

# CONTENT TWEAKS *Workbook*

**Do you have keywords & a goal for content?**    Yes    no

After watching the workshop, do you need to change your approach?    Yes    no

Are you staying on topic in ALL of your blog content?    Yes    no

Are you breaking up your content with visuals, lists, and subheadings?    Yes    no

Do you have a call to action in every blog posts that matches your goal?    Yes    no

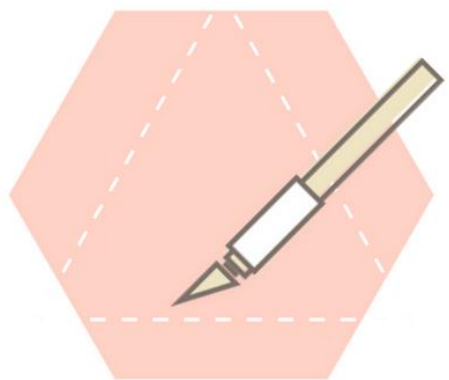
What are some things you need to change or do differently?    Yes    no

Take notes here:



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## TAKE INVENTORY AND BRAINSTORM SOME NEW IDEAS TOO!

STEP 1: In the left column below, Identify the main categories you want to cover in your niche on your blog (examples: Weight Loss Techniques, Vegan Recipes, and Fitness Attire)

STEP 2: In the middle column, brainstorm some freebies you could offer to gather subscribers from each category.

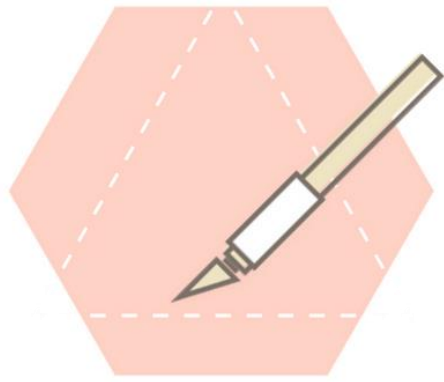
STEP 3: Identify some common search terms and keywords that might relate to this particular category and opt-in. (example: Vegan Recipes might also relate to key words like 'Vegan Eating' or Vegan Meals')

BLOG CATEGORIES	INCENTIVE/OPT-IN	KEYWORDS



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## NEED IDEA'S FOR TYPES FREEBIES TO OFFER? HERE'S A CHECKLIST

Content goes beyond putting together a few paragraphs on a specific topic. Here are some ideas to help you generate useful content for your readers.

- Workbooks: So your readers can apply what they've learned. They might be given away for free or be part of a product for sale.
- PDF Copies of blog posts: Longer "articles" on a specific topic that can be used as an ethical bribe to build your list, as a gift for your customers or for distribution by other websites and affiliates.
- Ebooks: For free or for sale, ebooks can be very valuable for your readers.
- Checklists: Make it easy for your readers to complete a process by giving them a handy checklist.
- A resource list: Got a lot of neat resources your audience might find helpful? Have it put together into a list of links and describe the benefits for each one.
- Case Studies: Share success stories and experiences of your willing customers and clients.
- Quick Tips: Who says you have to write long articles? Share a daily tip that your readers would find valuable.
- Inspirational Quotes: People love quotes. Find relevant ones for your market.
- Product Reviews: Your readers will appreciate in-depth and honest reviews of products.
- Product Comparisons: When your readers might need to make a choice between products, make it easy for them to compare features and benefits.
- Interviews: Audio, video or written – interviews are relatively easy to put together.
- FAQs (Frequently Asked Questions) Answers: Ask your readers to submit questions and pay attention to what they ask via email, on your blog, etc. Create a FAQ with the answers they need.

