

# 101 WAYS TO BATTLE BLOGGER'S BLOCK

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## FIRST WORDS...

“What if I run out of things to write about?” It’s the worst nightmare of every blogger. This ebook should help you out there. Good luck, and please share this ebook with anyone who might be interested.

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## 1. SWITCH TO ANOTHER PROJECT OR BLOG.

Sometimes you think about one thing for so long that your mind becomes paralyzed and you can't think creatively. If you can't come up with something to say on one blog, work on another one of your projects. This can be another blog, an ebook, or a product you're getting ready. If you don't have any other projects, do work, homework, or anything else that exercises the mind. When you come back to your blog, your mind will hopefully have had enough yawning and stretching and be seriously ready for some hard-core creativity action.

## 2. WRITE SOMETHING EVERY DAY.

I've found that if I write something every day, I become a better writer. In addition, the more I write, the easier it gets. Writing daily overcomes any mental anxiety you might feel towards writing—it becomes less scary and more fun. Whatever you write doesn't need to go on your blog and doesn't even have to be about anything related to your blog. Just writing something every single day will get you used to the writing process.

## 3. TAKE A NAP.

I often find myself sitting in front of my computer thinking about how tired I am. What a waste! I could be spending that time thinking about something useful! Instead of thinking about how tired you are, just go take a nap. When you get back to your computer, your mind will be alert and you'll be able to think about something other than how tired you are! Make sure you set your alarm, just in case.

## 4. REWARD YOURSELF.

This is something I learned from mountaineering. I tell myself, "OK, fifty more steps and then you can rest and take ten breaths." Do the same with your blogging. If you have something to work toward, you'll be more driven in getting work done. Promise yourself fifteen minutes of free time (watching YouTube videos, reading a book, playing the guitar, reading other blogs, playing Dungeons and Dragons, whatever) as soon as you finish your blog post. Do *not* do those things until you finish that post! Another example: If you're making a list, eat a grape or M&M for every bullet point you get done. Find out what motivates you and work toward that.

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## 5. CHANGE YOUR SURROUNDINGS.

Try writing in a different place. The library, the park, or the coffee shop are all good places. Try the mall if you like people watching. Write at a friend's house or even in another room in your apartment. Different surroundings will stimulate you in different ways from your normal routine, and you will be able to come up with new material.

## 6. CHANGE YOUR SURROUNDINGS, PART 2.

Instead of changing where you work, change the things that surround you. Get a new painting or photograph to hang over your computer. Get a small houseplant and give it a name. By adding some variety to your workspace, you're open to thinking different thoughts and coming to different conclusions.

## 7. MEDITATE.

Find a quiet place with few distractions. Just sit and take some time to think. Breathe deeply. Turn on some relaxing music if you think it will help you relax. Sit there for fifteen minutes and see what thoughts come to your head. Google "how to meditate" for more information. Google "mp3 meditation" and you'll find lots of free music to meditate to.

## 8. WRITE FOR A NOOB.

You're an expert in your field. That's why you're blogging about it. You're a friggin' genius. You've got a math blog and you've just proven how Einstein's theory of relativity is indeed true, and how you would have come up with the theory much earlier. But now where do you go from there? How can you top that? It's easy! Ask someone who doesn't have half a dozen PhD's what math questions they have. Write for the noobies out there, too. You won't win any Nobel Prizes by writing about how to add fractions, but you'll provide useful information that people can link to and easily find through a search engine.

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## 9. ATTEND A MUSEUM, SHOW, CONCERT, OR MOVIE.

Do something that forces you to interact with creativity. Hopefully it will be inspiring. If not, then write about how much it sucked and what would have made it better. Take a notebook or piece of paper with you to record any thoughts you have.

## 10. INTERVIEW SOMEONE.

One great thing about interviews is that they're 1) interesting for your readers, 2) great exposure for your interviewee, and 3) easy and fun for you. Just come up with some questions that, when answered, you think would be interesting or instructive for your readers. Your interviewee can be a leader in your area, your "average Joe," a business owner, or a fellow blogger. You could even make interviews a regular "column" on your blog. To spice it up a bit and leverage your content even further, turn the interview into a podcast or make a video out of it.

## 11. DRAW SOMETHING.

Even if you suck at drawing, you should try this. In fact, now that I think about it, this might even be better if you suck at drawing. Draw whatever you feel like and see where it takes you. Try to accurately draw something you can see and write about how it went. Was it hard? What difficulties did you face? Consider posting your drawing once you're done with it.

