

Content Creation Inspiration Guide

Purpose

The purpose of this guide is to give you some starting points for your content, and inspire new ideas. Use this guide to get the creative process flowing and build lots of great, new content assets.

How to Use this Guide

Just take a look through the suggestions below and then use them as inspiration for your next piece of content. This tool is meant to get your creative juices going.

Whether it's emails, blog posts, videos, articles or whatever...coming up with decent content on a regular basis is tough. To help you get going, here are 5 methods for coming up with ideas for content that will actually be interesting to your audience.

Method 1

Tell a personal story about a problem you had that they also are likely to have (like coming up with good ideas for content!)

As long as it's a problem they have, or can see themselves having, they'll pay attention. And the personal story adds that little bit of drama, whilst also building empathy.

Method 2

Share a success study. Be careful here - you don't want to invoke jealousy. Instead, show the difficulties the customer went through and what they learned (just make sure the learning is usable by your audience).

Method 3

Reflect on current events. If there's something interesting in the news, feel free to use it as a springboard to talk about something in your field. The connection has to be obvious rather

than shoehorned, of course. But feel free to use anything from serious news to the latest celebrity gossip. Any topic that's hot right now will get attention and interest.

Method 4

Go back to basics. Show your audience how some of the fundamentals that everyone's forgotten about can be the key to success.

Method 5

Do what we're doing here. Simply make a list. We like lists. Top 10 (or any number) lists add interest to what might otherwise be a boring topic. Your audience is always interested in what you see as the top 10 or top 5. They might agree or disagree, but either way they'll pay attention.

When it comes to creating your next piece of content, try one of these 5 methods - it'll make life much easier than staring at a blank sheet of paper.

All Content Ideas:

- Product tips
- Tell a story
- Review
- Multi-guest (get multiple authors to contribute)
- Profile (yourself or others)
- Checklists
- Behind the Scenes
- Rant about something
- Answer a question
- Give a presentation
- How-To
- Case Study
- Research
- FAQ (Frequently Asked Questions)

- Series
- Stats
- Interview
- Links (curated list of related links)
- Quotes (from famous people)
- People to follow
- Parody
- Survey
- Lists
- Inspirational
- Comparison
- Company update
- Predication
- Ask a question
- Challenge
- Contest
- Cartoon
- Meme
- Best of
- Reaction
- Infographic
- Pick of the week
- Customer showcase
- Video (embedded)
- Debate about something
- Podcast (embedded)
- Problem/Solution
- Off-Topic