

Linky Inspiration:

# 33 Brilliant Ideas For Writing Blog Posts

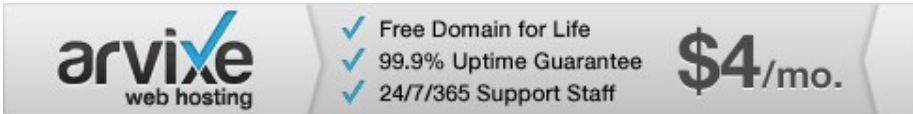
brent riggs

linkyblog.com

You can find all my books and resources here:  
<http://www.brentriggs.com/stuff>

Check out my sites and blogs:  
[Linky Tools](#) | [Linky Followers](#) | [Linky Blog](#)  
[BrentRiggs.com](#) | [RiggsDesignWorks](#)

I have used Arvixe hosting for years, and recommend them  
to all my clients and subscribers for website and blog hosting:



Arvixe web hosting banner with features and price:

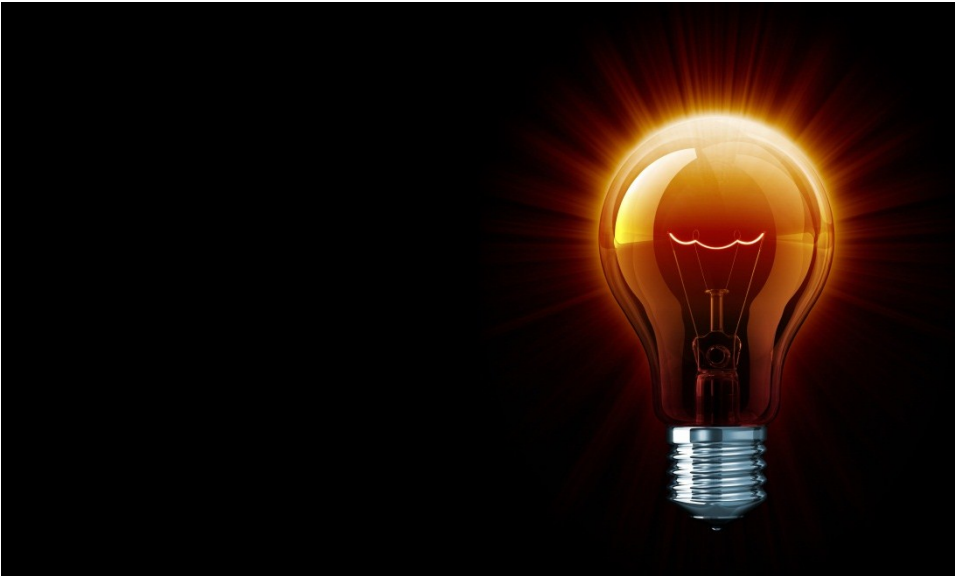
- ✓ Free Domain for Life
- ✓ 99.9% Uptime Guarantee
- ✓ 24/7/365 Support Staff

**\$4/mo.**

Powered by:

**Linky**BLOG®

**Linky Inspiration:**  
**33 Brilliant**  
**Ideas for Writing**  
**Blog Posts**



Brent Riggs | [linkyblog.com](http://linkyblog.com)

## **Linky Inspiration: 33 Brilliant Ideas for Writing Blog Posts**

© 2013 Brent Riggs

Here's all the legal stuff I have to say because we live in a lawsuit happy world:

All rights reserved. No part of this book shall be reproduced or copied without written permission from the author. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the author assumes no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein.

While all attempts have been made to verify the information provided in this publication, the author does not assume any responsibility for errors, omissions or contrary interpretation of this information. This publication is not intended for use as a source of any advice such as legal, medical, or accounting.

The author wants to stress that the information contained herein may be subject to varying international, federal, state and/or local laws or regulations. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations is the sole responsibility of the purchaser or reader.

Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark. All photos and artwork are either original creations or public domain, as far as can be determined. Should you find an image that you believe is not public domain, we will immediately consider removing it.