## 12. THINK SPECIFICALLY.

If your blog is about laptop accessories, try narrowing it down a bit and have a series of posts about computer accessories that cost less than \$5. If you've got a niche blog, try getting even nichier. If you post cool car videos, post a set of cool Corvette videos.

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### 13. THINK GENERALLY.

This goes along with the previous tip. Instead of narrowing your focus (and going along with our previous example about the laptop accessory blog), try expanding your horizons by talking about iPhone accessories or must-have open source programs. The key to this is thinking about what other similar interests your readers have. Once you've nailed that down, cater to these similar interests. Be brave. Don't be afraid to expand the horizons of your blog or write about something you've never written about before. See how your readers react and plan future posts accordingly.

### 14. PROTECT YOUR WRITING TIME.

If you write at home, you should put a "Do Not Disturb" sign in your door whenever you write. Are your kids distracting? Have someone watch your kids or turn on a movie for them. Turn off your phone and—horror of horrors—maybe even try disconnecting from the Internet. Make sure your writing time is for writing and only writing. Not only will you be able to get more work done, but your writing will be more consistent and flow better.

### 15. SET LIMITS ON TIME WASTERS.

Facebook and Twitter are great—if used properly. Otherwise, they will sap every measly little second out of your life. As important it is to you to know what Suzette from your freshman year in college thinks about Obama's latest speech on health care, think how many wickedly awesome posts you could have written in those unsalvageable hours. Set a time limit for yourself on Twitter, Facebook, YouTube, email, or whatever other dark little pleasures you're guilty of indulging in.

### 16. BE HELD ACCOUNTABLE BY SOMEONE.

"Forgive me, for I have sinned. I didn't blog today." This is what you tell your blogging priest (it can be a friend, a coworker, your spouse, or I guess even a real priest...). After he chews you out for wasting time and tells you how disappointed he is in you, maybe you'll think twice before leveling up your level 30 mage. If you know someone will be checking up on you, you'll be more likely to produce content. We hate to disappoint, eh?

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## 17. CHECK OUT TWITTER AND YOUTUBE.

Check [Twitter Search](#) or recently added YouTube videos (that contain your niche keywords) for ideas. These are constantly being updated and are goldmines for ideas. Be careful not to waste too much time here in the name of “working.” Type in some of your keywords and see if anything looks interesting. But remember not to spend *too* much time there (remember tip no. 15).

## 18. GIVE YOURSELF A DEADLINE AND CONSEQUENCES.

Desperate times call for desperate measures. Tell yourself that if you don't get a post done by 3:15, then you're going to permanently delete the most frequently played song on your playlist. If you check your email one more time before you're done writing, you have to donate \$20 to a charity or cause that you hate or that is stupid ([Hamster For President](#), anyone?).

## 19. WRITE WITH A DIFFERENT MEDIUM.

Do you remember when people used to write by hand? Savages. Brush the cobwebs off of that yellow #2 pencil and just start writing. Get a fountain pen if you want to be fancy. Use an old typewriter if you can find one. Writing with a different medium can make the process just different enough to give you some ideas.

## 20. DON'T PROCRASTINATE.

This is a huge weakness of mine. “I'll do it later” turns into “I'm too tired, I'll do it tomorrow,” which turns into nothing ever getting done. If you've got a task to face, just start working on it. The sooner you do what you need to do, the sooner you can move on to more enjoyable pursuits.

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## 21. REMEMBER WHY YOU'RE DOING THIS.

Why are you blogging? What is your motivation? Is it out of love for your topic? Is it because you want to make money? Is it because you feel like you have something worth sharing? Whatever the reason, keep reminding yourself why you're doing this. Ask yourself what kind of post would reinforce your motivation. For example, if you're blogging about cars because you love them, write about why you love them. If you're blogging to make money, write a blog post that will make you money.

## 22. VISIT PUBLIC MICRO BLOGS.

Sites like [OneSentence.org](http:// OneSentence.org) or [FMyLife.com](http:// FMyLife.com) (and there are several others) are rife with inspiration. Also check out sites like [PostSecret.com](http:// PostSecret.com). Surely there's enough juicy stuff at these awesome sites that will get your neurons firing. See if you can't glean an idea or two. Figure out how you can relate what you read to blogging and your niche.

