

100 Blog Topics for Your Business

 chrisbrogan.com/100-blog-topics/

Chris Brogan

Seven years ago, I wrote a post entitled [100 blog topics I hope you write](#). A lot of them still hold up rather well. But I thought it might be fun to give you a NEW list of 100 blog topics to make your own. So if you're looking for blog ideas, or just a whole new list of things to blog about, I'm hopeful this helps your writing.

Please feel free to share this list, but please link back to [this page](#) to do so. Thanks!

Oh, and edit these to fit your specific business. They'll work.

100 Blog Topics

The first 20 are for helping you differentiate and build business

1. How What I Do Helps You Grow Your Business
2. Get More From Your (Whatever Product/Service You Offer)
3. How We Start an Engagement With You (onramping process)
4. Build Your Own (Business or Project) With Our Help
5. Meet Our Customer of the Week(Month)
6. Learn How to ____ With ____ (customer you love)
7. Stretch Your Budget By (something to do with your product)
8. Industry Insights That Could Impact Your Business
9. Need to Reach Us? Here are Many Great Ways to Connect
10. Set Aside 20 Minutes Each Day to Do This



MANAGED **WORDPRESS** HOSTING
— that means —

BUSINESS

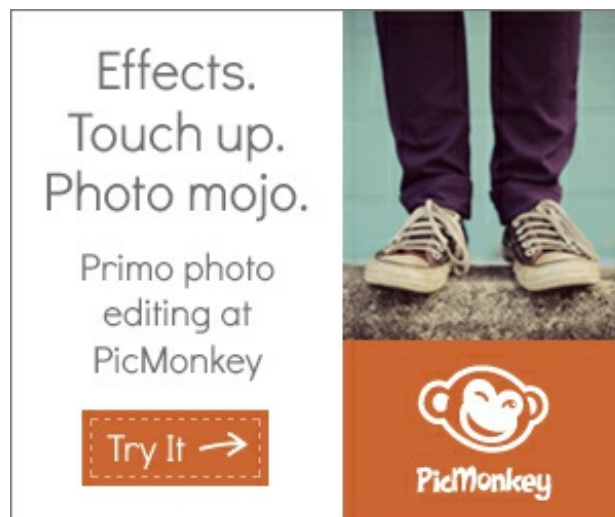
[CLICK HERE](#)

11. What We Do Instead of Advertising
12. How Can We Help You Do More Business
13. Why We Don't Worry About Competitors
14. Others Compete on Price. We Compete on Value
15. The People Who Work Here

16. We Asked Everyone in the Office for Their Philosophy on Success
17. Another Perspective on Your Current Situation
18. Comparison Shopping is Difficult. Let Us Help
19. Why You Won't Find ____ At (Our Business)
20. Does ____ Matter to You?

I call this next set the “you probably won’t dare to use these at your company” set.

21. When It All Goes Wrong
22. Confessions From Past Mistakes
23. How We Deal With Trouble Reports
24. We Can Handle Criticism, Especially If You Help Us Grow
25. Where Do You See Us Falling Short?
26. We Asked Everyone in the Office for One Personal Failing of Theirs
27. Here’s What Would Make Us Fire You as a Customer
28. We’re Sorry And Here’s How We’ll Make It Up To You
29. Forgetting Something? We Sure Did
30. Listening Better And How It Will Strengthen Our Relationship



Here are some fun ones!

31. What We Do When We’re Not Hard at Work
32. Stop and Smell the Guns N Roses – Our Playlists
33. Collaborate With Us on a Selfie Project!
34. And You Thought You Knew Everything About Us
35. Listen to our (CEO, whoever) Belting Out (some popular song, poorly).
36. Easter Eggs We’ve Hidden in Our Website SO FAR
37. This Has Nothing To Do With Our Business, But It’s Cool (do this sparingly, though)
38. Is There More Going on Here Than Immediately Obvious?
39. Sparta! Our Favorite Movies and How They Relate to (Our Business)
40. I See What You Did There



It's always someone's first time on your site

41. Start Here
42. The Big Picture About (company/site/project)
43. Whatever You Do, Be Sure to Do This FIRST
44. The Essential 101 Guide to _____ (whatever you do)
45. Making Your (something about your business) Into a Habit
46. When Should You Revisit Your (strategy/purchase/something to explain timing)
47. Get the Most Out of Your (product/service/experience)
48. Have You Visited Our Other Properties? (Facebook, YouTube, etc)
49. Meet the Founders
50. If Only I Knew This When I Started


