



Business Topic Starters

October 2009

Blog Energizer

1

Tips for filling an online seminar. Online seminars are a great way to add interest, boost opt-ins, sell products and to provide value to your audience. However, an online seminar of one or two people isn't nearly as exciting as one with 40 or 50 attendees. Offer tips and strategies for filling an online seminar.

Affiliate opportunities: Consider linking to a webinar service provider. You might want to sign up as an affiliate at MeetingOnNow.com.

2

How to motivate forum posts. Have you ever visited a forum and found that the most recent post was over a month ago? Not so compelling, right? Offer your readers tips and strategies to motivate forum posts.

3

Tips for hiring a great writer. Freelance writers are a dime a dozen but great freelance writers are rare and worth their weight in gold. Offer your readers tips for finding, working with, and keeping a great writer.

Affiliate opportunities: This is a good time to spread some link love. If you currently use a writer you trust, suggest them as a service provider. Or work out a deal with the writer for referrals.

4

What is a swipe file and why do you need one? It's said that a swipe file is a copywriter's greatest asset. It provides them with insight, formatting, inspiration and of course, it helps keep them on track with their copy. Many online business owners write their own copy. Blog about the benefits of keeping a swipe file and how to do it.

Affiliate opportunities: There are some 'pre-made' swipe files out there. Handbook and workbooks that are designed to highlight some of the best letters and headlines over the years. You may want to look into, "[Advertising Headlines That Make You Rich](#)" by David Garfinkel.

5

Can your business benefit from case studies? Every website needs content, there's no debate about that. However, the type of content each site has can vary. Case studies are an often overlooked content format, which can add tremendous value. Blog about what case studies are and consider offering advice about how they can be used to boost traffic.

Affiliate/Promotional opportunities: If you sell your own products use case studies to put your product and services back at the top of mind. Better yet, get your customer to write about it as a guest.

6

10 unusual but potentially profitable niches. This is a fun idea and could be repeated each month, blog about ten potentially profitable niches. A little trend research on Google and some keyword research should give you many fun and interesting ideas.

Affiliate opportunities: Suggest a "how to find your niche" type resource here.

7

How to pull yourself away from that desk! Tips to get up and get moving. Working from home means it's easy to get caught up in projects and spend the day bent over your desk or computer. Blog about how people can find the motivation or time to get up and away from their desk for a while.

For example, create a habit of walking the dog every day at the same time.

8

How to take better photos and videos for your website. As technology advances, it seems everyone has become an amateur photographer. However, that doesn't mean they're good at taking pictures and pictures and videos can really enhance a website. Offer tips and strategies for taking better photos and video for your website.

Affiliate opportunities: Link to some easy to use but simple cameras.

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Are you leading your business or just managing it? Talk about the difference between leading a business and managing it. Talk about how to transition from a manager to a leader and the benefits of it.

Affiliate opportunities: Recommend your favorite book on leadership.

10

Does AdSense still make sense? Are you using AdSense to grow your business? Is it working? Blog about the pros and cons of AdSense and how to evaluate if it is still a savvy business strategy.

11

Phrases that Sell. This is a fun and easy idea that can also be used regularly. Offer your readers 10, 15 or even 20 phrases that sell.

For example, "even better than you thought possible."

Affiliate opportunities: If you offered them the swipe file resources earlier, this could be a good time to repeat the offer.

12

Tips for being interviewed. Being interviewed, whether on the phone or in person, can be a harrowing experience. You want to come off professionally, intelligently and of course, you want to be personable. After all, an interview is a great opportunity to build your business. Offer your readers tips and strategies for fabulous interviews.

Affiliate opportunities: Invite a PR expert guest author to write this one. Even better if you invite one who has products and resources you can promote as an affiliate.

13

How to find out what's being said about you online. Ever wonder what your online reputation is? It's important to know how you're being perceived so you can make adjustments, if necessary, to build and grow your brand. Offer your readers a few strategies to find out how their being perceived online.

14

Tips for creating conversions for business to consumer content. Online it's about more than simply driving traffic to your site, most of the time it's about making a conversion. Either converting someone to a lead or converting them to a customer. Blog about how to write content for the business to consumer market that creates conversions.