## 23. GET AN EGG TIMER.

Set it to go off every fifteen minutes so you can see how quickly you're burning through the time. If that doesn't light a fire under your butt, you might as well make better use of your time on the couch with *Frasier* DVDs and a bag of cheese puffs. You can also use your phone, oven timer, or any other timer; it doesn't have to be an egg timer. For a simple, free egg timer online, check out [e.ggtimer.com](http:// e.ggtimer.com)

## 24. GO THROUGH YOUR BOOKMARKS.

Ah yes, the old bookmark ploy. Your readers will never know that this was a last-ditch effort to save your sorry rear end from complete and utter failure on your part to come up with any original content. Either make a list of your favorite bookmarks by category (for example, your favorite SEO help sites or favorite personal development blogs), write a profile/review of one of them, or make one massive master list of all of your favorite websites.

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## 25. COMPLETE THIS SENTENCE: WHY \_\_\_\_\_ IS BETTER THAN \_\_\_\_\_.

I love this kind of post. It's easy and can inspire a lot of reader comments and discussion. Here are some examples: Why vegetables are better than fruit. Why Facebook is better than Twitter. Why eBay is better than Amazon. Why stocks are better than bonds. You get the picture. Make these even more exciting by turning them into lists: "10 reasons why Fords are better than Chevys."

## 26. CHECK OUT YAHOO! ANSWERS.

Yahoo! Answers is a website where anyone can ask any question about pretty much anything. The questions are arranged by topic. Find the topic where your niche fits and see what questions are being asked. Answer one of those questions on your blog or get an idea from one of the answers.

## 27. SPEND TIME WITH OTHER NERDS.

They don't have to necessarily be bloggers (though that definitely wouldn't hurt), but spending time with other people who share your same passion will surely give you lots of fodder for your blog. If you don't know anyone else who has your same interests then spending time with artsy and creative types might do the trick. Just be sure to wear a scarf or beret.

## 28. WRITE ABOUT A PROBLEM YOU'VE HAD AND HOW YOU OVERCAME IT.

Surely all hasn't been smooth sailing for you. You've had problems just like the rest of us. And hopefully you've managed to overcome *some* of them. The chances are good that someone else is having or will have the same problem. Let them know how you dealt with it, how you overcame it, and what you learned.

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## 29. WHEN YOU HAVE A LOT TO SAY, SAY IT!

Creativity and inspiration often come in spurts. Take advantage of those times by writing as much as you can. If you need to spend fourteen hours slaving away, so be it. Any time you put in then will be returned to you many times over. Make the most of these times so that you have some material to post when you're creative well is dry.

## 30. DON'T FORCE IT.

If you really can't come up with anything, just give up. You fail. Do chores or run errands or do something else productive. If you're not going to be blogging, you might as well get *something* constructive done.

## 31. AS MY DAD USED TO SAY...

Write down words of advice your parents, teachers, friends, or grandpappy have given you and relate it to your topic. I would provide an example here, but I honestly can't think of anything my grandpappy used to tell me...

## 32. WRITE DOWN YOUR GOALS.

What do you want to get out of blogging. Be honest! Do you want to get rich? Do you want to be famous? Do you want to just share information with your friends and family? Once you have goals defined, share with your readers how and why you set them and how you plan to meet those goals.

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### 33. LOOK BACK THROUGH PHOTO ALBUMS.

Whenever I go back and look through my old photos, I find that there are whole events and trips that I've completely forgotten about. Write about one of those events or something that you learned at one of those events. Or you could take the easy way out and post one of your photographs.

### 34. WHERE WERE YOU X MONTHS OR YEARS AGO?

If your blog has been around for a while, you can discuss the changes and growth it has gone through in the last year or two years or whatever. If your blog is new, talk about yourself. Where were you one or two or whatever years ago? How have you changed? What would you do differently?

### 35. WHERE DO YOU WANT TO BE IN X MONTHS OR YEARS?

Where do you see this relationship going? Will you still be blogging in a year? How about ten years? What will you as a person hope to have achieved in X number of years?

### 36. PICK A FAMOUS STORY, POEM, OR NURSERY RHYME AND GO WITH IT.

Take some well-known (though it doesn't necessarily have to be well-known ...) adage, lyric, or phrase and change it up a bit to make it applicable to your blog. You want to talk about how jerk bloggers won't win in the end? Name a post "Blessed are the peacemakers, for their blogs shall get more traffic." Your topic could be based on a verse from a book of holy writ, or a nursery rhyme, or a poem, or a quote, or anything, really! Here's another example: "Mary had a little blog whose theme was dull as snow," and then talk about how important it is to have an eye-catching theme for your blog. Be creative!