Some Thought Pieces

51. How Mobile Technology Impacts (your business or product or their space)
52. When Budget Limitations Strike, Do This to Improve Your Chances of Success
53. If We Started This Business Ten Years Earlier (or 10 years later)
54. The Global Opportunity for (whatever you do)
55. A Completely Different Take on (whatever you do) Using Low Tech Methods (tools, etc)
56. What (your business) Would Look Like in the Real World (or online, if you're in the real world)
57. The One Big Guiding Principle That Explains Our Path of Action
58. Are You Ready For (some impending technology shift)
59. Does Anyone Really Use a Laptop Anymore? (or any tech you want to poke at)
60. How Will the Population Growth of Baby Boomers Affect (your business)?

DID YOU KNOW...

that **over 70% of visitors** who abandon your website will **never return.**

FIX THIS PROBLEM



BLOG. MADE IN THE U.S.A.
Topics INVIGORATING
THE MASTER CLASS
with **CHRIS BROGAN** **ENROLL TODAY!**

Getting personal can have a big impact

61. What You Don't Know About Me – Yet
62. Where I'm From: An Interview With Our Staff About Their Origins
63. What Your Kids Can Teach You About (your business)
64. Our Favorite Foods and What It Tells You About (your business)
65. A Brand Is What They Say About You – Here's How That Applies to Us
66. If (your business) Were a High School Yearbook
67. Client/Customer Stories That Make Us Love Our Job
68. If I Didn't Work Here/ Didn't Do What I Was Doing
69. The Biggest Challenge I've Yet to Accomplish
70. What the Benefit of OUR Hindsight Can Teach You



Participatory posts can be pure gold

71. Ask Us Anything
72. Caught in the Wild – Show Us Your Office Environment
73. We Asked Our Customers to Draw Us a Picture And Here's What We Got
74. Ten Of Our Customers' Logos Redesigned by Our Kids
75. If You Ran (our business), What Would You Do Differently?
76. Come Work Here for a Week and Change Our Business From Within
77. Twenty Photos We Liked from Your Instagram Streams
78. Shared Wisdom from Our Weekly Tweet Chat
79. We Pretended We Were 7 Other Blogs. What Happened Next Will Change You.
80. Your Best Questions Answered Loudly



Give people recipes and they'll see how to use your services

81. How to Start a (business you could start with your product/service)
82. If You Run a (business like you serve), Here's How We Fit In
83. Six Ways You Can Use Your (product/service) to Make Money (save time, etc)
84. Use This (other company's thing) To Really Up Your Game
85. Bring a Friend to (your site) and Here's How You BOTH Benefit
86. Do This Before The Next Conference You Attend
87. Want to Turn Other People's Business Cards Into Actual Business?
88. You Know What You Want and We Know How to Help You Get It
89. A (some customer segment)'s Guide to (Using Your Product/service)
90. Beyond Day One – Get The Most From Your (thing you sell)

And a little potpourri for you

91. Sure We've Said This Before. Repeats are Good for You
92. A New Look At Our First Offering (to refresh your products)
93. Our Take on Big Data (or some other random concept)
94. What a (something odd) Can Teach You About (the field you work in)
95. You're Doing It Wrong
96. (X) Things I Wish I Knew Before I Started
97. Are You Doomed to Fail Just Like (insert dead company)
98. The Biggest Mistake (people like them) Make
99. How to Recover From a (whatever goes wrong in your field)
100. Finish Strong – What We Know About Helping You Close Sales


Blogging's Great, But It's Part of a Larger Digital Business Platform

I want you to peek at [Digital Business Mastery](#) and see if you think this might help you get even further along in your business goals online. If you want more about blogging specifically, there's also [Blogging: The Master Class](#), a course that's drive lots of business value for people like you.

Glad you're here! Enjoy!

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BLOG. Topics
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ENROLL TODAY!

Chris Brogan is the world's leading authority on owning the game you most want to win. He is CEO of Owner Media Group, a sought after public speaker, and the New York Times bestselling author of eight books and counting. Learn more about him at chrisbrogan.com