# Table of Contents

<b>BUT FIRST...</b>	<b>2</b>
Think about your passions.	3
Find something with some mileage.	3
Consider the lifespan of your blog.	4
<b>ALL BLOCKED UP?</b>	<b>5</b>
<b>THE ULTIMATE BRAINSTORMING REFERENCE LIST</b>	<b>7</b>
1. Question & Answer	7
2. Tips and Tricks	8
3. A Story	8
4. "A" List	9
5. Quiz or Test	9
6. Informational	10
7. Lists	10
8. Problems & Solutions	11
9. Lesson Learned	12
10. Rants	12
11. Inspirational	13
12. Prediction	13
13. Hypothetical "What If"	14
14. Debate	15
15. Reviews	15
16. Interviews	16
17. Case Studies	17
18. Profiles	18
19. Excerpt and Link To Another Post	19
20. Comparison	20
21. Research	20
22. Compilation	21
23. Satire	22
24. Series or Multiple Parts	22
25. THE HOLY GRAIL OF POSTS: A Viral Post or Idea Virus	22
26. Collation Posts	23

27.	Guest Posts	24
28.	Ask the Readers	24
29.	Monthly Reports –	25
30.	Review/Describe Other Blogs –	25
31.	Update, Expand or Elaborate on a Previous Post	26
32.	Personal Experience, Story or Tale	26
33.	Pure Fiction	27

**WHY YOU SHOULD SPEND MORE TIME READING BLOGS 29**

# Linky Inspiration: 33 Brilliant Ideas for Writing Blog Posts

## Never Get Blogger-Block Again!

Bloggers and writers get stuck. And tired. And sick. And bored. It is often hard to come up with something fresh and original. It is. Trust me. It is.

In order to have a successful blog, you are going to have to routinely dream up new, high-quality content. Every blogger is going to battle writer's block at some point. I have been there and continue to have days where I sit down at the computer to share some of my fresh and unique thoughts . . . but there are not any. The techniques, methods, and list of inspiring ideas I am going to share with you in this book have been helpful to me, and I know they will get your creative juices flowing on the days you need a little brainstorming boost.



## BUT FIRST...

Before I get to the inspiration list, let's just consider the overall direction and general topic of your blog. Your blog topic(s) will always be somewhat of a constraint on your individual post ideas because you are not going to write a post (or should not) about current politics if your blog is about remote-controlled helicopters.

Deciding on your blog-content theme or primary topic can be exciting, daunting, even terrifying because once you loose that thoroughbred it's hard to change his direction! That is why it is important to pick a meaningful and significant blog topic right from the start. After all, you do not want to be stuck with a blog you find you are bored with or uninspired about a week later.

### **Think about your passions.**

You might work as a check-out assistant during the day, but your true love could be a world away from the supermarket. Try making a list of what you are passionate about: hobbies, experiences, jobs, people, leisure activities, etc.

After you have compiled a list, search around online to see what other blogs there are that cover the same sort of topics. Are those blogs thriving? Could you do better? Do you see a gap in the market? You will rarely find a topic that is not being covered in some way on a blog; it is also just as rare to find a high-quality blog that you cannot compete with or do a better job at than them. If your blog topic is something you are passionate about, then you will be that much more inspired when it comes time to start writing.

### **Find something with some mileage.**

Dedicating a blog to a very small and particular niche is probably not a good move unless you have a real game plan for monetizing it. In other words, if I'm starting a blog about only canary-yellow '70's Corvettes because I know exactly why and what I am going to do with it, I will not be frustrated when I quickly run out of new topics to write about. The more specific a niche, the greater chance you will ultimately limit its audience reach and restrict the topics you can write on.

You may be really fond of a particular breed of pure-bred, long-snout western Ohio miniature pigs, but be wary of limiting your blog to one specific kind of these curly-tailed creatures or else you will soon run out of material. Instead, create a blog that talks about all different breeds of pigs so that you will have plenty of topics to write about. Keep this rule in mind: the more specific your niche, the easier to find your target audience



but the more limitations you'll have. The broader your topic, the more competition you'll have but the great potential audience too.



### **Consider the lifespan of your blog.**

When starting a blog, it is always a good idea to decide how much time you have to devote to it. Will you want to write a post per day, once a week, or 2-3 a month? Also, how long do you plan on keeping your blog going? Is it purely a personal thing to chart something that is happening in your life (e.g. pregnancy, illness) or are you hoping to carry it on for the foreseeable future?

Maybe you are unemployed and want to blog about the process of going to job interviews. If that is the case, hopefully at some point you will get a job and then what will happen to your blog? Have an exit strategy or better yet, an expansion strategy.

It might be best to stick to topics that you have felt strongly about or things you have had been passionate about for a long time (rather than opting to write about fleeting life experiences). Life has a habit of changing. You

decide on your hobbies and passions - so if you want your blog to last, stick to things that you have more control over.

