

# Sweetie Freebie Ideas Blueprint

[Click Here](#) to Learn How to Get More Traffic, Build Your Mailing List, and Earn Extra Money Giving Away Free Reports!

Whether you're looking for ideas for your next giveaway or a free gift for your subscribers - this blueprint will give you plenty of ideas to draw from.

## First of All - Written Content Doesn't Always Equal Articles

Many people automatically think of articles when they hear "content marketing". Content goes way beyond putting together a few paragraphs on a specific topic. Here are just a few types of written content you can put together as freebies for your readers and customers.

- Workbooks
- PDF Reports
- Ebooks
- Checklists
- Transcripts
- Case Studies
- Product Reviews
- Product Comparisons
- Interviews
- FAQs (Frequently Asked Questions)
- Flowcharts
- Instructions
- Content Summaries
- Fill-in-the-Blanks Worksheets
- Spreadsheets
- Glossaries

Think beyond articles and coming up with fresh and new ideas (or building on older ideas) becomes much easier.

## Where to Get Ideas

Ideas are everywhere and keep your mind on your target market as you consume content yourself. Here are some good sources of content ideas:

- Blogs targeting similar markets to you.
  - Search on Google for “[x topic] blog” or use directories like [blogcatalog.com](http://blogcatalog.com).
  - Search topics on [technorati.com](http://technorati.com) and [Google Blog Search](http://Google Blog Search).
- Blogs of YOUR target market. Just about everyone has a blog these days, read the blogs of the people who you target with your marketing.
- Article directories like [ezinearticles.com](http://ezinearticles.com), [ehow.com](http://ehow.com), [articlesbase.com](http://articlesbase.com).
- PLR content - Try the articles or research bundles at [allprivatelabelcontent.com](http://allprivatelabelcontent.com).
- Local traditional news media - Read and watch for local hot topics.
- Worldwide media - Search at [Google News](http://Google News) & [Yahoo News](http://Yahoo News).
- “New Media” - Social networks spread news that is important to people, sometimes more quickly than traditional media. View [trending topics on Twitter](http://trending topics on Twitter), search sites like [digg.com](http://digg.com) and [technorati.com](http://technorati.com).
- Submitted questions. Ask your readers to submit questions to you. Make a form and drive your readers to it regularly for a steady stream of questions.
- Question & Answer sites like [Yahoo Answers](http://Yahoo Answers) or even the archives of [Google Answers](http://Google Answers) (Google no longer accepts new questions, so some information may dated).
- Keyword tools like the [Google Keywords Tool](http://Google Keywords Tool) and [wordtrackeronline.com](http://wordtrackeronline.com).
- Email lists and newsletters list targeting similar markets as you. Sign up for them.  
**TIP:** Use a separate email address for these, so you can look at it only when doing research.
- Magazines and other printed media covering similar topics, reaching the same market.
- [Facebook Groups](http://Facebook Groups) and other online social groups where your target market gathers for discussions.

- Message boards and forums where your target audience gathers. Search Google for “[X topic] message board” or “[X topic] forum”.
- Link to content and track your readers response. Before putting together a content piece on a certain topic, link to one and track the link to see if your readers are interested.
- Look for popular products on digital marketplaces like [clickbank.com](http://clickbank.com). Search by category - products are listed by popularity.
- Your own brain - keep a print or digital notebook. You never know when an idea will strike you. Make sure you keep a notebook or your PDA/cell phone handy to write ideas down.
- Older popular content. Expand on older articles, emails, etc. Add worksheets, spreadsheets and other useful tools.
- Your products. Whether you sell information or physical products, create content that teaches your readers that they need your product and encourages them to consume it.
- Outsource it. Get someone else to come up with the content ideas. If you use the service at [allcustomcontent.com](http://allcustomcontent.com), you can have your topic brainstorming completed for an additional fee.

## Idea Starters

The ideas above should already provide you with a source of endless ideas. New topics are continuously emerging and there is always an opportunity to expand on or to make older ideas more useful. But let’s make this even simpler for you with these idea starters:

- Top 10 Lists (or Top 8, 6, 12, 33, whatever you’d like) showing:**
  - A number of ways to do something (Ex. “Top 10 Ways to Show Appreciation”)
  - The best reasons to do something (Ex. “Top 8 Reasons to Switch to Natural Gas”)
  - The steps required to do something (Ex. “5 Important Steps to Car Waxing”)
  - The most important rules of doing something (Ex. “6 Must-Follow Rules of Composting”)

- Myth busters that disprove common thinking.** Try this:
  - Identify the common perception.
  - Illustrate why it's incorrect or not always correct.
  - Show the better alternative / truth.
  - Ex. "12 Reasons Most So-Called Financial Experts Are Wrong about the Recession"
  
- How tos & instructional content.** Here's a writing tip:
  - Use bullet points to show each step. It makes your content easier to read and to write.
  - Ex. "How to Organize A Closet, Step-By-Step"
  
- Seasonal content.** Tie your content into different times of the year, holidays, etc. For example:
  - Articles based on the season / weather (ex. "Tips for Beating the Heat When Pregnant in the Hot Summer Months").
  - Content to help people cope with stress around busy holidays (ex. "9 Tips for Dealing with Stress During the Holidays")
  - Grab a calendar and see what's coming up. Or go to [holidays.net](http://holidays.net) for holidays you never even knew existed.
  
