

## Action Step: Brainstorm 52 Blog Post Ideas in 1 Hour or Less

**Mission:** Brainstorm one whole year's worth of blog post topics

**Why:** Makes choosing a topic each week a no-brainer – just pick one from your list!

1. Set aside 1 un-interrupted hour
2. Use the space below to write down every question a client or potential client has ever asked you. (A Word doc works well, too).
3. If you run out of questions, write down any tips or resources you've shared with clients

**Note:** Don't cross things off, prioritize, or edit – the whole point of this exercise is to dump all the knowledge you have onto the paper (or screen).

4. After you've written down all the questions & resources you can possibly think of, go back and star, circle, or highlight the ones you think would make good blog posts. Hopefully, you'll have at least 52– enough for one a week for the next year!

### Possible Blog Topics

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