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### 37. WOULD IT POSSIBLE TO...?

What are some of the limits in your field? What would be really hard or nigh unto impossible to do? Theorize! Postulate! For example, "Would it be possible for a person to run a marathon with just a month's worth of training?" You can take a stand on the issue and your readers can chime in, too.

### 38. FILL IN THE BLANKS: \_\_\_\_\_ REASONS WHY I DON'T LIKE \_\_\_\_\_.

This one's easy. Everyone hates something, though I guess you *could* change it to reasons why you *do* like something. Wuss. Anyway, here are some examples: 4 reasons why I don't like McDonald's; 10 reasons why I don't like running; 50 reasons why I don't like to blog after 6 in the evening.

### 39. WRITE A BOOK OR PRODUCT REVIEW.

If you have an interest in your field, chances are you've read some books about it or have bought some other kind of related products. Review them! Say whether you liked the product or not and whether it's worth buying. If you plan on doing a lot of reviews, you can implement some sort of rating system. Don't be afraid to put some personality into it, too. For example, Fluffly's Poodle Blog could give the book *All About Poodling* four out of five poof balls. Readers love stuff like that. You can also make money this way though affiliate marketing.

### 40. DON'T FORGET YOUR CAMERA.

Take a camera with you wherever you go and take pictures of interesting, funny, or inspiring things. Your camera can be like a visual notebook, recording your experiences and saving them for later.

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## 41. SOLICIT QUESTIONS.

This is another great trick for when you're completely stumped as to what to write. Ask your readers what they would like to see a post on. Do they have any questions about your topic? How about suggestions for your blog?

## 42. LOOK AT OTHER BLOGS.

What are other bloggers in your niche talking about? You definitely shouldn't *copy* other people's blog topics, but you should look at other blogs to receive inspiration. See what some of their topics are and see if you can write on the same topic but from a different perspective or with more or better examples. Another option is to use someone else's headline but write your own content for it.

## 43. READ THE PAPER.

Get a newspaper and browse through it, looking for ideas. A major newspaper like the *New York Times* covers such a wide variety of topics that you'd be hard pressed *not* to find something you could write about. Seriously. Hard pressed.

## 44. WALK THROUGH A BOOKSTORE OR LIBRARY.

Again, with the range of information available here, you shouldn't have any problem getting inspired. You can go about this a couple different ways: 1) You could just walk the aisles and read all the different book titles, or 2) you could find books related to your topic and see if you get any ideas that way. Check out the magazines related to your niche, too. Plus bookstores are just therapeutic, right?

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## 45. OH! HOW I WISH...!

Write a post about what you wish you had known when you either started blogging or started taking an interest in your subject. What kind of information was really hard to come by? What wasn't very clear?

## 46. TURN ON SOME MUSIC.

It's been proven that plants grow better if they've been exposed to classical music. If plants can do it, so can you! It doesn't have to be classical music; whatever floats your boat will do. Whether you're into Rachmaninoff or Rancid, listening to your favorite music should get you ready to take on the whole of the Internet. On the other hand, you could try branching out a bit. Listen to something that you don't normally listen to. That could give your brain the unblocking it needs.

## 47. ALWAYS CARRY A NOTEBOOK.

I think that this is the number one best way to overcome blogger's block. Carry a little notebook with you wherever you go. It's important that it is small enough to fit in your pocket or purse when you don't have a backpack or briefcase with you. Write down all of your brilliant ideas as they come to you. Heck, you should even write down your not-so-brilliant ideas. Even those can possibly help you come up with something better later on. You should also write down inspiring quotes, interesting facts, and relevant stories. Look back through your notebook often so that you don't forget about your best finds.

## 48. RESEARCH AND PUBLISH.

Look up something that you want to learn about and then post your findings. Here's an example: You blog about cats. You want to know which presidents of the United States had cats. Spend a few hours looking it up and by the time you're done, you'll have some great original content.

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## 49. MAKE A KNOWLEDGE PYRAMID.

What are the basic things you need to know and understand in your field? Those should go at the base of the pyramid. What's the next stop after you've mastered the basics? That should go somewhere in the middle of the pyramid (the exact number is up to you and the depth of your topic). Then the tippy top of the pyramid should be the pinnacle of what you can achieve in your niche or the ultimate in what your topic has to offer.

