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20 Ways to Get Ideas for your Next Blog Post



By Nicole Dean

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- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

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About the Author



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, guess what? She's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

Here are some of the things people have said about Nicole:

If you're looking for THE go-to gal who knows her stuff and gets things done, then you NEED Nicole.

I've worked with her as a JV partner as well as her customer and friend, and I can honestly say: Nicole is the real deal. She's incredibly friendly, hysterical, and one of the best internet marketers around.

Without doubt, I wholeheartedly recommend everything she does!

-Ronnie Nijmeh, PLR.me ([click to listen to an interview with Ronnie and get Free Stuff](#))

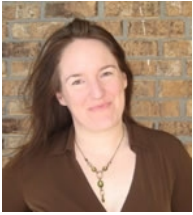
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Nicole and I have become fast friends, and in addition to being an all-around fun person to hang out with... Nicole is truly brilliant. We talked for hours, shared resources, and even hung out here in my home office (where she totally raided my book shelf!

Nicole is one of those people that practices what she teaches. She is a niche affiliate marketer, and a true online business owner, managing multiple websites in a wide variety of niches. She has a strong sense of integrity, a smart way of doing things, and personally... I pick her brain every chance I get!

-Lynn Terry, ClickNewz.com ([click to listen to an interview with Lynn](#))

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How to Get Ideas for your Next Blog Post



Hi. I'm Nicole Dean. I'm an Affiliate Marketer, Content Expert (focusing on viral marketing and repurposing your content), and was an Affiliate Manager for Jimmy D. Brown (my mentor and friend). I've been earning an income online since 2005 and am continuing to grow each year.

At this point, both my mom and my husband work for me and I'm proud of the fact that they have the flexibility to be in charge of their own lives and how they spend their time.

How will you benefit by reading this guide?

I've compiled a list of many ways to get inspiration for your next blog post. Some of them you'll love. Others, you might think stink. But, if you feel uninspired about blogging, this is for you.

1. Article Directories.

Most article directories like EzineArticles.com list "popular articles in this category" at the end of each article. Don't believe me? Go to EzineArticles.com and go to your category. Click on an article. Scroll down. Find it? There you go. That tip alone should give you enough blogging power for the next few months.

2. YouTube.

Another great content site, YouTube.com (and the dozens of other video directories) are a fantastic place to find ideas for your next blog post – or just copy/paste content for your next blog post.

When you get to the site, just search for some of your keywords in their search bar. Voila. You can choose to embed those videos into your blog posts and write a summary above or below the video – or just use the video as inspiration for your own blog commentary.

- If you'd like to embed any of my videos on your blog, just go to [Nicole Dean's Free Reprint Content](http://www.nicoleonthenet.com/5080/embed-videos-inwordpress-blog-posts/).
- Here's a video that I recorded that shows you HOW to embed videos on your blog: <http://www.nicoleonthenet.com/5080/embed-videos-inwordpress-blog-posts/>

3. Blog Talk Radio.

If you haven't been to Blog Talk Radio yet, you're in for a treat. It's a podcast site that lists "online talk radio" shows that you can listen to on demand for free. Again, search for keywords in your niche like "fantasy football" or "triathlon training" and you'll find podcasts to listen to and, just as importantly, ideas for your own blog. If you enjoyed the show on Blog Talk Radio, you can even link to the episode as reference (and I do recommend it).

- [Listen to Nicole's Podcast](#).

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4. Google.

I'd better include Google right away, since they're the big guy on the 'net. Search for your keyword or keyphrase along with the terms above "parenting video", "parenting podcast", "parenting articles" – and you'll never run out of ideas.

5. Listen to your Blog Stats.

Find out which of your posts gets the most traffic and use those posts as inspiration for writing an entire series on the topic — IF, and only IF it's related to your niche and there's a way to monetize it in some way.

If you're unsure how to read your web stats, it's actually quite easy.

1. Log into your hosting panel. It's normally www.yourdomain.com/cpanel (or something similar).
2. Once you're in, look for "web stats".
3. Click on Awstats which are my favorite.

OR you can utilize the power of Google by setting up Google Analytics.

OR you can use a plugin that displays your most popular posts on your blog so that not only you, but your readers, can view which are the most popular blog posts.

Either way, you can easily see which of your web pages are the most viewed each month. A quick peek into your stats will tell you what your market is reading. Use that information to create more content about that topic.