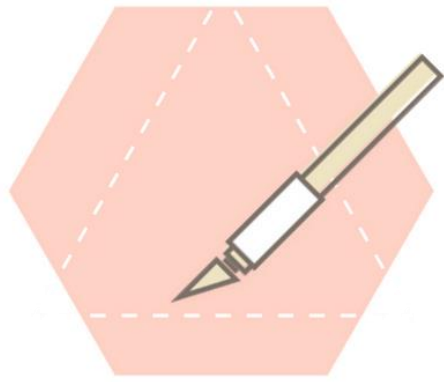


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- ❑ Questions for your Readers: Turn the tables and let your readers create the content. Ask them questions that will get them thinking and self-reflecting.
- ❑ Flowcharts: For your visual learners, a flow chart illustrating a process might come in very handy.
- ❑ Instructions: If there's one thing that's lacking online, it is detailed instructions for people to use products and services. Give your readers an extra hand by giving them handy instructions.
- ❑ Content Summaries: Summarize long pieces for your readers, saving them plenty of time in the process.
- ❑ Fill-in-the-Blanks: Give your readers a chance to apply what they've learned and self-reflect by giving them a fill-in-the-blanks sheet.
- ❑ Resource Lists: Everybody loves good resources. Share yours freely.
- ❑ Tip Lists: No need for formal articles all of the time – just give them an easy-reference tips list.
- ❑ Spreadsheets: Help your readers keep inventory, do calculations, and stay organized.
- ❑ Glossaries: Keep a glossary of jargon and terms for your readers.
- ❑ Patterns: Think craft patterns, sewing patterns, etc.
- ❑ Editorials: Include commentary on guest articles, in your newsletter, etc.
- ❑ Audio & Podcasts: Record and publish...it's as simple as that. Audios with just yourself or as an interview work well.
- ❑ Live Action Video: Take video of yourself or with someone else.
- ❑ Screen Capture Video: Show a slide show on your computer, demonstrate software or how to use a website.
- ❑ Coloring Sheets: Sometimes just for kids – but you might have useful ones for adults too.
- ❑ Quizzes: Quiz their knowledge, personal suitability and more.
- ❑ Questionnaires: Get their feedback or make an opportunity for your readers to self-reflect on their answers.
- ❑ Photographs: Easy peezy. Take a picture and share it-says the stock photographer 😊
- ❑ Illustrations: Whether it's hand-drawn or computer generated, you can show statistics, share an idea and more.





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## 27 THINGS TO BLOG ABOUT

Getting started - It's one of the most challenging things about blogging . If you ever get stumped on what to write about, here are 27 ideas to help get the creative juices flowing.

1. Take a photo. Share a picture instead of words!
2. Share a relevant YouTube video. Perhaps even analyze it a bit in your post. It doesn't require a lot of work to watch and then find the best videos.
3. Shoot a video of your own. People love to see a blogger's face rather than just read their words.
4. Comment on another blog post on your blog. For example, if another well known blogger, media outlet (or other) makes a strong statement, respond to that statement on your blog.
5. Comment on a news event and on how it relates to your field.
6. Write a How To post. Walkthroughs, tutorials and how to's tend to do very well online.
7. Bust a Myth. What are common beliefs people hold in your industry that simply aren't true?
8. Tell an entertaining and educational story. What were some turning point moments in your career?
9. Create a Q&A post. What are common questions people have and what are their answers?
10. Examine a Problem. Take an issue that people often get stuck on and go in depth into its causes and solutions.
11. Write a Top X List. For example, "Top 50 ways to get blog traffic" or "Top 12 hip hop dance moves."
12. Ramble. Just talk aimlessly and passionately about a subject. Be sure to set it aside and read it a day or two later to make sure it's relevant before you post it.
13. Write about common pitfalls. What are mistakes that beginners might make without knowing it?
14. Interview an expert. Post it in audio or video form on your blog. Review a product. What are its benefits and its drawbacks? What sets it apart? Would you recommend it?

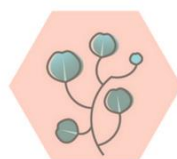


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15. Comment on state of the industry. What's going well and what isn't' going well?
16. Ask your audience a question. What do they think about Topic X?
17. Post the top resources for someone in your industry. Give links, downloads, videos, etc that might help them in what they're trying to do.
18. Make a prediction on the future. What do you think is going to happen in the next 12 months?
19. Write about an in person event. For example, "What I learned at Affiliate Summit X this year.
20. Share a provocative opinion. What's an opinion you have that just isn't politically correct?
21. Why someone is right or wrong. Write a post about why you think someone is right or wrong about a certain subject.
22. Make something complex simple. Break a hard process down into its parts and make it easy to do or follow.
23. Share a thought process. How do you get from point A to point B in your thought process?
24. Blog about a personal experiment. What's something you tried? Did it work or did it not work? What would you do differently and what would you recommend?
25. Do an audio recording. Sharing yourself via MP3 rather than text can lead to more connection with your readers.
26. Write a sarcastic post. It shouldn't be aggressive, but be a little satirical post that contradicts popular opinion.
27. Analyze someone else's success in an area of life. Why did they make it? What did they do differently than other people?

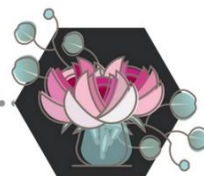
ARE YOU EXCITED AND  
READY TO LEARN MORE?  
GREAT!



YOU'RE  
GROWING



YOU'RE  
BLOSSOMING



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BRANCHING OUT

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