



ServeNoMaster 070: The Secret to Coming Up With Amazing Blog Post Ideas

Subtitle: How Not to Run Out of Blog Ideas

Episode Highlights:

- Constantly refine how you run your business.
- Be open about running your business and include your ups and downs.
- Most ideas come from research.
- Tip: Use a paper notebook to jot ideas.
- Look for what people are talking about.
- Look at the feedback on your blog posts to know what interests people.
- Get ahead of your episodes.
- Get other people to help in running your blogs so you can focus on your ideas.
- Look at other angles to present your ideas.
- Resources for research:
 - Quora is a good resource to find new ideas for your blog. It can be commercialized if you add links to your website in your answers.
 - Reddit is a good resource to find what people are talking about. It's a non-commercial space. Find a subreddit that is relevant to your niche. It should have a lot of people.
 - Epictions is an online tool that helps you find topics to write about certain keywords and to know what people are reading.
- Use tools that generate random ideas for keywords - can come up with a cool title but not so much content because not anchored on research
 - Portent Content Idea Generator
 - Blog Post Title Idea Generator
- When you have an idea written in your idea notebook, fill it out with 6 - 7 (even 3) bullet points you want to cover.
- Separate the idea phase from the creation phase.
- Make a first draft and store those drafts until you're ready to publish.
- Find a balance on what will be interesting to your audience.
- Have an hour every week to write down all your ideas.
- Do competitive research by reading other niche blogs not yours.
- Get stuff going versus waiting for everything to be 100% perfect.

Resources Mentioned:

Quora - www.quora.com

Reddit - www.reddit.com

Quicksprout - www.quicksprout.com

Epictions - <http://epicbeat.epictions.com/>

Portent Content Idea Generator - <https://www.portent.com/tools/title-maker>

Sponsor – <https://servenomaster.com/thrivethemes>