6. Most Commented Blog Posts.

If you listen to your readers, they'll TELL you what they're interested in. And, actually, you can use this tip even if you are on a competitor's blog. Look at blog posts that are most commented and you'll find hot topics that you should consider writing about.

7. Most Active Forum Posts.

Hang out on a forum in your niche? Find hot hot hot posts and use those as inspiration for your next blog post. Obviously the topic is hot or it wouldn't get such a response.

8. Track your email results.

If you're tracking your open rate in your newsletter & promotional emails, you'll quickly find what your list members are most interested in hearing about by which emails are opened and which links are clicked upon the most. Obviously you'll want to take those topics and write lots more and post it to your blog.

9. Sign up for your competitors' lists.

Now, don't sign up with your main email address, unless you set up the promotional emails to filter to a special folder. You don't want your competition interrupting your work day or weakening your self-confidence during the day. But, you do want to keep an eye on trends to see what's up and if they're talking about a topic that you think your readers would like to learn more about, too.

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10. Ask your readers.

You've got a list. You want those people on your list to like you and buy from you, right? So, ask them what they'd like to hear more about. Survey them with a tool like SurveyMonkey.com or EasyInternetSurveys.com or any of the other great free services and find out. Then, offer them more content based around that topic.

11. RSS Feed Swipe File.

This idea came from my friend, Susanne of NicheResearchPacks.com Set up a Google reader account which is a RSS feed reader/aggregator. Then, go and sign up for the RSS feeds for several competing sites. (If you don't know of any competing sites yet, the feed reader will allow you to search for them.) Then, log into your feed reader any time you need ideas for a blog post. Alternatively, you can log into the feedreader once per week or per month and jot those ideas into your idea notebook for later.

12. Magazines & Books.

Both magazines and books are huge resources for blogging. Just because they aren't "online resources", it doesn't mean that they can't give you lots and lots of ideas. Start by finding magazines and books in your niche and go through their table of contents to generate ideas.

I love doing this because it gets me out of the house to Barnes and Noble where I can grab a cup of coffee and relax for awhile while doing research. Of course, I could go through the table of contents online at Amazon.com but that's not nearly as much fun. (Don't forget to jot them down in your notebook!)

13. Yahoo Answers.

Have you been to Yahoo Answers recently? It's a treasure trove of questions that people have about just about any topic. Now the site is basically the clueless leading the clueless, so I wouldn't recommend actually taking advice from anyone posting answers there, but it's a great research tool to come up with blog ideas that you can write about.

14. Google Alerts.

My friend Tracy of LoveImpossible.com suggested this tip. Set up a google alert for just about any keyword, URL, or person's name. It can be a topic you're interested in, your competition's website -anything! and you'll (tada) get an email alert any time that term is posted online anywhere. The alert will lead you to blogs that are posting about items of interest to your niche which can jumpstart your brain to a multitude of ideas.

Don't forget to add a Google alert for your own name & sites to see what other people are saying about you and then use those blog posts to get the ideas flowing.

15. PLR Packs.

I love PLR. (For those who don't know, PLR stands for Private Label Rights and is usually referred to in regards to content in internet marketing.) What that means is that you can buy PLR articles affordably and use them on your website or blog. You can edit them as much or as little as you want (I recommend editing more than less) and use them to speed up your blog posting.

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How I use PLR articles is to grab a paragraph and see if it gives me inspiration for a blog post. If so, I may use that one paragraph as a draft and build from there. Another option is to just go through the titles of the PLR articles on your hard drive and see if any of them give you an “ah ha” moment to help you to begin writing.

Speaking of PLR articles and reports, here’s a great resource that you will most certainly like: click here → [Top Quality PLR](#).

16. Customer Support Questions.

Every single question that you get from a customer should make you ask yourself “Is this an issue that I should write about on my blog and/or add to our frequently asked questions page?” That will not only inspire blog posts ideas, but help you better address questions that your visitors may have that are preventing them from buying — or that you can turn into a marketable ebook to sell.

17. Refunds.

Just like #16 above, you can take a negative experience like getting a refund request and turn it into a positive. All you have to do is use the objections that you receive in the refund request as inspiration for your blog. If the customer said “I’m returning this because the bird costume doesn’t fit” then write a blog post about “how to size your bird for a bird costume”. If you can overcome the objection on your sales page — and in a blog post, you can use their refund request to make money for you for years to come.

