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54 Blog Post Idea Formulas

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At a loss for words?
Need a new twist to repurpose your existing blog content?

Staring at a blank screen is a writer and marketer nightmare. But as marketers, we know the value of a blog, and our content needs to keep flowing.

- Blogs are an opportunity to expand on your solutions and your expertise.
- Blogs build trust, which makes them great for building an audience.
- Blogs are search engine bait, which makes them great for SEO.

Knowing many formulas to repurpose your stories will keep your content fresh and readers interested. Just as there are many ways to repurpose content using video or graphics, there are even more ways to add a new perspective to the same material. Need a refresher about repurposing old marketing assets? (https://imagineinc-usa.com/internet_marketing/blog/repurpose-old-marketing-assets),

Download my blog post ideas ebook with 54 instant post writing formulas. Here are the eight categories of writing recipes.

1. BE USEFUL
Useful blog post ideas will establish you and your business as the authority in your niche while endearing you to your audience. Useful formulas include:
- How-To-Post
- Case-Study Post
- Problem/Solution Post

2. BE CONTROVERSIAL
Now, these can be tricky, and some require lots of brain juice.
Some controversial formulas include:
- What If Post
- Debate Post
- Prediction Post

3. BE ENTERTAINING
Creating entertaining content can be difficult, especially if you don't have a natural sense of humor. But it can be a fun blog post if you can make it work.
Some entertaining formulas include:
- Satire Post
- Cartoon Post
- Parody Post

4. BE TIMELY
Staying timely in some niches takes a commitment. But if you can find the discipline, timely information is one of the most effective types of blog content you can create.
Some "timely" formulas include:
- Survey Post
- Trend Post
- Issue Post

5. BE ENGAGING
Creating engagement should be part of every content formula. An attentive audience is an engaged audience on your blog.
Engagement post formulas include:
- Question Post
- Challenge Post
- Contest Post

6. BE PROMOTIONAL
Generally, promotional content should only appear in one out of four or more posts. Today's audience doesn't want to read sales pitches. But, some useful promotional formulas include:
- Comparison Post
- Project Showcase Post
- Company Update Post

7. BE GENEROUS
Share other talented content and people. Reviews demonstrate your self-confidence and your interest in helping prospects broaden their perspective.
"Generous" formulas include:
- Interview Post
- Link Roundup Post
- Profile Post

8. BE HUMAN
Let your visitors get to know more about you. "Be human" formulas include:
- Behind the Scenes Post
- Off-Topic Post
- Inspirational Post

If you or your company are considering adding a Blog to your marketing mix, I can help make it easy. I create blogs & blog marketing strategies. I also manage and publish blogs or teach people how to do it. Let's talk now or send me a text message with a time I can reach you.

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List Post

List posts are everywhere and for good reason — they just work.

Create a list of books, tools, resources or any other thing that your audience will find useful.

How-To Post

The How-To Post is another staple post idea.

Describe how to execute a process using images, video or audio to enrich the post. Make it as easy as possible for your visitor to take action.

Case-Study

The term case study carries more perceived value then the term article, blog post, or video.

Outline and unpack the details of something like a project, event or process.

Problem/Solution

This type of post has an easy format.
-Define a problem
-Present the solution

This post can cross over into other blog post types such as the FAQ Post, How-To Post or Checklist Post.

SAQ Post

The Should Ask Question Post is a variation of the FAQ Post.

This is a question that prospects or customers don't ask — but they should.

Research Post

Conducting your own primary research around a topic in your niche is one of the best ways to build authority.

Remember to add links to research sources.

Checklist Post

If the content you're delivering can be broken into a "checklist" it will often perform better.

People like the checklist format because it's easy to digest. Itimized content is also easy to take action.

Ultimate Guide

The ultimate guide post is just what it sounds like — a detailed, comprehensive post on a topic in your niche.

Don't skimp here — take your time and deliver the definitive post on the topic.

Definition Post

In niches where the market needs to be educated the definition post is an absolute must.

Remember, your audience has different levels of expertise so don't cut corners.

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Series Post

Look for opportunities to break a topic into a series that can be released each day over the course of a week or every week over the course of a month.

Link these articles together as you publish.

Stats Post

This post (like the research post) works best when you can use your own statistics.

That said, consider curating and pulling together stats from multiple locations to create a statistics post.

FAQ Post

Repeat questions from customers or prospects are likely topics many people are searching. FAQ's are great for key word optimization.

Create content around those topics.

Video Post

Repurpose a post in a video format. It could be a gif or series of slides or a Q & A's.

This is a great way to get extra mileage out of many pieces of your good content.

Inspirational

Some of the most effective content on the web simply inspires.

This kind of post can work well as a Story Post, Profile Post, or Quote Post among others.

Holiday Post

Some blogs go dormant on popular holidays while others use the opportunity to deliver well-wishes to their audience and display their humanity.

Personal Post

Some of the best content on the web is created by a content creator that lets their guard down by delivering a deeply personal experience that the audience can relate to.

Behind the Scenes

This works especially well if you have a loyal following. They will enjoy seeing what goes on behind the scenes of the content that you create.

It can be a good How To as well.

