

# **Blog** a Week

52 WEEKS OF  
**BUSINESS BLOGGING TOPICS**

BY TIM PRIEBE

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WRITTEN BY **TIM PRIEBE**



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52 Weeks of Business Blogging Topics

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## Author's Forward

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I have fantastic news for you. Blogging is not rocket science or brain surgery. So why aren't you blogging?

The truth is, plenty of business owners just don't know what they should blog about. Simply put, they have writers' block.

Have no fear, Blog a Week is here! This book gives you 52 weeks worth of blogging topics so that you can easily commit to writing a blog per week that will expand your audience, attract new clients and customers, and help you grow your business.

There's no magical formula to choosing how often to blog, but once a week is pretty ideal. It's just often enough to be effective, while not too often for most people to reasonably handle.

Incidentally, there's also no strict rule on how long a blog entry should be, but 300 - 600 words per blog entry is a good guideline.

Warning: This book is not a technical guide on how to set up a blog or how to install a blog on a new or existing website. Many books and websites already exist on that topic.

What this book does is provide a guide you can follow to help you overcome writer's block. The suggested topics are not overly specific, but instead help you find the actual application for your business.

Let's get started!

## Why Blog?

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Blogging can be great for a lot of reasons. Here are just a few of them:

- ▶ Search engines love blogs that are consistently updated, so generally it helps your website move up in the results.
- ▶ Well-written blog articles can help you demonstrate expertise to potential customers.
- ▶ It's a great destination for your other online marketing to feed into, because you can go into more detail and you can more easily track effectiveness on your own blog.
- ▶ If written well in a professional yet natural style, it makes you more approachable, which means others are more likely to do business with you.
- ▶ Finally, the act of organizing your thoughts into a well-thought-out article can be huge for personal growth.

A blog that's updated regularly can obviously be beneficial, if written with your specific target market in mind.

## About Each Week's Topic

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This book consists of a series of 52 blogging topics to make your commitment to writing a blog per week easy and fun by removing the "blank page" problem. The topic for each week will include a description of what you can talk about. It may then be followed by one or more of the following.

- ▶ Example Titles
- ▶ Brainstorming
- ▶ To-Do
- ▶ Resource Links

At the end of each week's topic, a link is provided where you can go to check out example blogs and share a link to your own blog entry. Be sure to check this out!

Oh, and share the love by commenting on the blog articles that others have written. Building relationships with other bloggers helps to grow your readership, fosters more communication, and connects you with others in your field.

## **Free Bonus Ebook**

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We've put together a bonus ebook, *Four Components of a Great Blog Entry*. Here's how you get a free copy:

1. Make a post on Facebook, Twitter, or Google+ mentioning Blog a Week, making sure you tag us.



Facebook: [facebook.com/blogaweekbook](https://facebook.com/blogaweekbook)

Twitter: [@BlogaWeek](https://twitter.com/BlogaWeek)

Google+: [google.com/+Blogaweek](https://google.com/+Blogaweek)

2. Email the link to your post to [BonusEbook@blogaweek.com](mailto:BonusEbook@blogaweek.com)

Some example posts might be:

| Will [@BlogaWeek](https://twitter.com/BlogaWeek) solve world hunger? Probably not,  
| but I'm looking forward to getting help blogging.

| Just purchased [@BlogaWeek](https://twitter.com/BlogaWeek) and looking forward to  
| reading it. As long as my coworker doesn't steal my  
| copy first.

## **Are You Reading An Electronic Version You Got For Free?**

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That's cool. It happens. If you decide it's worth paying for, please head on over to <http://www.blogaweek.com> and pay for your copy. I would appreciate it!

## WEEK 1

# Your Introduction

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Luckily, this first blog post is relatively easy. You'll just be getting your feet wet.

In this first entry, simply introduce yourself. Let your readers know who you are and what you're all about. Give them some basic background information and how you got into the industry you're in.

But make sure you balance that with information about your company, and the services or products you offer.

Each week that you're writing, you'll need to keep in mind your blog's goals. Make sure that each blog entry somehow supports those goals.

## Example Titles

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- ▶ Welcome to Our Blog
- ▶ Meet **[your name]**
- ▶ The Shocking Beginnings of **[your business name]**
- ▶ The **[your business name]** School of **[doing what you do]**

## Brainstorming

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What are some facts about you or your business that might interest people?

How did you get started?

What were the early days of your business like?

What are some quick facts that differentiate you from your competition?

## Promotion & Inspiration

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View examples and submit your blog entry here:

<http://blogaweek.com/week1>

## WEEK 2

### Tools of Your Trade

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Here's where things start to get fun. With a blog about tools of the trade, we're going to give your customers the inside scoop on your industry. And by doing so, we'll make them start to feel special, like you've really let them in on something.

Seriously, many of them will love that! That's because you'll be telling them something that many others in your industry aren't.

