



# 50+ Blog Post Ideas in 30 Minutes or Less

So, you're convinced that a blog is a good idea for your practice and you promise to be consistent and provide value. You're all bought in but drawing a complete blank about what to write. No problem! Get out a sheet of paper or open a blank document and let's generate 50+ ideas in the next 30 minutes or so. Not all of them will be great, but I keep even my lame ideas because sometimes they spark a good idea later. The trick to this is to not overthink it. For some of you that's akin to stopping breathing (I may relate), but just give it a shot.

So seriously, grab paper or open a document.

## **Brain Dump**

Set a 2 minute timer. Write down whatever words come to mind when I say counseling blog.

## **What do you wish your clients knew...**

about themselves?

about therapy?

about you?

## **What misconceptions do you clear up about your niche or therapy in general?**

This could be what you say to your family, the person in the seat beside you on a plane, or your clients. You may have some soapbox moments here.

## **What do you say over & over again in session?**

These may be analogies, values, tag lines, idioms, explanations, answers to common questions.

## **What keeps your clients up at night and how can you alleviate some of that stress?**

## **What do you love about what you do?**

Now go back through & see what blog posts you can create.