## 50. NEWS RECAP.

What's been happening in your field in the past week? Recap all the news in your sphere. This could be either real industry news or a rundown of posts on other blogs.

## 51. GO FOR A DRIVE.

Going for a drive will give you more of a quick overview of the world around you. You see a wider variety of things that can potentially get the blogging ball rolling, and it will give you a lot of time to think and for your mind to come up with something great.

## 52. WRITE A BIO OF SOMEONE IN YOUR FIELD.

There are a lot of fascinating, important, and influential people out there. Who are the movers and shakers in your niche? Who's making a difference? Profile the people that are well-known, but don't forget about the up-and-comers and people who might make a difference in the future.

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## 53. CREATE A LIST OF FAQs ABOUT YOUR TOPIC.

You probably get tons of emails from people asking you the same questions over and over. Why not put all of that to rest by answering all of the most frequently asked questions?

## 54. TALK ABOUT COMMON MISCONCEPTIONS ABOUT YOUR TOPIC.

All rock climbers are dangerous thrill-seekers, right? And everyone who plays chess is a nerd. All Internet marketers are scuzzballs. Nah, none of that is true! Set the record straight. Talk about the common misunderstandings and misconceptions relating to your topic, how those misconceptions came into being, why they're still around, and what you can do to dispel them.

## 55. TAKE A STAND ON A CONTROVERSIAL ISSUE.

Oh man, here we go. Get the masses riled up! Voice your opinion on a hotly debated topic in your field. It doesn't have to be something heavy like abortion or the war in Iraq. What's that you say? You like dachshunds more than poodles?! Take it back!

## 56. EXERCISE.

I often have trouble concentrating because a lot of the time I'm just too restless. I want to be *out there* doing something, you know? By getting out and getting some exercise, I get more time to think of what I want to blog about. Plus when I finally do get back to the computer, I've had my fun and am ready to work hard and be productive.

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## 57. CONNECT YOUR TOPIC TO RANDOM TOPICS.

Forrest Gump was the king of this. "Life is like a box of chocolates," right? By connecting your blog topic with something seemingly completely unrelated, you'll be able to come up with an insightful, memorable, and interesting post. The more interesting and outlandish the better because it will be more interesting and more people will link to it and talk about it.

## 58. USE THE GOOGLE KEYWORD TOOL TO FIND ASSOCIATED TOPICS THAT YOU CAN WRITE ABOUT.

While the [Google AdWords Keyword Tool](#) is useful for a number of reasons, it's great for coming up with topics to blog about. You type in one word and it gives you a bunch of similar words that people are searching for. It essentially breaks down your topic into a bunch of sub-topics for you. Convenient!

## 59. GO THROUGH YOUR OLD POSTS.

Read your old articles and see if you've got anything else to add. With time you've probably gotten wiser and hopefully you'll be able to add something.

## 60. CLEAN UP YOUR WORKSPACE.

Clutter doesn't work well for most people. It's distracting and constricting. Clean up the room and tidy up your desk. While you're at it, open up the blinds to get some natural light in. It feels better already, doesn't it?

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## 61. RESPOND TO ANOTHER BLOG'S POST.

There are tons of people blogging about pretty much everything. Find a post that you find interesting and talk about whether you agree with the points made or not. Is there anything you can add to the post? Any insightful comments?

## 62. PICK A TIME, ANY TIME.

Try writing at a certain time every day. Getting into a routine can help you stop procrastinating and get more work done. If you already do write at a certain time, try writing at a different time.

## 63. THINK ABOUT THINGS THAT MAKE YOU SMILE.

What makes you happy? What makes life worth living? What makes life worth blogging about? Write a happy post.

## 64. WRITE ABOUT YOURSELF.

Your readers probably like it when you show some personality. Why not tell them a bit more about yourself? Who are you? Why are you here? Where are you going? These are deep questions that should be answered at some point by every blogger. Your readers will be able to connect to you better.

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## 65. READ YOUR COMMENTS.

You readers are probably pretty smart people. Go through your comments; maybe you can elaborate on what one of your commenters says. Nice!

## 66. WRITE POSTS ABOUT YOUR FAVORITE WORDPRESS PLUGINS.

Wordpress is the most common blogging platform out there today, and there are tons of plugins that make the blogging experience easier for you and more interesting for your readers. You've probably got several installed on your blog. Why not make a list of your favorites? It'll be helpful to your readers and it's super easy for you.