## ALL BLOCKED UP?

First rule: if you sit down to the computer and cannot come up with anything to write, get away from the computer.

Refresh your mind. Contemplate the list in this book. Get a new perspective. Go out and find ideas and direction from the world around you. Put yourself in a place where you can purposefully watch, listen, and see what inspires you. Discover what people are talking about, what they care about, and what needs they have.

Simply getting out of the house might help you to overcome your writing block. Be careful though not to just hit a coffee shop, suck down caffeine, and stare at your free-wifi-enabled one-eyed monster. If you are just going to surf the web, you might as well drink free coffee at home. Aim to be in a mix of people, possibly even people you know, to be a part of conversations that might provide fuel for your writing. Motivation and ideas can be gathered anywhere.



Where can you go to gather ideas? Parks, markets, grocery stores, hardware stores, entertainment venues, museums, places of worship, airports, car dealerships, coffee shops, the post office, or even the sidewalk in front of your home.

Anywhere you find people living life will provide you with writing ideas by observing and listening to what their needs are and how people respond to those around them. You might feel like you are “procrastinating” by leaving your computer and heading out into the world, but think of it as a “brainstorming session.” Set yourself up somewhere and have something to take notes with. You will NOT remember those great ideas if you don’t write them down. Trust me, there’s nothing quite so frustrating as to have a flash of creative brilliance and just KNOW you can’t possibly forget something so inspirational only to get back to your computer and totally draw a blank. Write it down. Take notes. Let humanity inspire you.

Some thoughts on how to do this:

- Pay attention to see how people talk with the servers at a restaurant.
- See how people interact with each other in a slow-moving post office line.
- Notice how children and adults interact at your child’s school.
- See how people treat seniors at the grocery store.
- Observe how families/spectators interact with players at a sporting event.
- Notice how children interact with each other at the park.
- Watch how teenagers shop together at the mall.
- Observe conventions, trade shows, and events that are not necessarily your “thing” but are full of people talking and interacting.

## THE ULTIMATE, INSPIRING, CREATIVITY-BOOSTING, BRILLIANCE-ENHANCING, BLOG POST BRAINSTORMING WRITING REFERENCE LIST

Over my years of writing, I have compiled my own reference list of “blog post types” that I frequently look at to get ideas. I do not just wait until I am feeling dull or blocked. I will routinely view it simply to fuel my brain and get my writing pot boiling.

The list I have created is a compiled list I’ve developed over time. I would be lying if I said I sat down one day and wrote this. This list came about over time and I just kept adding to it as I ran across new ideas, either my own or by some other writer.

Having a reference list like this is invaluable. I trust you’ll use it often and find it as inspiring as I do.

### **1. Question & Answer**

Someone poses a question and then you answer it. Readers might ask questions... in fact, you should INVITE your readers to ask questions. They are a great source of content ideas. I have written hundreds of posts by simply ending every other regular post with something like this: “What are your questions for me about....” I’ve published a couple of books with several hundred of these “answered questions” as the content. They are probably my favorite type of content because you are writing about what your readers want to know.



## 2. Tips and Tricks

Start with a couple of paragraphs of explanation about the topic followed by a list of tips. People love to know time-saving and cool tips and tricks. What is your blog about? What are you good at? Write some tips. You don't have to be an expert... you just have to know more than your typical readers. Use the Internet to find tips you haven't thought of. Sometimes writing tips is not just dreaming up those tips, but it's compiling them into one convenient list for the benefit of your readers. My book "**100+ Of My Best Blogging Tips**" ([get the book here](#), or sign up FREE at [www.linkyblog.com](http://www.linkyblog.com) to receive the tips via email) is a great example of using tips to create content your readers love because of the value and benefit it represents to them.

## 3. A Story

Once upon a time something happened to me; maybe I learned something from it, and now I'm telling you. People love personal

stories... they can either be pure entertainment or perhaps a lesson learned. Make sure your story is “timeless” if possible.

You want your great story to be read five years from now and still be relevant and understandable. The “story” post has the added advantage of hooking into emotion, which is really important when it comes to memory, impact, and fueling the desire to “pass it on.”

#### **4. “A” List**

This is the BEST of something... best websites about a topic, best writers on a subject, best restaurants in Dallas, best blogs about adoption, best free graphics tools on the web. Use the Internet to research and you’ll often find good information that will help you determine your “A” list.