18. Cross Blog Conversations.

A cross blog conversation works like this:

- You ask a fellow blogger a question on your blog.
- Notify that blogger about your question.
- That person answers the question on his/her own blog and ends with a question for you.
- You answer the question on your blog and end with a question for the other blogger.

And, it can go on ... and on... and on... as long or as short as you’d like.

This is a brilliant strategy that I’ve used on a number of occasions to get exposure on other blogs.

You can see one of my favorite cross-blogging posts here: [How I plan to Double My Income](#).

19. StumbleUpon and Digg.

If you’re not using StumbleUpon and Digg yet, you’re totally missing out on my favorite tool for watching what’s hot (and you’re missing out on boatloads of traffic). I love my StumbleUpon.com traffic, but I also use the site to research interesting ideas for blog posts and Twitter tweets. Check out the site.

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20. Twitter.

There's a cool twitter search at <http://search.twitter.com/> that'll help you to find out what people in your market are talking about. Whether you're in the frugal housewife niche or if you're [helping marketers to outsource](#) the research is invaluable.

Speaking of Twitter, please follow me. I'm good peeps! [Follow Nicole on Twitter.](#)

I could go on all day with this topic. I hope you've found the ideas in this report useful.

Warmly,
Nicole Dean

You are welcome to come by my blog and get plenty more free information from me:
[Nicole's Blog & Podcast](#)

Additional Resources from Nicole...

Get More Traffic: Guest Blogging Guide

Instead of submitting your articles to EzineArticles.com where there are as of today 212,234 other Authors competing for attention, why not cut out the middle man and position yourself right in front of your potential customers – where they're ALREADY hanging out?

Nicole Dean, did it. In fact, she pulled off a huge stunt and got featured and endorsed on some of the hottest blogs in her industry – and in their newsletters.

Now, you don't have to go as big as she did, but I'm telling you – her method works. As of right now, she's got a waiting list of people who want her to "steal" their traffic – and she can't keep up.

Do you think she's got something that you can learn from? I KNOW she does.

Check it out here: [Teach Me More about Free Traffic Through Guest Blogging!](#)

EasyPLR: Top Quality Content for Bloggers Since 2006

Not a writer? No problem. You can still have a make money with a content website. Once your website is set up, all you need are some private label rights (PLR) articles. You simply purchase these PLR articles, and then edit them and publish them on your website or blog. There's no linking back to anyone. Just publish them and monetize them with ads and you're set.

Check it out here: [Show Me the Content!](#)



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How to Sell your Product on Clickbank.

12,000 infomarketers can't be wrong

For infoproduct marketers, Clickbank is a hands-free way of selling online.

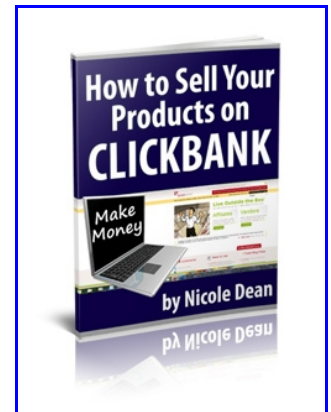
Not only does it process your payments, but it also allows its army of 100,000 affiliates to promote your product — and then it takes care of paying their commissions and issuing refunds!

But if you're just starting out, getting your infoproduct on Clickbank can be a hairy process.

"How to Get Your First Infoproduct on Clickbank" is your step-by-step guide to selling on Clickbank. It doesn't just tell you what to do, it SHOWS you through video demonstrations.

It's time to get your infoproduct out of your computer and into the Internet — where it can start making moolah for you.

Check it out here: [Teach Me How to Sell My Products on Clickbank](#)



Protect Your Online Business BEFORE Disaster Strikes

One Cup of Coffee Away from Disaster.

I'm sure you've thought it before "I sure hope that I don't spill this coffee into my laptop. I could fry everything in an instant."

Wow. Scary to think about, isn't it. What would the ramifications be if you did? And, how long would it take you to recover from that?

- Lost programs.
- Lost documents.
- Lost pictures.
- Lost emails, even.

And, that's just from a cup of coffee. Heck, that's an accident.

What about intentional malice? Hackers, viruses, identity theft — eek!

Well, Nicole Dean, is an online business owner like you – and she was worried enough about these issues to write a report to address them.

Check it out here: [Teach Me How to Protect My Online Business](#)