- Resource lists.** People are always on the lookout for great resources...share them with your readers.
  - Ex. "21 Sources for Free Stock Photos"
  - Ex. "My 18 Must-Read Biking Blogs"
  
- Product reviews that may include:**
  - A succinct, yet detailed list of features.
  - Your objective opinion about the product (durability, quality of information, quality of output, user experience, etc.).
  - Price comparisons from different sellers.
  - Feature & benefit comparisons for similar products.
  - Add visual elements, including products from different angles, highlighting different features.

- Interviews are easy to put together.** Try:
  - Interviewing an expert or “celebrity” in your target market.
  - Have someone interview you.
  - You can record the audio and have it transcribed.
  - You can have the interviewee respond to questions in writing.
  - Or make your interviews more readable by reformatting them into a paragraph magazine-style interview.
  
- Commentary on someone else’s content.** Whether it’s a blog post, an article or a product review, content on another site is a great source for creating your own original content.
  
- Have fun and entertain.** You don’t have to be a serious educator all the time. Have a little fun. Here are some examples:
  - Ex. “8 Reasons Programmers Have More Fun”
  - Turn popular jokes into jokes about your own industry. Ex. “Why did the mommy blogger cross the road?”
  - Search YouTube for video codes to embed and create your own commentary.
  
- Use relevant stories.** Stories are very powerful for showing proof, illustrating concepts.
  - Try stories about your own experiences, relevant to your topic/target audience (Ex. “How I Broke The Diet Soda Habit & You Can Too”).
  - Try “Meet Sue” or “Meet Frank” stories. They can be fictional (and be sure your writing indicates it) that illustrate typical experiences/pitfalls, etc. that your target market encounters (Ex. “*Meet Sue. She gets up every morning at 5:30 for work. She gets in her car, battles traffic for an hour and finally arrives at her office, where she sits at her computer for the next 4 hours. At lunch, she grabs a quick bite at the fast food joint.....Sound familiar? You’re not alone...*”).
  - Share stories about your clients, where appropriate. Don’t use names without permission or give away any confidential details.

- Case Studies.** These are kind of like stories, but they specifically demonstrate how your product or service has helped every day people. Include:
  - Your client info (with permission of course).
  - Where they were when they started.
  - Where they are now.
  - Details of how they used your product, challenges and results.
  
- Worksheets.** Make it easy for readers to put your content to good use.
  - Worksheets can accompany articles, reports or ebooks.
  - Have your readers brainstorm thoughts and ideas based on the content.
  - Ask questions that will help your readers consume the content.
  
- Checklists.** Simplify content with succinct checklists.
  - A 1-page checklist summarizing detailed instructions can be a handy desktop reference.
  - A checklist makes it easier for your readers to see the complete picture and understand the content you're presenting.
  
- Make a FAQ (Frequently Asked Questions) section.** Put together all those common questions and answers into one place.
  - Include questions your readers and customers commonly ask.
  - Include answers to the questions you anticipate them asking.
  - Include questions that lead readers to your products as solutions.
  
- Transcripts.** We talked about interviews, but you can also put together transcripts for:
  - Audio recordings you create yourself.
  - Your pod casts.
  - Live teleseminars, webinars, etc.
  - Transcripts can also be converted into paragraph-format content.

- User-generated content.** Sometimes it's easiest to let your readers create the content.
  - Ask controversial or thought-provoking questions on your blog.
  - Ask questions on [twitter.com](https://twitter.com) or [facebook.com](https://facebook.com) and publish the answers (giving credit to the sources).

## **Content Planning: So You Always Have Ideas Ready To Go**

If you use this blueprint whenever you need an idea, you're certain to come up with plenty very quickly. But one of the easiest ways to keep generating plenty of content on a regular basis, is to plan ahead.

Make content planning a regular part of your monthly task list and you can put it on near auto-pilot.

- Plan your content topics in one big batch.** Set aside an hour or so at the beginning of each month to come up with your:
  - Article topics
  - Blog topics
  - Email topics
  - Other content
- Download and use your monthly PLR content.**
  - NOTE:** Memberships at [Special Report Club](#) come with plenty of content and marketing materials to help you put together freebies for your readers, customers, and affiliates.
- Assign content to your writers.**
  - Ghostwriters
  - Guest bloggers
  - Interns

Get publishing!

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