

# How to find hot topics to *bling up* your blog

The key to a successful business blog?  
Consistent and relevant posts.

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An endless list of banging ideas.

So if you're rummaging your brain for topics to write about, this guide will help you strike gold.

## Where your next idea is hiding

Ready to write, but not sure what to write about? Here are some insider secrets to spark your next bright idea.



### Keep a list of evolving ideas

In the shower. On a walk.  
Chats with your team.

Ideas can come when we're not thinking about it.

So keep a list (better to be digital) and refer to it when you need some inspo.



### Find inspiration in other blogs

Okay so don't go on the copy and pasting.

But your competitors are likely blogging about things that align with your audience too.

Operative word here: *Inspiration*.



### Fill the gaps of other blogs

But hey! Your competitors aren't perfect. (That's why you exist, right?)

Find what they haven't blogged about yet. Where are the gaps?

It'll get you thinking and it's a way to get ahead.



### Ask your audience what they want

Are you a mind-reader?

If yes, wow amazing. If not, the best way to know what your audience wants is to ask them.

Perhaps via social media or email. A prize for their time also helps sweeten the deal.



### Stalk online forums for common Qs

Like to eavesdrop? No?

Well you will if you come away with bucket loads of ideas.

Online forums like Reddit and Quora are teeming with conversations about every topic under the sun. Go on, have a pry.



### Discover what's trending online

Want to know what's trending online at any given time?  
Head to: [trends.google.com](https://trends.google.com)

Britney Spears? Butter boards? Bandanas?

These may be irrelevant to your industry. But you can narrow your trend search!

## Post types to consider

So now you've got a thriving bank of ideas, what next? Here are some types of posts to help diversify your blog and deliver your ideas in the most effective way.

### Top tips

Have a lot of knowledge and experience in your industry? Why not share some tricks of the trade?

### How-to guide

Is there something your business or product does that your reader would like to do too?

Teach them. (But keep it simple.)

### Case study

Think your readers won't care about your past work? Think again!

Keep it interesting, and your case study will have your reader on the edge of their seat.

### Topical analysis

Did you see something on the news that affects your industry? Write about and explore it. (Before your competitors do!)

### Interview

Talk with experts and colleagues, even clients and customers!

People are interested in people. Q&A style posts let them indulge.

### Personal insight

Did something happen at work that taught you a big-picture lesson?

Share it so your reader can learn from it too.

### List

Why are lists so popular?

Because people love relevant information in an ordered structure. Brain = happy!

### Thought leadership

Perhaps you have opinions on the future of your industry. Or ideas on the way it's run today.

Share them. (But be prepared for other opinions to flood in.)

Struggling to find time to run a blog? We can help.

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