

**Not Just Blog Posts – Content Types**

**for Your Blog Checklist**

Many people automatically think of articles or blog posts when they hear about blogging. Content goes way beyond putting together a few paragraphs on a specific topic. Here are some ideas to help you generate useful content for your readers.

* **Workbooks:** So your readers can apply what they’ve learned. They might be given away for free or be part of a product for sale.
* **PDF Reports & White Papers:** Longer “articles” on a specific topic that can be used as an ethical bribe to build your list, as a gift for your customers or for distribution by other websites and affiliates.
* **Ebooks:** For free or for sale, ebooks can be very valuable for your readers.
* **Checklists:** Make it easy for your readers to complete a process by giving them a handy checklist.
* **Transcripts:** Got video or audio? Have it transcribed, so the content is easy to reference and can be consumed by readers who can’t watch video or listen to audio.
* **Case Studies:** Share success stories and experiences of your willing customers and clients.
* **Quick Tips:** Who says you have to write long articles? Share a daily tip that your readers would find valuable.
* **Inspirational Quotes:** People love quotes. Find relevant ones for your market.
* **Product Reviews:** Your readers will appreciate in-depth and honest reviews of products.
* **Product Comparisons:** When your readers might need to make a choice between products, make it easy for them to compare features and benefits.
* **Interviews:** Audio, video or written – interviews are relatively easy to put together.
* **FAQs (Frequently Asked Questions) Answers:** Ask your readers to submit questions and pay attention to what they ask via email, on your blog, etc. Create a FAQ with the answers they need.
* **Questions for your Readers:** Turn the tables and let your readers create the content. Ask them questions that will get them thinking and self-reflecting.
* **Flowcharts:** For your visual learners, a flow chart illustrating a process might come in very handy.
* **Instructions:** If there’s one thing that’s lacking online, it is detailed instructions for people to use products and services. Give your readers an extra hand by giving them handy instructions.
* **Content Summaries:** Summarize long pieces for your readers, saving them plenty of time in the process.
* **Fill-in-the-Blanks:** Give your readers a chance to apply what they’ve learned and self-reflect by giving them a fill-in-the-blanks sheet.
* **Resource Lists:** Everybody loves good resources. Share yours freely.
* **Tip Lists:** No need for formal articles all of the time – just give them an easy-reference tips list.
* **Spreadsheets:** Help your readers keep inventory, do calculations and stay organized.
* **Glossaries:** Keep a glossary of jargon and terms for your readers.
* **Patterns:** Think craft patterns, sewing patterns, etc.

* **Editorials:** Include commentary on guest articles, in your newsletter, etc.
* **Audio & Podcasts:** Record and publish…it’s as simple as that. Audios with just yourself or as an interview work well.
* **Live Action Video:** Take video of yourself or with someone else.
* **Screen Capture Video:** Show a slide show on your computer, demonstrate software or how to use a website.
* **Coloring Sheets:** Sometimes just for kids – but you might have useful ones for adults too.
* **Quizzes:** Quiz their knowledge, personal suitability and more.
* **Questionnaires:** Get their feedback or make an opportunity for your readers to self-reflect on their answers.
* **Photographs:** Easy peasy content. Take a picture and share it.
* **Illustrations:** Whether it’s hand-drawn or computer generated, you can show statistics, share an idea and more.