



# **Business Topic Starters**

August 2009

## Blog Energizer

1

10 tips for better cash flow. Cash flow can make or break a business and the better your cash flow management skills the better your stress level and the success of your business. Blog about 10 tips for better cash flow. For example, staying on top of your overdue invoices.

**🔥 Affiliate opportunities:** Suggest accounting software or services that you find useful in your own business or have good track record.

2

How to write twitter posts that get attention. Twitter is a fantastic, and very popular, social media tool. However, some posts get more attention than others. If you're using it to build your business and to connect with your audience then learning how to write attention getting Twitter posts is a good skill to have. Blog about tips and strategies to write captivating Twitter posts.

**🔥 Affiliate opportunities:** Like good blog posts, good Twitter updates are all about good copywriting. It is an invaluable skill for any business person. Recommend a copywriting resource.

3

How to handle past due invoices. Collections are a bear. It takes away from other things you could be doing and it puts a strain on your relationship with your customers. It's also just not enjoyable. However, past due invoices cannot be ignored. Offer tips and strategies to manage past due invoices.

**🔥 Affiliate opportunities:** Once again, accounting tools and services can really help here because it can automate reminders and reduce the awkwardness.

4

Planning for your financial future. One of the best ways to ensure you stay solvent and your business continues to grow and prosper is to do a bit of financial planning. However many people skip this step, primarily because they don't know how to do it. Offer tips and advice for business owners to plan for the financial future of their business.

5

How much should you be saving? If you're self employed, experts recommend saving between 3 and 12 months of living expenses. Blog about how much people should save in case of hard times and offer tips to help them reach their saving goals.

**🔥 Affiliate opportunities:** Reducing debt is a great way to give ourselves a boost in savings. Suggest a resource that helps people reduce personal and business debt. You might want to take a look at [Pay Debt Quickly](#).

6

Do you have an exit strategy? When people go into business for themselves they very rarely think about how they're going to get out of business. Plan it right and it could be a very lucrative venture. Plan it wrong, or fail to plan it, and things may just fizzle out. A little planning = a little profit, or a lot of profit. Blog about the importance of having a business exit strategy.

7

How do you cope with burnout. Owning a business is a heady thing. It keeps you busy and stays on your mind day in and day out, year around. It's easy to suffer from burnout and when that happens your business can suffer. Offer tips and strategies to manage and cope with burnout.

8

## August 2009 Business Edition

How to leave a voicemail with personality and purpose. Sometimes your first connection with a prospect or a customer is a voice mail. Whether it is the voice mail welcome they receive when they call you or the voice mail you leave when you call them, your voicemail leaves a strong impression about who you are and what you're about. Blog about how to leave a voicemail with personality and purpose.

**🔥 Affiliate opportunities:** Have you read a book or attended a course on public speaking? Even though voicemail is a far cry from public speaking it can certainly help. Suggest a public speaking resource.

9

How to optimize press releases for social media. Press releases are a great way to garner new attention for your business. They add credibility and authority to your brand as well. Make the most of them by optimizing your press release headline for social media. For example, make sure to include keywords, keep the title short for Twitter posting and grab reader's attention with a compelling headline.

**🔥 Affiliate opportunities:** This is a good post. You can suggest several resources. One resource is [Press Release Templates](#), another is [Press Release Profits](#) for those who prefer to learn the skill of writing press releases.

10

How to write a great introduction. When people read articles, they read the headline first and typically scan the article. If it looks interesting they'll go back and read the introduction. The introduction is then the key to making sure they move on through the article to read the contents. Writing a compelling introduction is thus a critical element in a successful article, blog post or report. Offer a few tips on how to write a compelling introduction.

**🔥 Affiliate opportunities:** Plug that copywriting resource again. Headlines and Subject lines apply to blogs too. In fact, a good blog title is what makes people click to read your posts. As premium members, you get this resource in the [Extra Resources](#) area. Blog Energizer also has an affiliate program you can promote. To sign up, visit [this page](#).

11

Is your privacy policy up to snuff? Do you have a privacy policy? What does it say? Blog about the importance of a privacy policy and how to write one that covers the legal bases and makes your customers feel appreciated and protected.

**🔥 Affiliate opportunities:** [Auto Web Law Pro](#) is a good tool to promote. Not only does it have privacy policies, it also has other legal documentation that people can easily generate for their web sites.

12

Integrity and business, what it means to you. Integrity is a word that is tossed around a lot lately, particularly as it relates to Internet marketers. Blog about integrity and business, what it means to you.

13

Continuity marketing? Blog about what continuity marketing is, how it helps to build a business and how to be 100% transparent with your continuity marketing strategy to keep customers, and the federal government, happy.

