

Find Creative (and Proven) Content Ideas for Your Blog



Instructions: You can do this game with your friends, colleagues or all by yourself. Follow the steps to come up with the best content ideas.

STEP 1	Write down a broad topic related to your blog below (e.g. content marketing).	
	Your broad topic: _____	
STEP 2	For each action (e.g., “ <i>inspires</i> ”), write down a content idea related to the broad topic you chose.	
	 <i>Set a timer for 2 minutes, and... start brainstorming!</i>	
Write a content idea that...		
Educates:	Inspires:	Encourages:
_____	_____	_____
Intrigues:	Excites:	Entertains:
_____	_____	_____
STEP 3	Match each content idea with the right content format and add the title below.	
Listicle:	Case Study:	How to:
_____	_____	_____
Q&A:	Infographic:	Question:
_____	_____	_____
STEP 4	Ask someone to play the role of your persona (your typical reader) and to put a checkmark on each title they would read and a line through each title they wouldn't click. If you're playing alone, you can do this yourself!	

Trigger Storming for Content: Think Outside of the Box



STEP 1	Write down a provocative or triggering topic (e.g., “ <i>how to guarantee your new blog will fail</i> ”) for each column.																				
STEP 2	Set a timer for 2 minutes and write down rebuttal content ideas in the sheet below to address these topics (e.g., “ <i>X ways to prevent your new blog from failing</i> ”).																				
STEP 3	Choose from your list of new content ideas!																				
	<table border="1"><thead><tr><th>Triggering Topic:</th><th>Triggering Topic:</th></tr></thead><tbody><tr><td>_____</td><td>_____</td></tr><tr><td>Rebuttal #1:</td><td>Rebuttal #1:</td></tr><tr><td>_____</td><td>_____</td></tr><tr><td>Rebuttal #2:</td><td>Rebuttal #2:</td></tr><tr><td>_____</td><td>_____</td></tr><tr><td>Rebuttal #3:</td><td>Rebuttal #3:</td></tr><tr><td>_____</td><td>_____</td></tr><tr><td>Rebuttal #4:</td><td>Rebuttal #4:</td></tr><tr><td>_____</td><td>_____</td></tr></tbody></table>	Triggering Topic:	Triggering Topic:	_____	_____	Rebuttal #1:	Rebuttal #1:	_____	_____	Rebuttal #2:	Rebuttal #2:	_____	_____	Rebuttal #3:	Rebuttal #3:	_____	_____	Rebuttal #4:	Rebuttal #4:	_____	_____
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