

# Ed's 77 Ideas for Awesome Content

## Links

- Link to third party blog posts that mention you/your blog - and provide commentary
- Link to forum post with commentary.
- Check out my YouTube channel (and/or other social sites)
- Connect with me on LinkedIn
- Mention and link (where possible) to press coverage or non-blog/forum web site.

## Sell

- Sell Super Package**
  - 1. First person to send £XXX
  - 2 Extra item added to box
  - 3 Sold!
- Price increase**
  - Forewarn
  - Announce
- Product being deleted / Service being discontinued**
  - Last chance to buy
  - 24-hour special)
- Fire Sale**
  - Pre-warn 'Limited time'
  - Announce start
  - Announce imminent end
  - Announce end
- Become an affiliate

Great for information products

## Value

- Use Content Idea Generator, Google and tools like SEMRush to brainstorm an endless number of 'How to' article ideas based on what people are actually searching for.
- "How to" tips on specific product/service usage
- How to achieve a desired outcome using a combination of one or more of the products or services you sell
- Roadmap to {End Result}
- The Secret to \_\_\_\_
- XX Reasons Why You Need to \_\_\_\_
- XX Myths about \_\_\_\_
- XX Mistakes You Need to Avoid
- The Ultimate Guide to \_\_\_\_
- The Truth About \_\_\_\_ (Industry exposé)

## Interaction

- Ask what people want to know more about
- Open floor question time
- Answer time
- Free gift (product / book / unwanted hardware etc) to first person who (comments / asks question / trackback / adds link on their site / proves they've done 'X' )
- Ask for testimonials
- Mention number of social media followers (reached a milestone?) and offer gratitude
- Announce Blog Birthday (and do something special for readers?)
- Guest articles from other respected professionals.
- Ask for links and optionally offer to link back/review or mention somehow in future

## Behind the Scenes

- Video walkthroughs
- Reveal processes & procedures
- Reveal research & design efforts
- Interviews with key staff
- Tools we use and recommend (aff. Links)

## Competition

1. Set task
2. Stimulate entries
3. Announce winner & comments

## Research

- Comment on third party survey results
- Publish & comment on own research
- Contrarian opinion.
- Industry predictions

## Product Launch

- Before**
  - Survey - What do you want?
  - Survey Results - announce winner
  - Mention a cool feature
  - Progress report
  - Ask for product design feedback
  - Launch Imminent
- During**
  - Announce XX Hour special
  - Only XX hours left
  - Only X hours left
  - Announce special has finished
- After**
  - What do you want in next version?
  - Mention updates and new features
  - Mention additional distribution outlet (e.g. Amazon)

Just one example of a product launch sequence. Check out Jeff Walker's Product Launch Formula training for in-depth guide to numerous other types to launch

## Third Party

- Affiliate promotion**
  - Simple review
  - Creator Interview
  - Benefits Listicle
  - Demonstration
  - Comparisons 'Versus'
- Review**
  - Comment on blog post or social media
  - Book
  - Product/Service
  - Online service

