Blog Generation

Other blogs

- What hot topics are on LinkedIn/ Twitter/ Facebook / business forums that you could write about?
- Do NOT lift content without permission, but get some ideas about what other VAs are blogging about
- Look at your past newsletters

Seasonal Events

- International Freelancers Day
- Easter
- Halloween
- Global VA Week
- Summer holidays
- Valentines Day
- Tax Deadlines
- Back to school
- Christmas posting dates

Surveys

- Design your own survey & publish the results
- Look for industry-wide information, small business surveys, etc

Your idea

Your idea

Guest Blogs

- Ask your suppliers for their industry news – e.g. is there a Google update pending?
- Reciprocate with someone who offers different services to you – swap contacts on here!
- Ask your suppliers to write a blog post

News Articles

- BBC news under "small business", forums, Twitter, Facebook etc. Write a reaction to the story, link to the piece,
- Create content – How To Guides, small business marketing tips,
- What do your clients frequently ask you about?

Reviews

- Products
- Marketing strategies
- Websites
- Books
- Services

Promotions

- Buy one, get one free
- Time limited offers for slump periods
- Special deals
- New products