

You're About to Have Inspiration Overload

IN CASE YOU ARE STARING AT THE BLINKING CURSOR AND YOU'VE GOT NOTHIN'.

Hey there,

Trust me, I know. That blinking cursor is just taunting you as you sit there and wonder, well, what in heavens name can I share that's worth sharing? I've got you covered. Here's the secret: having a plan.

So what have I done? Well, I've given you content ideas to last all month long. What does it look like? Well, I want you to commit to creating new content just ONE day during the week and I reeeeeallllly want you to sign off on the weekends and enjoy time being present. Cool? I mean, of course you'll get bonus points if you take these ideas and rock out a few posts a week BUT let's start small, work big.

Every day, follow the prompt (and tell us the story behind it!) It's not as complicated as we make it to be. You can use these ideas on your blog, your Facebook, your Instagram, your podcast... whatever your medium is. AND these posts can translate across many different platforms, which is the best part. You want to create powerful content that can be repurposed. Each of these posts help write a bigger story for you, your business and your brand - they aren't random, they are strategic.

A few tips and tricks for you before we dive in:

- You want the content you are sharing to align with YOU, what you are an expert in, and what your ideal client is needing. Make sure the content you are creating checks those boxes off.
- Keeping your tone of voice consistent with the way you would speak if you were sipping coffee across from a friend helps your followers relate to you more.
- Have the end goal in sight - even if you don't have the end goal completed. What is the destination you want people to end at and how do you plan to get them there. Think of a road trip with pit stops along the way. Each one should get you closer to the end game.

Plan out your content ahead of time, and stare at that blinking cursor no more!

Get to work,



JENNA
KUTCHER

JENNA KUTCHER

Best Blog Series Ideas

I've compiled some of my best blog series ideas and article topics to get you started with creating your editorial calendar. These topics should be in addition to sharing your work. Aim for 2 posts/month - whether they are a one time topic or a series will determine how many topics you need to fill a years worth of article ideas.

Personal

We want your audience to get to know the person behind the business! How can you share more about you, your life, your family, your passions... think of what you can do to connect yourself to your audience? These are easy post ideas!

- 10 Things Most People Don't Know About Me
- How I Prepare For (MY JOB)
- Tour of your Workspace
- What's in My Bag
- What I Do in My Free Time
- Why I Love Being a (INSERT TITLE)
- How I became a (INSERT TITLE)
- What I bring to (SERVICE YOU PREFORM)
- What Working with (CLIENT) Has Taught Me
- Top 10 of My Favorite Images for Summer/Fall/Winter/Spring
- Reoccurring Feature (Passion or Hobby You Love)
- Vacation images
- Things That Inspire You

Products

- 10 Reasons to Fall in Love with [Product You Offer]
- How to Pick the Right [Product/Service You Offer]
- Things to Consider When Planning [Product You Offer]
- Featuring a client using your product or service
- New Product Spotlight
- Why You Should Hire a Professional [Product You Offer]
- 5 Creative Ways to Display Your [Product]
- How My Most Popular Product is Displayed
- Feature another Small Business

**** B O N U S :** Feature another local business that has a similar target audience. Interview them and showcase their business and products. Linking to other business' site will help your SEO optimization AND the networking will hopefully payoff when/if they return the favor.

Frequently asked questions

Even if you have a FAQ section on your website, these are potential topics that your customers care about most. Turning these questions into blog posts can provide valuable answers.

TOP 10 QUESTIONS I GET ASKED

What Clients Have Said About Working With Me

What to Look for in a <INSERT WHAT YOU DO>

WHAT'S YOUR PROCESS

This can be a great way to provide a peek inside what it looks like to work with your company or be a part of your service offerings! Tell me what that experience looks like!

CLIENT INTERVIEWS

Ask your favorite clients questions about their experiences with you, why they chose you, fears they had, what their results/outcome was, and why they would recommend you to other people.

THE BARRIERS TO SALES

Put yourself in the shoes of potential clients and think about the reasons they may not hire you. Then answer to those fears in posts that really show them that you can make their life easier/simpler/or more filled with joy.

Inspiration

Not ALL blog posts need to be elaborate and content heavy. Pick some of your favorite images, add a quote and call it a blog post. Keep them in your back pocket for times when you're too busy to put together a longer post. Be sure to share these on social media (and include your site address as the watermark) in case your inspiration goes viral.

MY LIFE IN INSTAGRAM

Create an instagram collage each month and show your readers what you've been up to! It's a great way to promote your instagram platform and give your audience a peek inside your personal life.

CREATE A MOOD BOARD THAT INSPIRES YOU

Pull images that inspire you or are setting the vibe for a new project or offering. Just make sure you properly credit the creator of any images you share on your blog as a means to shout out to them and let your audience know you didn't create them.

SHARE INSPIRATION FOR YOUR CLIENTS

Chances are, your clients could always use an extra dose of inspiration for working with you! What things can you share that will answer their questions before they ask them, speak to their fears, or help them make the best decision for their needs? Inspire them and educate them all at the same time with a simple post.

REPURPOSE THINGS YOU'VE ALREADY DONE

Do you send out newsletters? Post a lot of content on social media? Have a training you made for a course that would be an awesome freebie for your audience? Use that content in a new way and repurpose it for a post to direct people to a new way to hear from you (without adding extra work!)

Still stuck?

Here's my go-to fill in the blank guide for blog post inspiration - I know it will help complete your editorial calendar as well. These fill in the blank, proven titles should spark some awesome blog content ideas!

Fill in the Blank Blog Titles

THAT MIGHT ALSO INSPIRE YOUR CONTENT

- 10 Things You'd Never Know About (Topic)
- The #1 Question I get Asked About (Topic)
- The Biggest Secret to (Topic)
- xx Things Everyone Should Know About (Topic)
- The Biggest Mistake Every (Title) Makes
- I Bet You'd Never Guess (Subject)
- You've Been Asking, Here's My Answer
- x Creative Alternatives To (Topic)
- x New Ways To Make Your (Topic) Even Better.
- x Lessons That Have Revolutionized The Way I (Topic)
- My mantras to help you when you're (Topic)
- The Best Cheat Sheet for (Topic)
- How To Solve This Giant Problem (Fill in Problem)
- xx Ways to Solve (Problem)
- Stop Wondering How To: (Topic)
- xx Things You'd Never Guess About (Topic)
- The Never Before Told Secret About (Topic)
- What You Really Should Know About (Topic)
- People Who Have Inspired Me To (Topic)
- xx Questions To Ask Yourself Before You Consider (Topic)
- That One Time I (Fill In The Blank)
- xx Things Most People Don't Know About (Topic)
- A Behind The Scenes Look At My (Topic)
- Reasons Your (Topic) Might Not Be Working Out
- xx Mistakes I Made (Topic)(And Lessons Learned)
- What To Know Before Making A Decision About (Topic)
- The Truth About (Topic) That I Wish I Had Known Years Ago
- Ways To Attract More (Topic) Into Your Life
- Ways To Bring More (Topic) In The World.
- How To Simplify The Way You (Topic)
- The Story Of That One Time I (Topic)