15

Tips for creating conversions for business-to-business content. Using the same principle as above, blog about how to write content that converts in the business-to-business market.

16

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How to apologize to a customer for a mistake. We all make mistakes. The ones that harm our business and us are the one's we don't apologize for. And often, even if the mistake wasn't yours, it's good business to apologize. Offer tips on how to apologize when it's your fault and when it isn't.

17

How to do business fearlessly. Fear is a powerful emotion that often holds us back from achieving or even dreaming. Offer your readers tips on how to do business fearlessly.

Affiliate opportunities: A good book you might suggest here is "Feel the Fear and do it anyway" by Susan Jeffers.

18

How to research your competition. Researching your competition is good business. It helps you plan your SEO strategy, marketing strategy and even your product line. Offer your readers tool for conducting this research.

For example, keycompete.com lets you know what keywords your competition is using to optimize their site.

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How to use Google Insights. Google Insights, a service by Google, lets you dig deep to understand not only what people have been searching for but why.

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Where to go for small business advice. List your choice of top blogs, magazines, books, and websites etc that offer top-notch small business advice.

Affiliate opportunities: A good post to throw in one or several recommendations for mastermind clubs or membership sites that pay residual income.

21

How to establish metrics to evaluate your contractors. Contractors are great, or they can be if you have established goals and have a method of measuring success. Talk about how to establish metrics to evaluate contractors success, not only their aptitude but also whether your goals you created by outsourcing are being accomplished.

For example, if you decided to outsource your bookkeeping in an effort to free up 5 hours a week and your goal was to increase your hourly income by billing for those 5 hours, have you achieved your goal?

22

Self employed insurance tips. Insurance can be expensive if you're self-employed. Life insurance, health insurance, and dental insurance, it all adds up. Blog about how to find the best deals, what policies favor entrepreneurs and should you have an HSA.

Tip: Another good post to get a guest expert on.

23

Do you embrace diversity? Blog about the amazing benefits of hiring diverse employees/contractors.

For example, online you're appealing to a global market and a diverse workforce can help you tap into markets you may not be aware of or know how to market to.

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Avoiding work at home scams. As the economy took a downward turn, many people began reinventing their lives and/or looking for alternative sources of income. In walked the predators waiting to take advantage of unsuspecting people with dreams. Blog about common work at home scams and how to avoid them.

25

Avoiding over-outsourcing. Outsourcing is a real joy and is a great business strategy however, it's also easy to go overboard. When you're paying out more than you're taking in, it's a sure sign you've over outsourced but what about the smaller, quieter signs that happened earlier? Blog about the pitfalls of over-outsourcing and how to avoid it.

26

Tips to get that small business loan despite the bank's wariness. Banks are still willing to loan money, particularly to women and minorities. Blog about how small business owners can position themselves to receive a thumbs up when applying for a small business loan.

27

Five recent social networking changes and how to make the most of them. Social networking tools like Twitter and Facebook are changing their policies and features rapidly. Each change has an effect on how you can use them to do business. Blog about five recent changes and how to make the most of them.

28

Challenge yourself. Entrepreneurs are risk takers who enjoy a challenge however, it's also easy to become stuck in the day to day of running a growing business and to forget how to challenge ourselves. Offer tips and suggestions for business owners to set new goals and challenges for themselves and their business.

29

Do you have too many websites? You're in the car on the way to the grocery and pow, a great idea for a website. You get it up and running and then bam another great idea while you're in the shower. Pretty soon, you have dozens of websites and not one of them is getting the attention it needs to grow into a truly profitable entity.

Blog about the hazards of too many websites and how to curb your enthusiasm and focus your attention on the ideas that have true potential.

Affiliate opportunities: A good resource to offer here is "[The Power of a Focused Business](#)" by Kelly McCausey.

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Work hard, play hard. Blog about tips for living the entrepreneurial life to its fullest

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Life's little rewards. Gratitude is a wonderful virtue. Offer your audience tips for appreciating your life, customers, contractors/employees and family.