You need to decide how to present the list: is it a measurable list that you can “prove” with data or evidence? Or is it simply your opinion? If provable, reference that data. If an opinion, communicate to your readers what makes your opinion authoritative or qualified to declare an “A” list on some topic.

#### **5. Quiz or Test**

Pose a series of questions or offer a checklist that allows the reader to figure something out. The purpose can be to test someone and show them their current level of knowledge, or to teach them something by given them answers (letting them “test” adds interactivity).

For example, maybe I write a post with “five questions that will reveal how good of a husband you are...” Then I could wait and get answers from readers and follow up with other posts. Or, I could write about my own answers (an attempt to teach or inform) and have them compare their answers to mine.

Another good use of a quiz is to test their knowledge about a topic that you have written a book on. If you demonstrate to someone a lack of knowledge on a topic they are interested in, it's not a huge step to then market to them a book you have written on the topic.



## 6. Informational

Explain something, define something, or expound on something. What are your readers interested in? Do a little research on the Internet and write an informational post about it. You do not have to be an expert on the topic, go research it. You are not coming up with original thoughts; you are working from existing information.

This brings up a good point to keep in mind: use your resources. Very few writers ever come up with original, ground-breaking content. Writing is more commonly about absorbing information then writing it in your style, fit to your readers. Don't get stuck thinking you have to "dream up" everything you write.

## 7. Lists

This might be a list of great websites, great books, or great people to follow on Twitter (like me! [www.twitter.com/Brent\\_Riggs](http://www.twitter.com/Brent_Riggs) or [www.twitter.com/linkytools](http://www.twitter.com/linkytools)). Come up with a top-ten list of something

that your readers are interested in. Think about what YOU know... make a list of the five best, or the twenty great. Or just the Top Three. People love lists... it's a proven format that almost always works. When does it NOT work? When the list is boring, irrelevant, off topic for your readers, old news everyone already knows, or poorly written.

## 8. Problems & Solutions

Present a problem, and then offer a solution. If you are an expert (or pretty experienced) on a certain topic, then you should be aware of common problems. Use your experience to offer solutions. This is a great way to become popular in your niche. Or, if you are not enough of an expert in your opinion, pick common problems people have and research solutions on the Internet. You don't have to come up with original solutions, you just have to communicate answers to readers who do not currently know them.





Keep this in mind about being an “expert”: YOU are the expert if you know MORE than the person you are communicating to. You do not have to know more than other experts... only more than your target audience. So don't shy away from being an “expert” because you know you are not in the top 10% knowledge level for the topic. You only need to know more than your audience and communicate that knowledge to them. Solicit their questions about the topic, research it, and become even more of an expert as you present answers.

## 9. Lesson Learned

Explain a problem, bad result, or unexpected difficulty, and follow it with the lesson you learned from the experience. Unlike “A Story” above, this is usually not some personal circumstance but relates to business, a hobby, or a specific effort.

Everyone has experience. Communicate that experience. What did you do wrong? What did you do right? What would you NOT do if you did it all over again? What would you do that you failed to do the first time? What are the pitfalls to avoid? What are the “musts” (must do, must have, must avoid, must learn)?

Take any project, event, effort, idea, business, etc., and communicate what you learned about it.

## 10. Rants

Everyone has a gripe, something that annoys them - a soap box. Sound off and let your readers know your opinion. CAUTION: use this one sparingly. It's easy to become a ranter that constantly sounds



off but offers nothing constructive.

Gripping or complaining is EASY... it's only useful on a rare occasion if you previously established yourself as a positive problem solver too. *You have to earn the right to gripe or get on a soap box; but if you do, it can skyrocket your popularity and traffic. You have to have thick skin because rants draw criticism and opposition. Be ready for it.*

## **11. Inspirational**

Find something that lifts the spirit, motivates, tugs at the heart strings, makes you love life, and restores your hope in mankind again. This could be a story of an overcomer, some victory in life, or a heartwarming tale.

Anything with deep emotion has the potential to really connect and then be passed on. Caution: do not go for the heartstrings in a manipulative manner or in every post. People can quickly grow emotionally tired of constant appeals or tearful stories. You can easily wear out your readers and they will become desensitized.

## **12. Prediction**

Predict the future of some topic, some event, or some time period. My predictions for 2013; what I think will happen to the blogging industry; I predict the following for our economy; my predictions for the adoption community.

