



12 Buzz Topics

You Should Blog About Now

Blogging is hard work. It is a challenge on its own to keep pumping out post after post every week. It is very tempting to quickly write something and push it out quickly just so you have something posted and make the blog look like its being updated. If you want to keep your readers' interest, this may not work. Just look around. There are millions of blogs filled with uninteresting posts. These blogs could post every single day but nobody reads them. Why? Because they don't grip the reader. They don't stir emotions, provoke thought nor help the readers. They don't push the readers' hot buttons. The nice thing about hot button posts – they are more likely to be picked up and linked to by other bloggers, bringing you more readers.

Trouble is, you really got to keep your finger on the pulse and the process takes time. If you haven't been keeping tabs the following topics will help kick start some discussion and traffic to your blog. These are pretty much 'evergreen' and revisited time and time again since time immemorial.

Before we move on, be warned that some topics are not for the faint hearted. If you don't feel comfortable, don't blog it. Just remember. Plain vanilla blogs gets plain vanilla results and traffic. Where possible, we will try to give you ideas how to put a positive spin to the topic.

Exposés

Read anything outrageous? Know anyone receiving unjust treatment, Witnessed shocking behavior and actions? Expose them.

Security & Exploits

Not just for tech blogs. Computers are so intertwined in everybody's life these days. It is obvious every single person reading your blog owns a computer. If you know of a computer security issue. Pass it on to your readers. Here's a good example that comes to mind. Did you know that screen shots of people's PayPal accounts or Google search results can be easily faked without using Photoshop? If you are a bit more technical minded, take time to explain them too. They'll appreciate you.

Scandals

People love to read about scandals whether they admit it or not. They really can't help it. Humans are naturally curious. Curious about other people's lives and we make us feel good by silently telling ourselves “At least we aren't like them”. Whether you agree with this or not, it sells.

Can you write about the scandal and still be positive? Possibly. Depends what it is. You could share some of your thoughts and then have an objective conversation about it with your readers. You could also point out what lessons one can learn from it.

This is a good example. Did you know the before and after pictures you see in those weight loss commercials also can be faked without editing the photo? This happens, especially with photos of women. Sometimes the women are photographed before pregnancy and after pregnancy. They then label the pregnancy picture as 'before' picture and the before pregnancy one as 'after' taking the weight loss supplement or exercise program.

Greed & Ethics

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These two issues plague just about any industry. From sports right down to everyday relationships. For example, you could write about the local government, how someone handled this in their work place – maybe it was you. What was done right? What do you think could have been done differently? You don't necessarily need to go negative either. If there was a hero in this, applaud them. Tell others to help you spread the word and encourage more positive and happy news in this day of too much doom and gloom.

Poverty

Have you been there? It might be painful but if it will help someone see the other side or get through what they are going through, write it. Do you have ideas or plans how to overcome local or global poverty? Share them on your blog then ask other bloggers who are passionate about this topic to share it with their readers. If you're in a position to help. Get your readers involved. From pledges to fund raisers right on your blog. A word of caution if you do this. Be totally transparent where the money is going.

Environment

This is such a hot topic. But don't just complain or be judgmental. Too many environment champions have that chip on the shoulder attitude. Instead, focus on what you can do and will do. Do you have a plan to make your house 10% greener in 2009? Share the plan and challenge others to get on your plan. Here's an interesting factoid.

“If every American home would replace just one light bulb with a CFC bulb, it would be like taking off 800,000 vehicles on the road in a year”.

What can we do with this? How about encouraging readers to join you? Start by changing your own light bulbs, keep a progress chart. Ask readers to join you. Challenge them to see how many they can change. Tag other bloggers. So many bloggers participate in blog 'tagging' where they ask other bloggers to list 3 weird things about themselves or whatever topic and tag 3 other people. Instead of tags that people would rather ignore, turn it into a worth while activity they can't help but participate or look square.

Brands

Blogging about popular brands and products can be very rewarding in more ways than one. On our tech and gadget related blog, brands consistently pull in the most traffic. Think about it. People get online to research what they are about to buy. You are bound to get some traffic on this one. While you're at it, how about stores? You can write about your own experiences and do both positive and negative.

Product launches and store openings

While we're talking about brands and product launches, on one of our blogs we noticed a spike in an older post about the iPhone. When we looked at the statistics and dates, we realized it coincided with the launch of the 2nd generation iPhone. An old post suddenly given a fresh breath of life without us doing anything. Know of a much anticipated new product? Talk it up. As our example shows you

could get repeat traffic from this for a long time to come.

Top movies or TV shows

Along a similar vein, know of a big movie coming out or watched it? What did you take away? What were your thoughts? A post about any movie can be adapted to your niche, especially thought provoking, heart warming and inspiring movies.

Humor

Bloopers and blunders fall in this category too. Everything is so serious. Make people laugh. You could even make fun of yourself if you can take it. We took this route once. We had written something pretty funny on Twitter. It was a big oops moment, later turned into a blog post. The post got picked up into another list of Twitter bloopers and blunders. Our traffic hit the roof that month. While it's come down since, that one post has helped us push our traffic into the next level that we've been trying to break for months.

Humor doesn't come easy to everyone. The good news is, you can borrow humor either by sharing someone else's story, compiling a short list of funny things relevant to your niche or even your own embarrassing experiences.

Emotional

Best when done in videos but stories can be equally good. Heartwarming stories and videos that make people slow down in their busy lives to take a moment to think of what's really important in their lives. Lifting people up, giving encouragement or inspiring people goes a long, long way. These are stories and videos that get passed on and on. Once you start, there's no stopping it. We know of several bloggers whose readership pretty much exploded after releasing a touching video.

Saving money

Nobody likes paying more. When times are tough saving money becomes much more attractive. Even the least thrifty people suddenly become interested in keeping more of their hard earned money. List ways how people can save money on their hobby. Show people how to save money by re-using things they would normally throw away. Demonstrate how to make \$5 dinners for a family of four. Point out what people could do different and list the savings. For example, using open source software – savings \$300. Turn off unused computer – save \$73 a year. Get creative. There's always a way to save.

What To Do Next...

Well, there you are. Buzz topics that work any time and in pretty much any market. What now?

We are working on a few follow ups to this. The next is going to be a year long blogging calendar. Buzz topics are awesome but you need to balance things out with posts that aren't so highly charged. One of the best ways to fill your blog is to use a blogging calendar to blog about seasonal topics. We will show you that there are lots of things to blog about on a weekly basis. Many of these

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topics you didn't even know people observed.

You will want to get your hands on that calendar and all follow up reports. To make sure you do, follow these simple steps.

1. Go to BlogEnergizer.com
2. In the green box to your right, enter your name and email address. Click Sign Me Up. We will send you a copy the minute it rolls off the press.