Off-Topic

This can be risky, but if you have a loyal following that has become accustomed to you covering specific topics — this kind of posts can shock them and receive a great response. Test it.

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Rant Post

Show your human side by revealing your passion and anger about a topic relevant to your audience.

It's not for everyone, but the right blog and the right audience will respond well to a rant.

Profile Post

Write a profile of an influential person in your niche.

Be tell them via email, phone call or social media that you have profiled them – this way they will have an opportunity to share it.

Crowd

Bring multiple influencer's together to answer a single question in short form.

When you get 10 influencer's to give you 100 words each on a single topic you've got a powerful blog post.

Interview Post

It's surprising how willing influential people are to give you an interview.

The easiest way to interview is through audio – all they have to do is call you and start talking.

Link Roundup

This type of post can work well publishing once a month.

Curate, link to, and provide an overview of multiple pieces of content that your audience will find valuable.

Quote Post

People love quotes from influential people. Pull together quotes from multiple influencer's across a specific topic.

Be sure to notify them about your post where appropriate.

Web's Best

The Best Of The Web Post often includes content, tools and other resources that you have curated. Be sure to add an overview or description along with the links.

Contest Post

Creat a fun contest using shortstack.com or kickofflabs.com. Promote the contest on Social Media.

This post can work well as a series with updates being made featuring contest results.

People to Follow

Curate a list of influential people. Describe how they might be of value to your audience and provide links to connect with them through their website, social media channels, books, etc.

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Aggregator Post

Content aggregator is a hybrid form of the list post that uses other people's content. Find the most socially viral content on a given topic and aggregate it into one post. The key here is current & viral.

Comparison Post

Create a post that compares your product to competitive solutions. Only one out of so many posts can be promotional.

To build trust, include cases where your product IS NOT the best.

Project Showcase

Use your blog to outline a specific project you or your organization is working on currently or has completed.

Show the process and share results where possible.

Company Update

Use your blog to let your customers and prospects know about new projects, new employee hires, acquisitions, or major contracts.

Presentations

Repurpose and expand on elements of your presentations that contain interesting and valuable content for your audience.

Consider turning Power Point slides into a gif or slide show.

Best Of Post

Create a blog post that pulls together the most popular posts you have published. Create an overview of each with a link to the original.

The internal linking is great for SEO.

Product Update

If you have fans of your products and services you might be surprised at how well a post on new product/new feature announcements will do on your blog.

Your update might even attract new prospects.

Product Tips

This post type is both promotional and useful as well as powerful for the right blog.

Create content that helps your customers be more successful with your product or service.

What If Post

This type of post speculates on what would happen if…

The success of this type of post rests on your ability to choose a "what if" that is interesting and debatable.

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Debate Post

Use your blog post to present one side of a debatable argument.

Or fintd someone that disagrees with you and present both sides in the same post.

Attack Post

Be careful with his one. Picking a fight with a person or organization, will force your audience to choose sides.

This type of post when done right, will create enemies of some and die hard fans of others.

Prediction Post

If you take a debatable and speculative approach to a topic, a prediction post can get a great response.

It helps if you have expertise about the subject.

Reaction Post

Unlike an attack post, use your blog to react to a current event or content created by someone else.

This is similar to a review of a blog post, book, presentation, or news event.

Embed Post

Find an embeddable video (i.e. YouTube), Slideshare deck, or Infographic. Aim for content that is already popular.

Embed it in your blog and include your perspective. Done.

Story Post

Create content that tells a story that would be entertaining to your market. This is another opportunity to repurpose old content.

This type of blog post could also become an informative series.

Satire Post

Be humorous using irony or extreme exaggeration. This could be an alternate story direction or a comment about a current trend.

This works best with timely issues such as politics or sports.

Cartoon Post

This type of post works well as a series.

Create weekly or monthly cartoon posts that make your audience laugh and think about issues and events in your niche.

Meme Post

Memes are humorous pieces of content and spread virally across the web. They are a social phenomenon.

Create your own Memes or pull together a curated set of Memes.

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Parody Post

Create a post that imitates a well known person or media property in your niche. Be sure to exaggerate their strengthes and shortcomings in your content.

Review Post

Review a product, event or anything else you have access to while it is noteworthy.
For best results, be as honest as possible in your review rather than painting everything you review in a positive light.

Survey Post

Choose a newsworthy/ trending topic and survey your audience about it using email, social media or in-person events.

Then pull the results together into a blog post.

News Post

Create content on your blog about events as they are happening.

You don't need to "break" the story, but be sure to add a perspective that your audience will find valuable or entertaining.

Trend Post

Some content creators are able to predict trends as they are happening.

If you're a trend spotter create content on your blog that rides that trend as it becomes popular.

Issue Post

Choose issues that effect your audience and create content about them while they are timely and relevant.

You can be humorous, controversial, or any writing style that you favor — all can work.

Question Post

Somewhat a take on Q&A. But, better still curate and answer questions your audience asks in social media, on forums or in the comments section of your blog.

Answer Post

The answer post is the sister of the question post. Just ask a question and have your audience answer it in the comments section.

Your audiencewill create the bulk of the content.

Challenge Post

Use a blog post to pose a challenge to your audience.

This post can work well as a series with updates being made featuring audience members participating in the challenge.

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