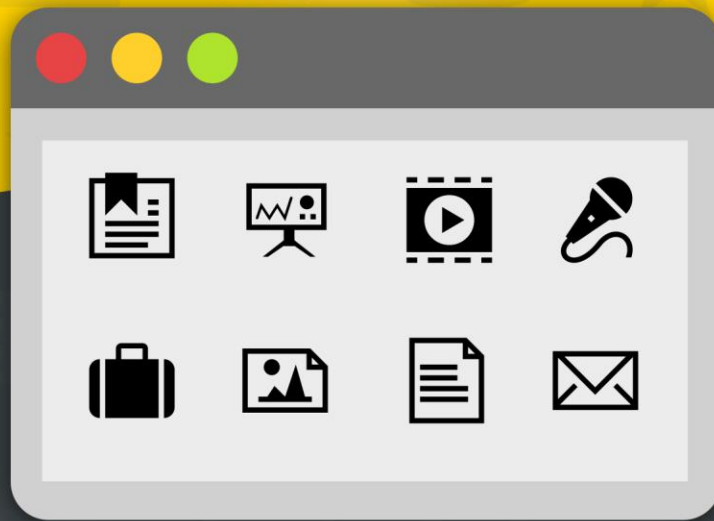


# Content Ideas

Simple Content Idea Starters to Help  
You Crank Out Engaging Content

*Blueprint*



**WishList**  
INSIDER

# **CONTENT IDEAS BLUEPRINT**

Presented by WishList Products

## **A SYSTEM FOR...**

Perfect when there are a lot of loose ends to doing something well. Make the process easy by creating a system. Example: Our system for growing bigger, juicier tomatoes

## **WHAT'S HOT AND WHAT'S NOT**

Your members will always want to know the latest and greatest within your industry. Also cover trends or topics you think are duds.

## **HOW I STARTED WITH...**

People love 'getting started' stories because it's something we've all gone through. Great for newbie-rich memberships. Example: How I got started with blogging

## **WHAT TO DO WHEN...**

Identify an issue people experience and offer a solution. Especially good for common challenges members will face. Example: What to do when you aren't getting blog comments.

## **HOW WE WORK**

Similar to a day in the life. People like seeing how you operate behind the scenes. Include pictures if possible in order to increase the appeal.

## **WHAT I LEARNED**

What I learned from: a seminar, book, webinar, conversation, person, experience, course, membership, etc.

## **DIFFERENCE BETWEEN...**

Works well if your members are confused about the difference between two things  
Example: The difference between AdWords and Facebook ads

## **... OF THE MONTH**

Member, website, resources, template... Of the month. Can be used every month. At the end of the year, collect all monthly posts into a yearly 'best of'.

## **EVERYTHING YOU NEED TO...**

When starting something you typically want to know everything you're going to need. This is a timesaver template that eliminates your members having to search online.

## **STROKE OF GENIUS**

When you notice a brilliant strategy, tactic or idea... Be sure to share them with your members

## **CAN'T LIVE...**

There are likely things in your industry everyone gripes about but there's no way to avoid them. Offer alternative ideas on coping with it given everyone must deal with it.

## **GREAT DEAL ON...**

Have you found a place for your members to get a good deal on something? Where do you shop to get a good deal?

## **THE BEST FOR...**

The best\_\_for\_\_. Fill first blank with things like tools, resources or services. Fill the second with the purpose or benefit. Example: The best apps for saving time.

## **WHY I BUY...**

Where do you invest your money regarding items related to your industry? Example: Tech gear I've bought in the last three months.

## **INSIDE SCOOP**

People love getting the inside scoop, especially before the general public. Example: The inside scoop on why Biz Stone left twitter

## **ESSENTIAL FOR...**

Essential\_\_for\_\_. Example: essential components for a seminar, essential ingredients for a delicious apple pie.

## **FIND A TIME FOR...**

People are always looking for more time so this template is perfect if you find a shortcut. Example: How to find time for writing blog posts.

## **WHY I ADMIRE...**

Great for when you want to pray someone in your industry. Example: Why I admire the parenting style of Susie and John Smith.

## **STUCK? TRY THIS**

If you identify problems your members are experiencing, use this template. Example: Stuck with endless comment spam? Try this.

## **THINGS TO CONSIDER**

Things every\_\_should consider. List 5-7 things your members should consider. Example: Seven things every site owner should consider before switching hosting companies.

## **XYZ FORMULA FOR...**

When you can break a certain result down into a simple formula, your members will consume them more easily. Example: The green thumb's formula for healthy green grass.

## **\_\_PREDICTIONS**

Perfect post for the beginning of the year. Also a good post for the second half of the year. Consider doing quarterly prediction posts.

## **FREE\_\_YOU'LL LOVE**

Everyone loves free stuff. Anytime you discover freebies, collect them for a post. Example: Free Photoshop templates you'll love.

## **\_\_HAS TO CHANGE**

Is there something in your industry that you believe simply has to change. Example: Facebook has to change its privacy policy.