## 67. WHAT ARE SOME OF YOUR PET PEEVES?

Start ranting! What bugs you more than anything else? Write about it and about what you (and others) can do about it.

## 68. LOOK AT GOOGLE TRENDS.

Google Trends allows you to see what people are searching for on Google. See if there are any movers and shakers that you feel are blog worthy.

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## 69. BLOG ABOUT HOW YOU'VE OVERCOME BLOGGER'S BLOCK.

When you had trouble in the past coming up with something to blog about, what did you do? Share your experiences and maybe you can help someone else who is in a similar rough spot. If you used one of the tips from this book, be sure to link to it :)

## 70. WHAT'S YOUR PURPOSE?

Come up with a personal mission statement or mantra or something of the like. Print out a copy of it and put it on the wall above your computer. Read it often. Write a blog post explaining the reasons behind choosing your particular mantra.

## 71. FIND A LONG LOST SOMEONE.

Call or email someone you haven't talked to for a while. Ask them what they're up to and tell them what you're up to. Be sure to mention your blog! Take notes as you're talking and listening about things that would make good blog posts. Did they ask any good questions that you could answer on your blog? Did they share any good stories?

## 72. PLAY A MUSICAL INSTRUMENT.

Listening to music is good, but playing an instrument gets the music coursing through your veins. It also helps you get into a creative mode that should transfer well at the computer keyboard.

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## 73. EVALUATE YOUR GOALS.

You've set goals and now it's time to analyze them. Have you met your goals? Why or why not? What things can you do to ensure that you reach your goals?

## 74. DEFINE SUCCESS.

Yup. Pretty simple. What does it mean to you to be successful?

## 75. ADMIT YOUR MISTAKES.

Talk about what led you to make those decisions and what you now do differently or would have done differently.

## 76. TREAT EACH DAY AS A NEW DAY.

Blogging can get old and you're bound to have days when you're just not feeling creative or inspired. When this happens, don't get discouraged! Eat a good meal, get a good night's sleep, and attack the next day with optimism and fresh zeal.

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## 77. WRITE ABOUT HOW YOU PROMOTE YOUR BLOG.

You shameless little marketer, you. What have you done in the past to get people to your blog? What worked well and what didn't? What will you do in the future?

## 78. TITLE A POST AFTER A SONG.

Go to the next random song on your iTunes playlist and use that song title as your next post title. Figure out some way to tie it into your topic. This is just another way to look to music for inspiration. The next song on my playlist is called "My Poor Brain." That's easy enough to tie into blogging. Well-known or interesting song titles can lure people in to read your entire post, or at least start reading it.

## 79. TURN OUT THE LIGHTS.

Turn all of the lights out or go in a closet or bathroom or somewhere else where it's pitch black. See where your thoughts take you. Hopefully you're not afraid of the dark

## 80. CREATE A HOW-TO GUIDE.

Making a mini how-to guide can be fun for you and beneficial for your readers. And then it will be even more fun for you when your fantastic how-to post draws a lot of visitors. An example of a how-to would be a "How to make your own model rockets from scratch" on a blog about model rockets. Simple enough.

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## 81. PROFILE A COMPANY IN YOUR FIELD.

Choose a company in your field that you like and profile it. Discuss how it was started, who started it, how it grew, why it's successful, speculations on where it will be in the future, etc.

## 82. LINK BACK TO YOUR OLD ARTICLES.

After you've been blogging for a while, you've probably written a fair amount of good content. The problem is that some of your older ("classic") stuff is in danger of being lost and forgotten. Resurrect your old, dead posts by linking back to them.

## 83. ANALYZE AND SHARE YOUR SITE STATISTICS.

Come on, share your stats! How many visitors do you have? How many page views? Where are your visitors coming from? How long are they spending on your blog? Are you happy with the statistics? If not, what will you do to improve them?

## 84. WRITE ABOUT A HYPOTHETICAL SITUATION.

What would you do or how would you react if \_\_\_\_\_ happened? If your house caught fire and you only have time to save five things, what would they be?

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## 85. DO SOME FREEWRITING.

Freewriting is just writing whatever comes to mind. Start and don't stop for five minutes. See what you can come up with! If you don't come up with anything that's worth posting on your blog, you can at least blog about the experience and about anything you learned.

## 86. HAVE SOMEONE INTERVIEW YOU AND LINK TO IT.

This is easy. A fellow blogger does all the work of interviewing you and then you post a link from your blog to the interview. Piece of proverbial cake.