Give your readers an insider viewpoint, but also make sure you show them some of the things that make you different. And make sure to include an image of the tools you're writing about.

## Example Titles

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- ▶ 10 Tools You Never Knew **[your industry]** Used
- ▶ Secret Tools of **[your industry]**
- ▶ The Secret Your **[your profession]** Doesn't Want You to Know
- ▶ How we can use **[tool name]** to help you

## Brainstorming

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What are some tools you use now that you never thought you would use when you got started?

What are some tools that didn't exist in your profession twenty years ago?

What are the most useful tools you use on a regular basis?

## Promotion & Inspiration

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View examples and submit your blog entry here:

<http://blogaweek.com/week2>



## WEEK 3

### Use Google's Search

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At this very moment, somebody out there is asking a question that you know the answer to. Those questions may be posted on blogs, on social networking websites, or in forums. All you need to do to find out what people are looking for is search. And once you find out what people are looking for, you can write a blog that addresses that topic.

In your web browser, go to Google and try using several different phrases as you search online for these pre-existing questions, in addition to keywords related to your field.

- ▶ “How do I” tooth care
- ▶ “I’m having problems” fence

- ▶ “Is it possible to” insurance
- ▶ “Why should I” electric car

Of course, when you’re searching, remember to put the phrase in quotes. That way it looks for that exact phrase.

## Example Titles

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- ▶ How to [**do whatever it was**] in 5 Minutes a Day
- ▶ [**Do whatever it was**] Like [**a famous person**]
- ▶ [**Do whatever it was**] Like a Professional Without the Expensive Training

## Brainstorming

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What are some short phrases you might search for?

Write down the first fifty questions you find, regardless of how silly they might be. Looking at that list, what's one you've heard before?

What's one question on the list you've never heard before?

## Promotion & Inspiration

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View examples and submit your blog entry here:

<http://blogaweek.com/week3>

## WEEK 4

### Use A Keyword Research Tool

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Keyword Research Tools are great for people wanting to know what words they should target when advertising with Google, or when getting their website to rank better in the results for any number of search engines. However, looking at the words and phrases people are searching for can also be used to spark blog topic ideas.

Simply put, you enter a few words or phrases related to your industry, and the tool gives you a whole list of words back that it thinks might also be good.

If you were a roofer, you could enter things like “hail,” “roof damage,” or “terrible roofing experience.” If you owned a CPA firm, you could enter “filing for an extension,” “taxes,” or “tax accounting.” If you

were a public speaker, you could enter “looking for a speaker,” “public speaker,” or “motivational speaker.”

While the tools are intended for websites wanting to rank better on websites like Google, or possibly even use Google’s paid advertising, it’s also a great tool to use when thinking about blogging topics.

## **Brainstorming**

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What are twenty words you could enter into one of the Keyword Research Tools related to your industry?

Once you see the results, what are ten more words you could feed into the Keyword Tool?

## Resource Links

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- ▶ <http://www.wordstream.com/keywords>
- ▶ <https://freekeywords.wordtracker.com>
- ▶ <http://www.keyworddiscovery.com/search.html>
- ▶ <http://tools.seobook.com/keyword-tools/seobook/>

## Promotion & Inspiration

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View examples and submit your blog entry here:

<http://blogaweek.com/week4>

## WEEK 5

### Giveaway Announcement

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There's nothing quite like a good, old-fashioned freebie. Don't be a jerk and put any weird catches on it (must purchase at least \$50 worth of merchandise first), just make something available for free. However, it is pretty normal to require a name and email address.

The prize doesn't have to be related to your business necessarily, though it's great if it can be.

Since it's your giveaway, you can put whatever rules and method of entry you want. You can make it one entry per person, though that may be hard to enforce. You can make it one entry per email address, which is easier to keep track of. You can even require that

people post a comment to your blog entry in order to be entered to win.

## Example Titles

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- ▶ Win a Free **[prize name]**
- ▶ Help Us and Get a **[prize name]**
- ▶ Looking for a **[prize name]**

## Brainstorming

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What are five things you could give away that appeal to your target market, are somewhat related to your business, and cost less than \$25?



What limitations, if any, will you put on your giveaway?

How will people enter to win?

## Resource Links

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- ▶ <http://www.online-sweepstakes.com>
- ▶ <http://www.sweepstakeslovers.com>

## Promotion & Inspiration

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View examples and submit your blog entry here:

<http://blogaweek.com/week5>

## Want to read more?

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Don't let writer's block stop you from blogging. Blog a Week is here to help!

## Purchase Online

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Website: <http://blogaweek.com>

## Connect With T&S Online Marketing

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Website: <http://tandsgo.com>

Newsletter: <http://tandsgo.com/newsletter>

YouTube: <http://tandsgo.com/youtube>

Facebook: <http://tandsgo.com/facebook>

LinkedIn: <http://tandsgo.com/linkedin>