



# **Business Topic Starters**

September 2009

## September 2009 Business Edition

1

Raising business capital by selling your stuff. One of the biggest hurdles to starting a business is raising enough capital to get started. Recently experts have been advising would be entrepreneurs to raise capital by selling their stuff. Things like collectibles, clothing, and other items, which you might put into a garage sale can be sold to raise capital. Blog about tips on how to find notable items to sell and how to make the most money.

2

Cash flow management tools. Cash flow is an essential aspect of any successful business and it can be made easier through the use of a few tools. For example, an automated billing system can make receivables a lot easier and speed up your access to cash. Blog about a few well reviewed cash flow management tools.

**Affiliate opportunities:** Suggest taking payments over the Internet and using shopping carts of your choice.

3

Video blogging SEO tips. Video blogging is a great way to demonstrate your brand and your personality and it's excellent for communicating with your niche audience. However, many business owners drop the ball when it comes to optimizing their video for the search engines. Offer tips and strategies for optimizing video for the search engines.

**Affiliate opportunities:** Offer an SEO resource that you like and use or, recommend a service

4

What to do with a cash surplus. YAY! Cash surplus months are the best. But what you do with that cash may affect whether you have more surplus months. Give your readers a list of options for their cash surplus. For example, investing it into an interest earning account, saving it or reinvesting it into the business.

5

Can you afford to not take a salary? When there's a cash shortage one option to manage cash flow is to not take a salary however many entrepreneurs cannot afford to do so and have not planned for this option. Blog about this possibility and how business owners can be better prepared to not take a salary.

6

What to do when you suffer a cash shortfall? While having a cash surplus is the goal, occasionally things happen and cash falls short. Blog about options people have and offer tips to manage a cash shortfall.

7

Are you ready to host a teleseminar? Teleseminars are a great marketing and business building tool. Give your readers a list of questions to ask themselves to see if hosting a teleseminar is right for them.

**Affiliate opportunities:** Offer a teleseminar or webinar service. If they are new to this idea, suggest a resource about holding their own teleseminars.

8

Free ways to get more clients. Free is great, and you can't beat the return on investment. Blog about 10 ways business owners can get more clients without spending a dime. For example, collaborating with a compatible business to promote each other.

9

## Blog Energizer

Keyword research – researching your competition. Many business owners know the value of keyword research when it comes to choosing the right niche for their business. However, few pay attention to the keywords competing businesses use to optimize their sites. Show your readers how to find this information and give them the tools to research the keywords their competition is using.

**Affiliate opportunities:** Great opportunity to offer a resource about keyword research and SEO

### 10

10 reasons to have, and use, your business plan. A business plan is a must to get started but what do you do with it once you've started your business? Many business owners tuck it in a drawer and forget about it. This is a mistake. Your business plan can be used to help you stay on track and to help you grow and finance your business. Blog about the importance of a business plan and how business owners can use it during the life of their business.

**Affiliate opportunities:** Offer them a book or a business plan kit

### 11

Seven tips for managing contractors. Contractors are a wonderful way to manage those tasks which are necessary but do not contribute directly to your bottom line. That being said, managing contractors can sometimes feel like it's more work than it's worth. Offer tips for managing contractors effectively and efficiently. For example, you can create blueprints for the tasks, eliminating back and forth questions from the contractor.

**Affiliate opportunities:** Suggest a good service or your own contractors. This may not be an affiliate promotion, but if you recommend others freely, good way to pick up some brownie points.

### 12

Tips for managing affiliates. An affiliate team is a wonderful way to increase profits and when affiliates are managed effectively you can see a dramatic increase in sales. Offer your readers tips for managing affiliates. For example, technology can be used to track and automate payments sent to affiliates and membership sites can be used to distribute marketing tools and resources.

**Affiliate opportunities:** Suggest software and scripts.

### 13

Is a membership site right for you? Membership sites can be a welcome addition to an online business. They're a great way to increase cash flow through continuity marketing. Blog about the pros and cons for membership sites to help your readers decide if it is right for them.

**Affiliate opportunities:** Offer them a good membership service, software like [Amember](#) or plugin like [Wishlist](#). If you'd like to offer them a resource or knowledgeable person about setting up membership sites, you can always recommend [TechBasedMarketing.com](#). If you're an [affiliate](#), you can create links to their blog and get credited when someone purchases a service or product from them.