14

Understanding mobile marketing. Blog about what mobile marketing is, how it can help build a business and what to consider when creating a mobile marketing strategy.

15

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Is affiliate marketing right for you and your business? Explain what affiliate marketing is, for readers who don't know, and pose a few questions to help people decide if affiliate marketing is right for their business.

**🔥 Affiliate opportunities:** Two affiliate marketing resources to suggest are, [Affiliate Marketing Sweetie](#) and [Affiliate Manager Sweetie](#).

16

How to write an AdSense ad. There's an art, and a science, to writing an effective AdSense ad. Blog about the steps to take to write an ad that works and offer a few tips.

**🔥 Affiliate opportunities:** One more chance to plug that copywriting resource.

17

What's the best format for your website? Joomla, WordPress, drupal, and many more. It's hard to know what website format/language is best for you and your business needs. Blog about the various types of websites and how to decide which is right for you.

18

Managing your receivables, 3 tips to make it stress free. Blog about 3 tips, resources, and tools to make managing receivables a straightforward, organized, and easy process.

19

5 tips to improve your efficiency. Efficiency isn't overrated. Imagine being able to accomplish something in less time, particularly if it is something that earns you money or helps build your business. Offer your readers five tips to help improve efficiency.

**🔥 Affiliate opportunities:** Do you know of some tools you can suggest that have make a difference in your own productivity?

20

Are you insured? Some businesses need insurance, depending on what they do and what their products are. Products need to be insured in case of loss, and therapists need insurance to back them up. Talk about the various types of business insurance people might need and how to learn what's required for their industry.

21

Improving your skills, why and how. Personal and professional development is a great way to not only stay ahead of the game but to become a leading expert in the industry. And when you take the time to improve your skills, it's stimulating and helps you continue to be an innovator. Blog about the importance of personal and professional development and how to make it a priority.

22

Tips for electronic contracts. Electronic contracts are a service provider's best friend and yet they're not always foolproof. Blog about how to make sure your electronic contract is all you need it to be.

23

Tips to empower your employees. Whether you outsource or you employ a few people to keep your business running smoothly, it's important to have a group of people behind your business that feel appreciated and empowered. Blog about how to empower employees and make your business the best it can be.

## August 2009 Business Edition

**🔥 Affiliate opportunities:** There are many good books on leadership. [TradePub.com](http://TradePub.com) has many book summaries on leadership from well known authors like Seth Godin. These are free and they have an affiliate program that pays you per lead.

24

The benefits of a diversity. We live in a diverse world and having employees, mentors, advisors and contractors who are representative of this diversity helps you grow a solid business. Blog about the benefits of diversity and how a diverse background of associates helps you grow your business.

25

How to turn tire kickers into buyers. Tire kickers are exciting, no doubt about it, but buyers are profitable. Blog about how to turn tire kickers into buyers. For example, testing to increase click through rates, offering freebies and so on.

**🔥 Affiliate opportunities:** Recommend statistics and tracking tools that help people do split tests or track clicks.

26

Customer service mistakes. Customer service is essential to keep current customers happy and loyal. Blog about common customer service mistakes people make and how to fix or prevent them.

**🔥 Affiliate opportunities:** This is a good post to suggest some books on customer service. Even if you haven't read any, pick a book with good reviews and put the banner up on the post.

27

Tips to build your referral marketing campaign. Referral marketing is a great way to build business both online and off. Blog about tips to build an effective and profitable referral marketing campaign.

**🔥 Affiliate opportunities:** Link to Affiliate Manager Sweetie again.

28

Managing your business taxes. Taxes can be a confusing and overwhelming process, a stressful process, and a frustrating process. Offer your readers tips and advice to manage their business taxes.

29

How to make confident and quick business decisions. Decisions seem to come in two categories, those we are able to make quickly and easily and those we seem to hem and haw over. It's the second category that causes trouble. Blog about how to make confident, and quick, business decisions.

**🔥 Affiliate opportunities:** Suggest a good book on procrastination or decision making.

30

Google voice yea or nay? Google voice is in beta now but it is expected to release soon. Blog about your opinion on Google Voice and the potential business building pros and cons.

**🔥 Affiliate opportunities:** If you know of other voice mail or telephone service, put the link out there too so that people can have a choice.

31

5 great marketing resources. The great thing about marketing is that while some things remain tried and true, innovations are always being made. Blog about 5 great marketing resources. They could be books, websites, or even courses that you recommend.

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**🔥 Affiliate opportunities:** Surely one of those resources have an affiliate program, if not, expand it to more than 5 so you can put in at least one affiliate link.