn more in affiliate commissions? You *can't fail* with these ideas → [Affiliate Payraise](#)

Responses to “How to Get Ideas for your Next Blog Post, Pt 2.”

-  [Doug Champigny](#) says: Another great post, Nicole – keep ‘em coming! One further suggestion re: your busiest posts... I love the stats you get from MyBlogLog, showing where the traffic came from, what pages had how many viewers, and what links they clicked to leave your blog. Their monthly reports are invaluable to me, both to see what people are reading about and which (if any) non-monetized links on my blog are draining my possible earnings, but also because I can see & target the sites that are sending me the most referrals!.
-  [Joel Osborne](#) says: Another set of amazing ideas! I think these are things we often forget to do when finding new ideas. Looking at what your market is telling you is one of the easiest things to do, yet we usually tend to go for the complicated route using tools and sites to figure it out.
.-= Joel Osborne
-  [Damien Riley](#) says: Great posts. I like the “most commented” radar only most of my highest commented posts are snippets from an article or something like that. We aren't sure if those are the favorites. Still, it's an interesting barometer.

How to Get Ideas for your Next Blog Post, Pt 3.



Today, I'm going to talk about your mailing list and lists in general. You do have one of those, right?

If you do, but they aren't profitable — or if you don't yet, go right now and grab this free report:



[Six Steps to Six Figures with List Marketing.](#)

It's quite good.

ok. Let's move ahead...

Here are some more tips for generating ideas.

8. Track your email results.

If you're tracking your open rate in your newsletter & promotional emails, you'll quickly find what your list members are most interested in hearing about by which emails are opened and which links are clicked upon the most. Obviously you'll want to take those topics and write lots more and post it to your blog.

9. Sign up for your competitors' lists.

Now, don't sign up with your main email address, unless you set up the promotional emails to filter to a special folder. You don't want your competition interrupting your work day or weakening your self-confidence during the day. But, you do want to keep an eye on trends to see what's up and if they're talking about a topic that you think your readers would like to learn more about, too.

10. Ask your readers.

You've got a list. You want those people on your list to like you and buy from you, right? So, ask them what they'd like to hear more about. Survey them with a tool like SurveyMonkey.com or EasyInternetSurveys.com or any of the other great free services and find out. Then, offer them more content based around that topic.

Warmly,
Nicole Dean

PS. I'm not sure if you've seen these yet, but they crack me up! Click on the graphic below and you'll find 15 Internet Marketing comics to enjoy. 😊 See you tomorrow with more.



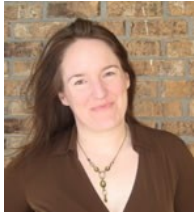
Thanks so much for reading!

Responses to “How to Get Ideas for your Next Blog Post, Pt 3.”

1.  [Joel Osborne](#) says:

Surveys are a great idea! I have done a few of them, and it's always neat to see what information comes out of it in the end, often different from what I would have imagined.

How to Get Ideas for your Next Blog Post, Pt 4.



Hi. So far we've covered 10 ideas and they should give you enough blog content ideas for the rest of the life of your blog.

11. RSS Feed Swipe File.

This idea came from my friend, Susanne of HillbillyHousewife.com – Set up a Google reader account which is a RSS feed reader/aggregator. Then, go and sign up for the RSS feeds for several competing sites. (If you don't know of any competing sites yet, the feed reader will allow you to search for them.) Then, log into your feed reader any time you need ideas for a blog post. Alternatively, you can log into the feedreader once per week or per month and jot those ideas into your idea notebook for later.

12. Magazines & Books.

Both magazines and books are huge resources for blogging. Just because they aren't "online resources", it doesn't mean that they can't give you lots and lots of ideas. Start by finding magazines and books in your niche and go through their table of contents to generate ideas.

I love doing this because it gets me out of the house to Barnes and Noble where I can grab a cup of coffee and relax for awhile while doing research. Of course, I could go through the table of contents online at Amazon.com but that's not nearly as much fun. (Don't forget to jot them down in your notebook!)

13. Yahoo Answers.

Have you been to Yahoo Answers recently? It's a treasure trove of questions that people have about just about any topic. Now the site is basically the clueless leading the clueless, so I wouldn't recommend actually taking advice from anyone posting answers there, but it's a great research tool to come up with blog ideas that you can write about.

14. Google Alerts.

My friend Tracy of LoveImpossible.com suggested this tip. Set up a google alert for just about any keyword, URL, or person's name. It can be a topic you're interested in, your competition's website -anything! and you'll (tada) get an email alert any time that term is posted online anywhere. The alert will lead you to blogs that are posting about items of interest to your niche which can jumpstart your brain to a multitude of ideas.

Don't forget to add a Google alert for your own name & sites to see what other people are saying about you and then use those blog posts to get the ideas flowing.

15. PLR Packs.

I love PLR. (For those who don't know, PLR stands for Private Label Rights and is usually referred to in regards to content in internet marketing.) What that means is that you can buy PLR articles affordably and use them on your website or blog. You can edit them as

much or as little as you want (I recommend editing more than less) and use them to speed up your blog posting.