Predictions are fun and can gain you some quick traffic and popularity. Depending on the types of predictions, you could quickly be recognized as some sort of guru if your predictions come true (caution: or an idiot if they don't!). But if your predictions are simply whimsical,

trivial, fun, social, or cultural, then you are not held to an accuracy standard but rather whether your predictions are fun to read or not.



### 13. Hypothetical “What If”

Write about a change, event, or circumstance that has not happened. What if we really did have total personal freedom and responsibility? What if we got rid of all welfare and handouts? What if education was all privatized? What would happen if we could never buy something we did not have the cash in hand for? What if our industry removed all the regulations? What if success really was easy and required no effort?

Or more humorous “what if’s”: what if girls ran the NFL? What if animals could talk? What if babies could say what’s on their mind? What if every teenage boy pulled his pants up?

You could go for the interesting and thought-provoking option: what if you had 60 seconds to live, what would you do or say? What if you really did have one wish that could be granted? Only your imagination holds you back on a “what if” post. You are not bound by facts, reality, or debate.

#### **14. Debate**

Present a “pro” and “con” on a topic. Cover both sides objectively, and then let the reader decide. Present equal and fair arguments and support for each position or viewpoint, trying not to influence the reader towards one conclusion or the other. The goal of this kind of post is to let the reader decide their own conclusions based on your information.

Or: blatantly take one position, and then invite the readers to debate you. You have to be ready to defend your position and take criticism for it (possibly), but anytime you can effectively use controversy or hot-button topics, there is a great potential for attention and reader interest. You have to be careful though and be ready for a possible negative backlash. It’s one of those things where there is a great potential reward but it comes with great potential risk as well.

#### **15. Reviews**

Review books, writers, other blogs, products, or anything that your readers would appreciate an honest evaluation on.

Most people think of reviews as more like a recommendation, but reviews can really be anything. It can simply be your opinion without any recommendation (good or bad). It can be a clinical review where you are not offering an opinion or trying to influence your readers one way or another, but are simply trying to inform.

You can also use reviews as contests and giveaways. You can review a product or service and arrange with the provider to either give away some freebies or offer discounts exclusive to your readership.

One thing you never want to do is to give a dishonest positive review and recommend something simply to make money. The first time your readers feel ripped off or taken advantage of, you can forget any future reviews; if you are lucky enough to not have your blog totally die. If you ever gain the reputation of recommending junk simply to make a few bucks, do not be surprised when that reputation spreads like wildfire over the Internet.

## 16. Interviews

Interview someone interesting, notable, history-making, wise, or an expert on something. Ask questions, and let them answer.

TIP: let them have input on the questions. They know what they know, and they can help you come up with questions that bring out their expertise or story.



One technique I use is that I will start with one set of interview questions, answer them, and then allow follow-up questions that I integrate chronologically into the overall interview. Then I will answer the following questions and allow several more rounds of questions to be integrated in. When you are finished it looks like a natural steady stream of questions that were asked of you even though they were done in several rounds of questionings and follow-ups.

Interviews are really good because most of the content is usually coming from someone else, your readers gain value from it, and many times the person being interviewed will make that interview available to their readers and you have gained more audience exposure as well.

The one mistake to avoid with an interview is not being organized. By staying organized and staying on track with a logical set of questions, you avoid ending up with an interview that might be interesting but did not accomplish anything for your readers.

When you outline an interview, make sure you have a goal in mind of what you want to teach your readers or what value you want them to see in the interview. Make sure the entire interview accomplishes that goal.

## **17. Case Studies**

Write about something that happened when a technique, solution, product, or idea was tried out. Pick a person or company who applied a solution or idea and examine the results and lessons learned.

Case studies allow your readers to see into the processes, mindsets, and inner workings of an attempt to accomplish something. It is one

thing for me to tell you that you can go out and build your own online business. It's another thing for me to present case studies of people who have done it so that you can see how was done, what worked, what did not work, and what things you can do to mimic their success.

Many successful bloggers and companies like being a part of a case study because it is in essence additional promotional marketing for them because they become well known to whoever is reading the case study.

## **18. Profiles**

Profile a notable or interesting person. This is not the same as an interview. A profile specifically gives information, facts, and history about the person specifically.



The profile may contain biographical information but it is not specifically a biography. You can pick out any aspect of the person to concentrate on that you feel would be relevant or interesting to your audience.