## **THE FUTURE OF...**

Your members will appreciate your thoughts on what to look for in the future. Pick several topics and create a post for each. Example: The future of WordPress plug-in development.

## **TOOLS FOR...**

Valuable tools for the different activities your members might do. Example: Tools for eliminating weeds. Tools for keeping animals away from your vegetable garden.

## **XYZ ON A BUDGET**

Saving money is always a hot topic. Show your members how to get the same result by paying less. Example: how to build your membership site on a budget.

## **HOW I WENT FROM...**

How I went from\_\_to\_\_. Transformational stories especially pique people's curiosity. Example: How I went from very shy to the life of the party.

## **HOW\_\_USE\_\_**

How people use timing. A very popular template that can be used in a variety of ways.  
Example: How Olympic athletes use the gym.

## **TOP 10**

Top 10 people, resources, websites, mistakes, strategies, ways to, underrated, pics, aha moments, experiences, locations, things, apps, trends, movers and shakers, etc.

## **HOW TO...**

How to: get more, eliminate, increase, decrease, speed up, slow down, consume less, make more, avoid, find, improve, get seen by, get the attention of, generate ideas for, beat, when, be interesting, use, get, set up, create, get started, etc.

## **INTERVIEWS**

Interview experts in your market, underground or unknown experts, success stories, vendors, authors, influencers, celebrities, rtir.com, guru.com.

## **MEMBER QUESTIONS**

Survey members for challenges they're facing. Run a poll. Research your member forum for frustrations, concerns, I wish, can X do Y, etc.

## **MONTHLY FOCUS**

Break your subject matter into 12 areas of focus. Feature one per month. Include 4-5 lessons. Include case study, feature a tool or vendor, include an expert interview, FAQ call.

## **OPINION**

Share your opinion on industry events, new resources or tools, upcoming trends, hot news, other people, stuff inside your membership.

## **INDUSTRY NEWS**

What it means to your members, immediate impacts, future considerations and possible next steps for them.

## **CHECKLISTS**

People love checklist. Take the complex and break it down into steps. Example: [dailyblogtips.com/the-blog-post-checklist/](http://dailyblogtips.com/the-blog-post-checklist/).

## **MEMBER CASE STUDY**

Feature your members. Discover their story. How they achieved XYZ, how they stand out, challenges they faced, advice, what they do differently, what's next for them, etc.

## **COLLECT THOUGHTS**

Grab 10 twitter responses from industry leaders on the same question. Collect 10 Twitter messages from different people on the same subject/topic.

## **10 QUICK QUESTIONS**

Interview an expert by emailing them 10 questions. Use the same 10 questions in a survey to your members. Answer the 10 questions yourself.

## **IDEAS FOR...**

This is a great article starter for virtually any subject because you can number them 10 ideas for... And you can use the template over in over from various topics.

## **HOW I...**

People love to know how you did XYZ. Example: how I used WishList member and the canvas theme for a product launch.



## **HABITS**

3 good habit...  
3 bad habits...  
3 habits of successful...

## **REVIEWS**

Review services, tools, software, apps, training, books, e-books, videos, membership sites and anything relevant to your topic.

## **EXPERT USE**

People love little tricks. Doesn't have to be a lengthy post. Example: simple tricks experts used to manage their email account.

## **SEVEN STEPS TO...**

Similar to a step-by-step guide but a shorter version. People like these posts because they are easy to follow.

## **CELEBRITY GUIDE**

Grab a celebrity's name and make a guide from their perspective. Example: Frank Kern's guide to getting new members.

## **FIVE SKILLS...**

What skills do your members need to master? Example: Five essential shoe buying skills every new runners should master.

## **XYZ VS ABC**

Compare people, resources, services, products, memberships, etc. Save people time by doing the research for them. Example: Canon SLR's versus Nikon SLR's.

## **BASIC TIPS**

Newbies in your membership will appreciate basic tips. What little things did you have to learn what started out your industry?

## **BEFORE AND AFTER**

Show what something looked like before... Then what it looks like after. Explain what happened to make this transformation occur.

## **CRITIQUE**

What could your members do better? Accept critique requests from your members. People love getting personal help. Could it be a regular segment for your membership?

## **MEMBER CONTRIBUTIONS**

Asked members to contribute articles, videos or any other content. You're likely to find your members more than willing to contribute content so make it easy so they can/will do it often.

## **COMMENTARY**

Add to something you read. Expand on a point from another site. What's missing? What would you have said or done differently?

## **OPPORTUNITIES**

Save your members time by scouting out upcoming opportunities. What should they do today? How can they prepare?

## **STEP BY STEP GUIDE**

Much like a checklist, people like when things are broken down into steps. If you have a bigger topic, could you break it down into a step-by-step guide? Include obvious steps.

## **CONTROVERSY**

Controversy always gets people's attention. Have you seen something you didn't like your industry? Has someone said something you disagree with?

## **WEEKLY RECAP**

People don't always have the time to check into your site every day, so weekly recap is a perfect way to highlight new content. It makes catching up easy.

## **BEST AND WORST OF**

Easy idea starter for any topic. Example: The best and worst of social media. The best and worst of diet plans.