How I use PLR articles is to grab a paragraph and see if it gives me inspiration for a blog post. If so, I may use that one paragraph as a draft and build from there. Another option is to just go through the titles of the PLR articles on your hard drive and see if any of them give you an “ah ha” moment to help you to begin writing.





Speaking of PLR articles and reports, here’s a great resource that you will most certainly like: click here → [Top Quality PLR](#).


I’ll be back tomorrow with more. Please keep sharing your ideas.

Warmly,
Nicole Dean


PS. If your blog isn’t earning you the type of affiliate commission that you’d like, this report can help [Affiliate Payraise: 27 Ways to Increase your Affiliate Commission](#) – check it out!

Responses to “How to Get Ideas for your Next Blog Post, Pt 4.”

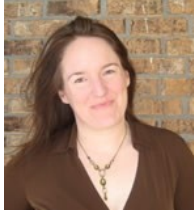
1.  [Earl Netwal](#) says: Another source of ideas from a table of contents comes on Amazon. Find a book in your niche. Amazon frequently has the first several pages of books available to read, including the table of contents. Scrolling through several such books can provide a good set of topics to delve into.
2.  [Joel Osborne](#) says: Good ideas! I like your magazine idea, since our blogs and newsletters are basically the same type of content, I think they are a great way to find new ideas.
.-= Joel Osborne.
3.  [Damien Riley](#) says: I agree, Yahoo! Answers has some great stuff to stimulate ideas.
4.  [Luca Di Nicola](#) says: Hi Nicole,
Great ideas as always. I love to shop at Chapters bookstore and just walk through the different departments. Lots of ideas to choose from. Thanks for the tip about Google Alerts and RSS feeds – 2 areas that I need to investigate more.

5.  [Doug Champigny](#) says: You really are a great wealth of helpful information, Nicole – to say nothing of the great PLR packs you offer online. Thanks for the great series of posts this week – good thing Mike’s a top-flight blogger or his regular readers would feel a letdown when you’re gone!

Of course, maybe he could keep putting your picture up there to keep us cheered up... 😊

6.  [Lonnie Minton](#) says: Nicole, This has been a really good series. I’m glad that Mike invited you to be a guest on his blog. You are providing some great tips for making blog posts. Thanks
.-= Lonnie

How to Get Ideas for your Next Blog Post, Pt 5.



I'm wrapping up the series today.

16. Customer Support Questions.

Every single question that you get from a customer should make you ask yourself “Is this an issue that I should write about on my blog and/or add to our frequently asked questions page?” That will not only inspire blog posts ideas, but help you better address questions that your visitors may have that are preventing them from buying — or that you can turn into a marketable ebook to sell. (Here's a great guide to help you write and sell [small reports for profit](#).)

17. Refunds.

Just like #16 above, you can take a negative experience like getting a refund request and turn it into a positive. All you have to do is use the objections that you receive in the refund request as inspiration for your blog. If the customer said “I'm returning this because the bird costume doesn't fit” then write a blog post about “how to size your bird for a bird costume”. If you can overcome the objection on your sales page — and in a blog post, you can use their refund request to make money for you for years to come.

18. Cross Blog Conversations.

A cross blog conversation works like this:

- You ask a fellow blogger a question on your blog.
- Notify that blogger about your question.
- That person answers the question on his/her own blog and ends with a question for you.
- You answer the question on your blog and end with a question for the other blogger.

And, it can go on ... and on... and on... as long or as short as you'd like.

This is a brilliant strategy that I've used on a number of occasions to get exposure on other blogs.

You can see one of my favorite posts here: [How I plan to Double My Income](#).

19. StumbleUpon and Digg.

If you're not using StumbleUpon and Digg yet, you're totally missing out on my favorite tool for watching what's hot (and you're missing out on boatloads of traffic). I love my StumbleUpon.com traffic, but I also use the site to research interesting ideas for blog posts and Twitter tweets. Check out the site.

20. Twitter.

There's a cool twitter search at <http://search.twitter.com/> that'll help you to find out what people in your market are talking about. Whether you're in the frugal housewife niche or if you're [helping marketers to outsource](#) the research is invaluable.

Speaking of Twitter, please follow us. We're good peeps!

- [Follow Mike on Twitter.](#)
- [Follow Nicole on Twitter.](#)




I could go on all day with this topic, but I have to give Mike back his blog. 😊 I do hope that you've enjoyed this series as much as I have. Thank you ALL for your comments and thanks for reading.

Warmly,
Nicole Dean

[Nicole's Blog & Podcast](#)

PS. If your blog isn't earning you the type of affiliate commission that you'd like, this report can help [Affiliate Payraise: 27 Ways to Increase your Affiliate Commission](#) – check it out!

Responses to “How to Get Ideas for your Next Blog Post, Pt 5.”

1.  [Mike Paetzold](#) says: Thanks a lot for a great series all week. Have really enjoyed it.
2.  [Joel Osborne](#) says: Twitter is very powerful, and using it's search feature like you said is just another way that it can really pay you to use it. It's a good way to find out what people want, but also to keep track of keywords/names.
3.  [Barbara Ling, Virtual Coach](#) says: I like the cross-conversations on blogs idea... haven't tried that yet myself! I generally get inspirations for blog posts by either reading the questions asked on other forums, or seeing what ridiculous tweets I receive (which was the catalyst for my latest).