

I'm not sure about you, but I'm never at a loss for words, that is except until I need to put pen to paper and write a new blog post. Then suddenly my mind goes blank and I have nothing to say. No ideas, no opinions, nothing!

Oh, the irony.

It's funny. Yet at the same time, it's not.

So what's a business owner to do? We need to blog! (and if you don't you can read this post on [Why EVERY business needs a WordPress blog](#))

Well, since you are here reading this blog post it seems you are just like me. You turn to Google for ideas and inspiration.

[I'm never at a loss for words, that is except until I need to put pen to paper and write a new blog post. Then suddenly my mind goes blank and I have nothing to say. Oh, the irony.](#) [Click To Tweet](#)

Below are my 16 best go-to blog idea generating topics. I hope they help inspire you today and if you have any to add, please do add them to the comments at the bottom of the post.

And if you have plenty of ideas but overwhelmed with the act of blogging itself, you might enjoy reading: [Are you over thinking your WordPress blog posts?](#)

So without further ado, here they are:



**1. What customer question have you answered today either by phone or email?**

I know this is an old standby post idea but it is a powerful one. We often forget that customers Google about their issues. Not necessarily the solutions. It's our job as the business to share our expertise and tell them that.

This not only does this position you as an expert, and get you found in Google, but it saves you the effort of answering the same question ten times.

## **2. Share a personal story or company adventure.**

Are you training for a race? Have you taken a trip? Maybe had a company picnic or Friday team night happy hour.

It's so important as businesses that we humanize our brands. After all, they are comprised of people; it's the personalities and values of those people that create the culture.

So give your customers a peek inside your business.

## **3. What problem have you solved for a client today?**

Mini case studies that showcase a solution you put into place for a client recently makes an outstanding blog post. Share how you helped a client and if appropriate give the client some social media love.

Your readers may very well learn a service, solution, or application they never knew you had.

## **4. Leverage the seasons.**

The transitions from Winter to Spring to Summer to Fall each bring with them an opportunity to talk about change and to inspire your clients to take action in a new way.

## **5. Highlight your local community.**

Take a look at your local community calendar and see if there are any events that you and your team could participate in.

As a [Breast Cancer Survivor](#), Race for the Cure and other such events are on my radar.

[What's your passion? Create a team, attend the event, take pictures, and blog about the experience when it's complete.](#)[Click To Tweet](#)

## **6. Be inspired by the holidays.**

Halloween, as you know, is October 31<sup>st</sup>. If you're a dentist, blog about candy!

If not, write about some "Scary No-No's" that your clients shouldn't do, write a motivational post about "What are you afraid of?" or recall a memory of yours where you overcame a fear of the unknown.

If you're a local business, write about the best places to snag pumpkins or best neighborhoods for trick-or-treating. Your readers will love you!

## 7. Share your love of reading.

Read a great book lately? Chances are if you enjoyed it someone else will also.

One of my all-time favorite books is “Built to Sell: Creating a Business That Can Thrive Without You” by John Warrillow.

Share with your readers the impact it had on your life.

And, if you are feeling ambitious, try to interview the author! If you can't contact the big guys, reach out to smaller influencers in your field and conduct an interview.

## 8. Learn about the lesser-known holidays.

There are loads of Awareness Months and missions to honor. Take a look at [this list](#) and see if any relate to your business or audience, or at least spark an idea for a post.

## 9. Show your gratitude.

As November approaches, start generating a list of what you're thankful for and blog about it. Let your clients and customers learn more about you as an individual by including personal stories of gratefulness.

Blog about the best gifts to get family, friends, and clients as it relates to your business. Do you work in technology? Write about the best tech gifts to get Dad!

You'll get a lot of views if you share some inside tips and secrets when buying gifts in your area of expertise.

## 10. Yes, and ...

[Find an article written by an industry mover & shaker and write a post that references it and adds a complementary point. Not only will you get their attention but you will position yourself as an equal.](#)[Click To Tweet](#)

## 11. Um, no!

Likewise, if you find an article where someone is advising something you know to be incorrect say something.

You are an expert after all.

## 12. Showcase a client.

What better way to give back to a client than to showcase them on your website and ensure you link to their site. Share a bit about their products and services with your readers.

They will appreciate the gesture and it will keep you in their goodwill which might just result in a referral.

## 13. Create a Step by Step DIY (Do it Yourself) Guide

We all want our clients to hire us. So why would we give them a guide?

Easy, to show how generous and knowledgeable we are. Anyway, in most cases, by step #8 they will be more than ready to reach out and hire you to do it. Since you obviously know how to.

#### **14. Make a video and get it transcribed.**

I've learned through the years that I'd rather talk than write. I find the ideas just flow faster.

If that sounds like you, consider recording a video, posting it on [YouTube](#) and using a service like [Rev.com](#) to do the simple transcription.

#### **15. Make a list.**

While this definitely is an old standby idea, it's an oldie but goodie.

5 Things to ask before you hire \_\_\_\_

10 Tips to \_\_\_\_

16 Blog Topics for Your Business ... oh wait! That's mine ☹

#### **16. Oh no! You hit #16!**

If none of these sound appealing to you (Really?! None?!), then check out [HubSpot's Blog Topic Generator](#) for some ideas that might tickle your fancy.

### **Finally, What about you?**

What are some of your favorite topics to write about?

Please add to my list by commenting and sharing your ideas below and once that blog post is up, please share that as well!

Till next time,