## 87. FIND INTERESTING QUOTES ABOUT YOUR TOPIC.

Find some interesting/funny/inspirational quotes that have to do with your niche and post them.

## 88. POST A VIDEO.

Scour [YouTube](http:// YouTube) for videos that would be informative or entertaining to your readers. You can easily embed any YouTube video in your blog, giving your readers a welcome oasis in the desert of endless text. If you're more of a creative type, you can try to make a video of yourself doing or talking about something. Good luck!

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## 89. INTERVIEW YOUR READERS.

By profiling some of your readers and commenters, you can show that important and impressive people read your blog. They'll probably be more than willing to promote their blogs, and they'll probably link back to you. Win-win!

## 90. MAKE A LIST OF YOUR FAVORITE EBOOKS AND LINK TO THEM.

Free ebooks are awesome, and there are a lot of them out there. Too many, actually. If you Google "free SEO ebook," for example, you'll get about a bazillion results. Makes a list of the ones that you have found especially helpful. If there aren't any ebooks in your niche, create one out of your most popular blog posts and post it.

## 91. DON'T JUST BLOG; BE A BLOGGER.

Blogging is a state of mind. In order to blog, you must first *become* a blogger. Wherever you go, whatever you do, whoever you talk to, you've got to be thinking about your blog. The more you think about your blog, the more ideas you'll have.

## 92. READ FORUMS RELATED TO YOUR BLOG'S TOPIC.

Go spend some time on forums related to your niche. Find what questions people are asking and answer those questions on your site. Or elaborate on someone else's answer.

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### 93. MAKE YOURSELF UNCOMFORTABLE.

Turn up the heat. Turn down the air conditioning. Sit on an uncomfortable chair. Try to write standing up. Sometimes we just get too comfortable in our surroundings. A jab in the ribs can be enough to force some content. It's like blogging at gunpoint, but without the danger.

### 94. TAKE AN EXTENDED BREAK.

You know what? Maybe you just need to stop blogging for a while. Take a break for a week or so. A week is long enough for you to miss blogging and hopefully long enough for you to come up with something to write about!

### 95. MAKE UP A COMIC.

Web comics are great! And since other people love them, too, they get linked to like crazy. Chronicle adventures and misadventures you've had with your blog topic. And don't worry, you don't have to be a good artist. In fact, it will probably be even more funny if you just draw stick figures.

### 96. THE TEN COMMANDMENTS OF

\_\_\_\_\_.

Let's say you blog about car accessories. Come up with ten essential things that everyone needs to keep in mind when accessorizing their cars. And there you have it: The Ten Commandments of Car Accessorizing.

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## 97. WRITE ABOUT YOUR FAVORITE POSTS ON A POPULAR BLOG.

You've probably got a favorite blog or two. Make a "best of" list of your favorite posts they've written.

## 98. MAKE A GOAL PYRAMID.

This is similar to the knowledge pyramid (see tip #53), but the tip of the pyramid is some kind of ultimate goal. For example, if you blog about long-distance cycling and want to help people reach the goal of a 100-mile bike ride, at the bottom of the pyramid could be "Go on ten thirty-mile bike rides." (You could even write "30 miles" ten times so that your readers can print it off and cross one off after each ride. Cool, huh?) The next step of the pyramid could be seven fifty-mile bike rides, and the one after that could be four seventy-mile bike rides. And then at the top: "100-mile bike ride." Get it?

## 99. FIND RELATED PATENTS.

Check out [Google Patents](#) and type in some of your blog's keywords. Believe me, there is some weird and funny stuff out there! Link to the best patent(s) you can find.

## 100. CONDUCT A SURVEY.

Here's another easy post idea that requires very little effort on your part. There are a number of survey services out there that you can embed in your blog. Find one that you like and ask away.

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## 101. FIND AND LEARN A REALLY COOL WORD AND BASE A POST AROUND IT.

Dictionary.com has a word of the day, as do several other websites. Learn the word and figure out how to use it in a blog post. Base your post around that word! Or you can just open a dictionary to a random page and choose a random word. The stranger the word, the more fun you'll have.

## LAST WORDS...

I hope you liked the ebook! Hopefully you found some useful tips and some new stuff that you hadn't heard before. If you haven't already, subscribe to the [BloggingBookshelf.com newsletter](#). Oh, and [follow me on Twitter, too!](#)

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