








## HELP FOR THE STRUGGLING WRITER ~ SYSTEM CHEATSHEET ~

### IDEAS FOR CONTENT

Are you struggling to come up with content for your newsletter every issue? It may seem difficult to write original material when so much has already been written in your niche. Don't worry, when you write from your own experiences and in your own voice your articles will be unique.

#### HERE IS A LIST OF CONTENT IDEAS FOR THOSE TIMES WHEN YOU ARE STUCK ABOUT WHAT TO WRITE ABOUT

-  **A list of products you use regularly**
-  **Checklists**
-  **Do a reader survey and write about the results**
-  **Event recommendations (i.e. trade shows, workshops)**
-  **How-to's**
-  **Interviews**
-  **Lists (i.e. "Top 5 ways to...", "Ten tips for...", "Seven steps to...", "Top 10 \_\_\_\_ challenges," "Top five reasons to ...")**

**New service announcement****Problem / solution****Relevant industry news****Review a book or product****Seasonality****The story behind your business****Trends****Useful resources****Your creative process**