



62

Blog Posts
to Overcome

Blogger's Block



Companion
Guide



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INTRODUCTION

The writing prompts in this workbook will help bloggers and content creators overcome blogger's block by encouraging creativity and blog post idea generation.

How to Use this Book

- Carry this book with you. You never know when you'll get a burst of inspiration, and you want to be ready to write down your ideas as soon as possible. They may become future blog posts. Write them down even if they seem to be irrelevant right now; they may prove to be very valuable in the future.
- Review each type of blog post presented. This will get your mental wheels to spinning, and you will begin to see how each of these posts can fit on your site.
- Think about how each post relates to your blog topics. Review each type of blog post presented. This will get your mental wheels to spinning, and you will begin to see how each of these posts can fit on your site.
- Create the post. This may seem obvious, but it can easily be moved to the bottom of your list of things to do.
- Develop an editorial calendar. This will help you keep a consistent blogging schedule.

Other Considerations

- You do not have to write ideas every day. Write when inspiration strikes.
- Brainstorm with other creatives. Your good ideas will become great ideas with other clever minds.
- Adhere to your editorial calendar.
- Commitment = Success. Don't believe me? Start blogging consistently and see what happens.

Remember, you can always refer back to examples in the *62 Blog Posts to Overcome Blogger's Block* book or visit www.overcomingbloggersblock.com when you need to get-unstuck on your blogging journey.

Happy Brainstorming!

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#1 HOW-TO

Teach your audience how to make their lives easier and better through How-To posts or tutorials. These instructional posts provide step-by-step instructions, as well as tips and solutions on how to do or attain something. You can use audio, images, videos, and presentations to makes your posts more engaging.

What are some **How-To** posts you can create that will make your audience's lives easier and better?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#12 VIDEOS

Video blogs (vlogs) are becoming even more popular than photoblogs. When your audience can see you, they feel like they know you and this helps to develop a more immediate rapport. In fact, research shows that e-mails with video are opened more often than text-only messages.

What type of **Videos** can you record with your phone, webcam, or camcorder that your audience would enjoy?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#22 GUEST POSTS

Guest posts are win-wins for the blog owner and the guest blogger. As the guest blogger, you are expanding your reach by sharing your stories, experiences, and lessons with a different audience. You are also giving the site owner a break, which is always appreciated. Also, the audience of the hosting blog gets to hear different voices and perspectives.

Think of sites you frequent where you would like to submit **Guest Posts**. What are the sites and what are some potential topic ideas?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#35 GIVEAWAYS

Who doesn't love free stuff? Give something away on your site, but make your readers earn it. Ask them to leave comments on your site; to follow you on Twitter; or to like your Facebook page. Add a sign-up form so you can build your e-mail list. Select a prize that can be used by anyone.

What type of **Giveaways** and prizes can you offer that your readers would enjoy?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#49 HYPERLOCAL

Many hyperlocal sites provide news and stories about the community, relevant to the people in the community, written by people who live in the community. These sites are sometimes created from someone's desire to share local news. Often they result from the lack of, or incorrect, coverage by mainstream media and newspapers. If you are a blogger, you can build a site around a geographical area and topics relevant to those areas.

What are some **Hyperlocal** topics you can share on your site that are relevant to your audience?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

#58 "BEST OF" AND "TOP" POSTS

"Best of" or "Top" posts are popular posts where you gather the coolest or most thought-provoking content either from your site or from other sources to create an informative list.

What are some "Best Of" or "Top" topics that are ideal for your site?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

CONCLUSION

You have just learned about the 62 types of posts that will help you overcome blogger's block. The posts presented in this book can apply to traditional blogs, microblogs like Twitter and Tumblr, as well as status updates on your social networking sites.

To kick start your creativity and to help you develop a consistent routine, visit www.overcomingbloggerblock.com to:

- Sign up to receive updates about new products, trainings, and workshops
- Get tips, tools, and resources on how to overcome this horrible condition
- Obtain step-by-step instruction on how to produce the different types of posts
- Purchase the 62 Block Posts to Overcome Blogger's Block Companion Guide
- Purchase additional copies of the book and companion guide

Feel free to contact me at msmarcie@overcomingbloggersblock.com to share how your blogging life has changed as a result of applying new or different types of posts to your site.

Have fun and unleash your creativity!

About the Author

Marcie Hill, M.S., is an accomplished freelance writer, blog addict and social media enthusiast with over twelve years of experience writing for businesses and publications.

Her published successes have appeared in international, national and local print and online publications, including *Forbes*, *Toastmaster* magazine, *St. Louis* magazine and the *Chicago Independent Bulletin* community newspaper, ProBlogger, Basic Blog Tips, BlogWorld, About Freelance Writing, and Write to Done.

Lastly, she owns four blogs; has self-published four eBooks; and has presented at national and local blogging and social media conferences, including New Media Expo, Social Media Week and Blogging While Brown.