You might profile their work or some accomplishment, a failure, a great success, or an adventure. There are so many ways on the Internet to find out information about notable people; you should never have any problem finding profile content.

## **19. Excerpt and Link To Another Post**

Most bloggers read a lot of other blogs and websites. Pick out good posts and articles. Write some comments about the material, and include an excerpt and link back to the original. I often do this with news stories.

There's a fine line between simply stealing content and pretending it's an excerpt, and actually excerpting content with proper credits and links for the benefit of your readers. If you are simply being lazy and want to republish something you found another blog, then get permission. Don't pretend it's an excerpt.

The best kind of excerpting in my opinion is where you post five or 10% of someone else's writing along with appropriate links, and the rest of the post is your own commentary or opinion.

You may ask "why would someone care if you post their content on your blog? Aren't they just getting increased exposure from your audience?" That is true but you have to balance that with search-engine penalties for duplicate content. The best way to handle duplicate posting is to get permission from the author.



## 20. Comparison

A vs. B; choose this or that. Compare two products, two choices, two solutions, two problems, two people, or two points of view. Unlike a debate, a comparison points out the differences in two or more things usually without presenting a “winner” or “preference,” although there is no rule that says you can’t draw a conclusion.

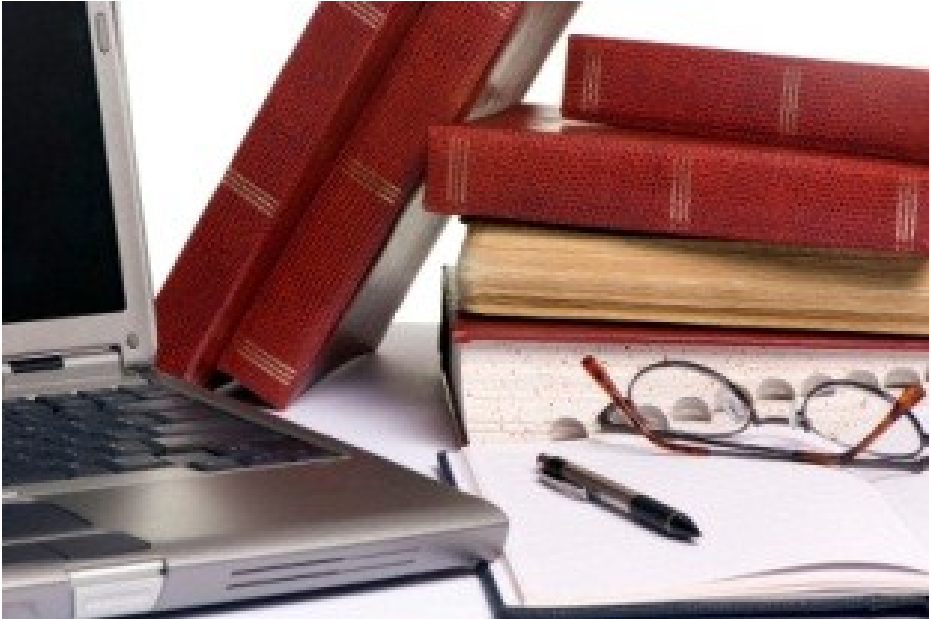
If you have a hobby, then choose two different competing products or services within that hobby and compare them. You might compare two of your affiliates against each other, which could result in some additional revenue if someone uses one of the affiliates.

Comparison posts not only educate your readers but give them valuable information upon which to make a choice about something, research they would have had to do on their own.

## 21. Research

Do the work of gathering up information and putting it in one place on your blog. Compile information and resources on a topic, problem, person, hobby, skill, or industry. Research is the work of gathering up information and putting it one place, which readers appreciate.

Research is valuable to your readers because it saves them time. If you have a blog about tennis and did some research on the newest rackets, then you have helped your readers. If you have a blog about purebred dogs and have done research on the newest breeding techniques, your readers will appreciate the valuable content you gathered for them - saving them the effort.



Research is a way to create content without having to write it. Most of the time you are compiling the research, organizing it, and then presenting it properly to your readers as a convenience or a service.

## **22. Compilation**

Unlike research, this is more like a reference list of links, sites, blogs, and resources about a topic, event, or something specific. For instance, I might compile a list of links and descriptions on Christian history websites, or “personal finance” blogs.