### 14

Giving back, how and why to give back. Do you believe in giving back? If so, how do you give back to your community? Blog about options entrepreneurs have to give back and why it's so good for them and their business.

### 15

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Best wealth mindset books. Almost everyone has heard of Think and Grow Rich by Napoleon Hill yet there are literally hundreds of wealth mindset books including The Secret. Blog about your favorite wealth mindset books.

**Affiliate opportunities:** Needless to say, offer the books to your readers.

16

Types of membership models. Continuity marketing is a great thing, it brings in regular cash flow and it's valued by members. Blog about the various types of membership models and offer pros and cons for each.

17

Reduce, reuse and recycle. We're more environmentally and economically mindful today than ever before and that includes what we do in the office. Give your readers ideas for conserving in the office.

**Affiliate opportunities:** Suggest gadgets like a power strip that can turn off all electronics attached to it to conserve power or a solar cell phone charger.

18

Talk about one of the principles in one of the wealth/success mindset books you blogged about earlier. Do you believe in the principle? Have you had success with the concept? You don't have to agree with them! Blog about your thoughts, experiences and opinions. Engage your readers to discuss.

**Affiliate opportunities:** Provide a link to the book especially if you agree with it.

19

Is your target audience really who you're selling to? Even with the most comprehensive research you may find that the people you're selling to aren't the people who are buying from you. Blog about the tools entrepreneurs can use to find out if their customers are their target audience or if there's a disparity.

20

How to price your ad space to sell. Selling advertising space on a website with a lot of traffic is a great way to add income however many business owners don't know how to price their advertising space or market it. Blog about tips and ideas to make the most of this money making strategy.

21

Licensing your products for more cash. Licensing is a great way to earn extra income from products you've created. Blog about the concept of licensing and the different forms it can take.

22

Is the title "Coach" in your future? There are many ways to grow a business, one of them is to offer your expertise in your niche area as a coach. For example, if you have a business website devoted to parenting you could broaden your business by also becoming a parenting coach. This offers you an extra level of credibility and it is an additional source of income. Blog about the pros and cons of becoming a coach and offer tips to get started.

**Affiliate opportunities:** Suggest a coaching resource.

23

What is business about for you? Every single entrepreneur has their story about how they became a business owner and what it means to them. Blog about what being a business owner means to you and encourage people to tell their stories.

## **Blog Energizer**

### **24**

Press release 101. Press releases have changed over the past few years. There is of course the traditional release sent to local media representatives however there are also press releases designed to be released online. Blog about what a press release can do for a business and how to write one effectively.

**Affiliate opportunities:** Good lead in to offer a press release resource, writing service or PR kits like the one from [All Private Press Content](#).

### **25**

Building a brand on personality. One of the biggest assets a small business owner possesses is their personality. In fact, you can build a successful business on your personality quite well. Blog about how personality affects brand and how to communicate your personality well.

### **26**

Time tracking tools. Do you know how much time you spend on various tasks? Knowing this information can help you make decisions on how to budget your time and set priorities. Offer your readers a few time tracking tools.

**Affiliate opportunities:** Perfect post to suggest software or planner kits that work for you.

### **27**

Do you track your money? Did you know one of the biggest reasons businesses don't survive is poor cash flow management? And one of the biggest mistakes is not tracking their money. Blog about how to track money and the benefits of a budget, forecasts and good solid bookkeeping.

**Affiliate opportunities:** Offer a software here.

### **28**

Cutting back on business debt. Loans and credit cards are often a source of capital when people start their own business and it can quickly become too much. Blog about business debt, how to avoid it and how to cut back on it.

### **29**

Five things you should not do when funding or finding capital to start a business. Speaking of using a credit card to fund a business, blog about the five mistakes people make when funding a business. This includes not preparing a solid business plan before applying for a loan.

**Affiliate opportunities:** Offer a resource or book that help people with creating business plans.

### **30**

Power words and active language. Words are so important to the success of a business and while many entrepreneurs are fantastic communicators many people aren't aware of the power words have. Talk about what power words and active language are and how business owners can strengthen their communications by choosing the right words.

**Affiliate opportunities:** Suggest a copywriting resource here.