

10

FREELANCE WRITER BLOG POST IDEAS

(to use again & again)

Writers Worth Month
2017

1. HOW-TO POSTS

Teach prospects how to do what you do. Showing them the work involved can be an effective way to demonstrate your value.

2. INDUSTRY NEWS

Keep clients & prospects up-to-date on industry news & how it affects their businesses & their customers.

3. BACKGROUNDERS

Give your target clients some background on projects that may be new to them, but that they could benefit from.

4. CASE STUDIES

Share success stories from past freelance projects. Showcasing happy clients is a good way to highlight your skills & working style.

5. COMMENTARY

Share opinions on important issues in your specialty area or your clients' industries.

6. FAQs

Answer questions you frequently receive from potential freelance writing clients to save them, and *you*, time.

7. ROUND-UPS

Show you're in touch with your clients' industry with a round-up post featuring prominent experts.

8. CHECKLISTS

Checklists, templates, and worksheets let you turn your freelance writer blog into an all-out client resource.

9. "DID YOU KNOW?"

Write short posts featuring one fact, tip, or statistic that might be useful to your target clients.

10. "SH*T DONE RIGHT"

Instead of a "top list," feature examples of companies doing something specific well (like blogging).