You are really only limited by your own imagination when it comes to compilations. You can compile certain types of books, a specific segment of information, directories... Really any category of information that you can find on the Internet can be compiled into a single useful resource.

### 23. Satire

Satire is... satire. Here's the definition:

- Witty language used to convey insults or scorn; "he used sarcasm to upset his opponent"; "irony is wasted on the stupid."
- A literary technique of writing or art which principally ridicules its subject often as an intended means of provoking or preventing change.
- exposing human folly to ridicule; "a persistent campaign of mockery by the satirical fortnightly magazine."
- a humorist who uses ridicule and irony and sarcasm.

Be careful with satire. It's one of those types of content that can make you really famous and popular, or come back to bite you in the butt and get your blog shut down. It's a high risk, but also very high potential reward. Only you know if your personality can handle the volatility and unpredictability of controversial or satirical content.

### 24. Series or Multiple Parts

Instead of writing really long posts, break them up into parts or create a series that covers a different part of the topic with each post. You can often get a couple of weeks of posts from one series, or by breaking up a long post.

It's my best guess after a decade of blogging that around 350 to a max of 500 words is about the comfortable attention span of most readers. So instead of writing a single thousand word post because you want to get everything in one shot, consider breaking that into two or three smaller posts. This not only gives you more content that you can schedule but makes it easier for your readers to digest.

### 25. THE HOLY GRAIL OF POSTS: A Viral Post or Idea Virus

Okay, this is the HOLY GRAIL of blog posts. A viral post is one that people are compelled to pass on to others, and like a snowball rolling downhill gains momentum and grows.

Viral posts are rare and often unexpected. One viral post can launch an entire blogging career. There's no formula for a viral post, you just have to constantly evaluate whether or not your post would be something your readers (and their friends) are COMPELLED to share with others.



Many posts get shared with a few people... few posts take on a true viral cycle. It takes great writing, great timing, and great luck/blessing/fortune (choose your flavor).

## **26. Collation Posts**

Just like when you collate papers out of the copier, you are putting them in the correct order and proper organization; that is what a collation post is. It takes information from multiple sites and sources,

and then organizes the information and presents it in a logical and useful order.

## **27. Guest Posts**

Guest posts are exactly what they sound like; you are allowing or inviting other people to write blog posts to publish on your blog. If your blog is successful to any degree, you will quickly begin to receive requests from guest bloggers. The motive behind guest blogging is to grow your own audience and increase your exposure to other communities.

Guest posts can be a great way to build reservoir content but remember that with each guest post you are somewhat diluting yourself as the primary personality of your blog. You are also potentially sending your readers to other blogs within your niche or topic. Only you can weigh the benefit or risk involved with guest posts for your blog.

## **28. Ask the Readers**

Really stuck? Ask your readers what they would like to see you write about. Ask them for questions. Ask them what problems they are having (related to your topic). Ask them what their favorite content is on your blog and then focus on that. Ask them what their favorite content is on OTHER blogs, and then write your own versions.

Ask readers to help you write something. Run a contest and pay a reader for giving you a great idea.

The larger your audience, the more great ideas you will be able to get from them.

## 29. Monthly Reports

Monthly reports, updates, and running results or totals... it might be progress reports on a project, updates on your goals, running totals, or results on something you are tracking.

Monthly updates or reports are something you expect so it should be something you can fall back on. Nothing says it has to be the same number of updates or reports on certain dates. It's your blog, so change it up if you want.

## 30. Review/Describe Other Blogs

Readers like it when someone they trust recommends or reviews other blogs. It saves them the work of having to evaluate them. You may introduce your readers to blogs they otherwise would have never crossed paths with.



You don't have to review them just for the purpose of a positive referral. You can review other blogs like a "directory" just to inform

your readers what the blog covers. Of course, you can give the blogs ratings too but be sure to be fair and do your homework.

If you do an objective review and link to a blog, those blogs may notice and give you a plug as well.

### **31. Update, Expand, or Elaborate on a Previous Post**

You have written some great stuff in the past. There is no rule that says “one and done.” Rewrite it, update it, or take a different angle on it. Learn to repurpose your best stuff and present it in many different ways.

I’m not talking about cheap or lazy duplication (although republishing timeless posts occasionally is certainly a good practice so that periodically your new readers get exposed to them too).

When you do repurpose or republish, include a note about the previous version and why you are posting it again. That way your long-time readers won’t think you are just being lazy or have run out of juice.

### **32. Personal Experience, Story, or Tale**

Personal content is a little risky, but with big potential payoff. If you can write personal stories, experiences, and opinions that are interesting, not annoyingly self-centric or egocentric, AND have value for your reader, you will have a valuable source of emotionally appealing content.

I’ve seen some huge successful blogs that were personal to the core but they pulled it off by making you feel like you knew them, or that their experience was meant to help you. I’ve seen other personally revealing blogs that were boring, way too much information, trivial, or nothing but a shrine for the blogger (“love me,” “help me,” “need me,” or “worship me”).

Some people have a personal story that is so compelling, involving so many lessons learned and so much experience, that it can support an entire blogging effort.

Almost all really good blogs have an element of the “personal” in them. The trick is using just enough to help people feel they actually know you while not crossing that line into “I don’t care what kind of cat litter you prefer or that yet another girlfriend dumped you.”

### **33. Pure Fiction**

I just used to write a series of blog posts I called “truth or fiction.” They were stories about stuff that happened to me but I would embellish them greatly with some of it being true, and some pure fiction.

I then invited readers to be part of a contest to see who could figure out which part was true, and which part I made up.

Ever heard of a parable? A parable is a story that teaches something. If you like the creativity involved in that, you would write parable-type posts meant to teach your readers something real.

This would be a very specific and special type of blog writing, but being able to write “fiction” makes your content limitless.





## WHY YOU SHOULD SPEND MORE TIME READING BLOGS

It is important to read other blogs as a way to increase your own skills and knowledge on your chosen blog topic. Reading other blogs will also give you ideas, inspiration, and provide fuel for your creative juices. Here's a quick rundown of why it is important for you as a blogger to read as many other blogs as you have time for:

1. You need to know what other people are reading and talking about. Sometimes you might be at a loss for new content ideas and checking out other blogs will give you an idea of what other people are interested in. Then you can add your ideas and wisdom via your blog. By adding a post about a trending topic, you might even be able to pull in some search-engine traffic. Keep in mind that whatever you write on should be of interest to your current readership or you might lose them by writing about every passing trend that hits the internet.
2. You might gain a new perspective on your blog topic. By reading other blogs, you will gain access to the thought process and ideas of a variety of people; undoubtedly, this will give you more to think and write about. You might have to read through several recycled posts to get to one that offers a new insight, but it is worth the effort for you to find a new idea that you had not previously considered.
3. You might gain additional income-generating methods. The opportunities to make money online are numerous and after a while you might think that you have considered everything under the sun. But as technology changes, and the Internet evolves, new opportunities will present themselves and you just might read about one that interests you.

4. You will get new ideas for your own blog posts. Creating quality content for your readers on a regular basis can be difficult. Many bloggers struggle to come up with new and exciting information for their readers. If you regularly read high-caliber bloggers related to your field, you will be exposed to new ideas and blog material.
5. You will enhance your writing skills. Even if you already consider yourself to be an excellent writer, reading other blogs will expose you to new writing styles and new ways to present your ideas to your readers. If you are not an excellent writer, reading good writing is a great way to expose yourself to new words and phrases that you can work into your own writing as you practice. Your writing will improve over time as you soak in quality content while continuing to provide quality content to your own readership.

Without neglecting your own blog, read and digest as many other blogs as possible to load up your mind with knowledge, ideas, and creativity.





# Linky Inspiration: 33 Brilliant Ideas for Writing Blog Posts

Bloggers and writers get stuck. And tired. And sick. And bored. It is often hard to come up with something fresh and original. It is. Trust me. It is.

In order to have a successful blog, you are going to have to routinely dream up new, high-quality content. Every blogger is going to battle writer's block at some point. I have been there and continue to have days where I sit down at the computer to share some of my fresh and unique thoughts . . . but there are not any. The techniques, methods, and list of inspiring ideas I am going to share with you in this book have been helpful to me, and I know they will get your creative juices flowing on the days you need a little brainstorming boost.

LinkyBLOG®



## Brent Riggs

[brent@brentriggs.com](mailto:brent@brentriggs.com) | [linkyblog.com](http://linkyblog.com)

Brent is a well known Internet marketing and business expert, author and speaker. He is the owner/creator of sites like Linky Tools, Linky Followers & Linky Blog. Find out more at [RiggsDesignWorks.com](http://RiggsDesignWorks.com)

ISBN 978-1-300-45647-6



9 781300 456476