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25 Content Ideas for Your Blog

Use this handy guide for inspiration when you run out of ideas to post on your blog.

I've included content ideas for every part of the buyer's journey, which is – in content marketing terms:

1. Awareness of a problem or need: My book/manuscript needs tidying up.

2. Actively researching solutions to that 'pain': Searching online for professionals with editing/proofreading expertise.

3. Making the decision to buy: Choosing an editor/proofreader whose skills are tailored to my needs.

Use your blog posts to inform and educate visitors to your website, no matter where they happen to be on that journey.

And don't forget to leverage your posts through social media to reach your audience where they are most likely to hang out.

Even the best-written posts fail to serve your business and bring in clients if no-one reads them.

And remember, you don't have to be everywhere on social media, but you do have to be somewhere.

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- 1. Write a case study** about how you went above and beyond to help a client. Or make it more general – how you've helped clients. Showcase a recent project you're particularly proud of.
- 2. How have trends have changed in your area of the editing world?** Talk about these changes and mention how things used to be done. How will the new changes improve things for your clients?
- 3. Take a few questions that keep coming up** and answer them in the form of a blog post. This is a post you can regularly update. You can either do this as a frequently-asked-questions (FAQ) post or take one question and answer it at length. An expert answer opens up the possibility of being a featured snippet in Google search results.
- 4. Announce a 'company update'** in the form of a blog post. Let visitors to your site know what's going on in your business, the changes you are making and goals for your business in the coming year.

5. Give 10 reasons why people should hire you. Explain areas where you excel in your field. Bring in awards, testimonials and feedback. Avoid being vague with phrases such as: “I offer excellent customer service.” Be specific about times when you have gone above and beyond.

Blog about your local networking events. Members of the Chartered Institute of Editing and Proofreading (CIEP) meet regularly and discuss matters related to running an editing business – keeping accounts, time management, Word hacks, to name a few. Write a blog post about your meetings and share the wisdom. Take pictures to illustrate your post – with permission, of course.

7. Write about a ‘day in the life’ of your business. Let people know what goes on behind the scenes in the day-to-day running of your business. This works even if your business consists of just a tiny team of one. It can be helpful for people starting out in the business to know what an editor does.

8. Tap into your followers on your preferred social media channel. Ask a question and turn the answers into a blog post. Let people know that the post will be framed around their answers, but you won't be naming names.

9. Pull in some articles relevant to your specialisms from trusted sources around the web, and write a small piece about each one. Make sure you include links to the various articles, as outbound links to trusted sources give your article weight. It shows you've done your research. Google rewards well-written, authoritative content in its search rankings.

10. Tap into some animal magic. If you have a pet, think about giving them their own post. Make it funny by writing from the point of view of your dog, cat ... or parrot! Illustrate with cute pictures and don't forget to share on social media – especially Twitter, the natural home for pet pictures.

11. Share your business secrets. Treat visitors to a ‘How-to’ guide. Write a step-by-step guide in the area of your expertise. It could be about, for example, a Word macro you find really useful, how to proofread tables, a fiction-editing checklist, or a guide to commonly confused words.

12. Another Q&A post that would really benefit your customers is a ‘Should Always Ask’ piece. Think of questions people don’t know they should ask when hiring an editor or proofreader. Providing answers to questions potential clients might have overlooked helps to build trust.

13. Book reviews and recommendations make a great post. Here’s an example: I stumbled upon the Just a Pack website compiled by a couple from New York who live out of their backpacks. I was enthralled by their list of [10 Books That Inspired Us to Travel the World](#). Write a post based on books that you love – fiction and non-fiction.

14. Sometimes it's easier to say what you want to say in visual form. If the topic you want to blog about lends itself to a graphic, then you can easily put one together from a selection of fonts, templates and images on [Canva](#). Use this resource to create an infographic. It's much easier than you think.

15. What tools of the trade do you use in your business? Do a round-up of a few you love. They can be physical tools, such as the perfect chair, desk lamp or pen holder. Or, they could be resources that speed up your work or contribute to professional development, such as macros, editing software, books, websites, or YouTube videos.

17. Referrals. This is a tricky one, but one that could work very well in your favour and help to promote trust in your business. Explain the circumstances under which you would refer a client to someone else rather than take on the work yourself. There are many reasons why you would pass on a job. List a few and gain points for honesty and integrity.

16. Do you donate your editing/proofreading services to a local good cause? Without mentioning that you waive their fee, write a post about the good work they do and how you help; e.g., writing their newsletter or editing press releases. You might attract the eye of potential local clients.

18. Keep an eye out for awareness days that directly affect your area of expertise. Use them to bolster what you do. Do you specialise in editing legal documents? Look out for World Day for international Justice. Or is your field of editing in medicine or science? For more ideas pertaining to your skills, have a look at the website [Awareness Days UK](#).

19. Make a video introducing yourself and talk about your business – how you started, what helped you along the way. But rehearse first, rather than launching straight into it. You want to appear professional but also approachable. Check out YouTube for tips on using your smartphone to make good videos, and how to get the correct lighting, setting and tone.

20. Ask a local celebrity or personality connected with your field of work to contribute a post, or interview them yourself. Fiction editor Louise Harnby and non-fiction editor Denise Cowle run [The Editing Podcast](#) where, as well as giving editing tips, they frequently interview authors and fellow editors. There's quite a bit of mileage in this idea if you're prepared to be creative.

21. Respond to a news item that affects your business. Let your customers know how this will impact on your service to them and, if applicable, what you can do to put things right. Right now, in May 2020, we are being tested on this very issue. Write about what you've done to keep your editing business afloat, or how you've used the time for professional development.

22. Are you about to introduce a new service or skill?

Whip up excitement about the new development with a pre-piece before the launch, explaining why you are doing it and what the benefits are for your customers.

23. Your business story is both unique and fascinating. If you've been an editor for a long time, you could tell your story across a series of posts. How did you start the business, what inspires you to keep going? Include some 'then and now' images of you and your surroundings.

24. Flag up your green and ethical principles. Let visitors to your website know how you go above and beyond to implement environmentally friendly standards. This could make the difference between gaining and losing a potential customer.

25. Describe a time when something went wrong and how you fixed it. Running an editorial business is not always a smooth ride. Things can go wrong, and when they do it's comforting to your clients to know that you will put it right. Show what you're made of and soon you'll be turning visitors to your blog into paying customers.



ABOUT ANNE

Anne is a professional copy-editor, content editor and proofreader.

After nearly three decades as a newspaper and magazine editor and sub-editor, Anne is now running her own editorial business, [ASG Editorial](#).

Anne's main areas of editing and proofreading are fiction and non-fiction. She also edits and rewrites content for websites, blogs and print media.

Anne has received Inbound Marketing certification from Hubspot – the content marketing experts.

As well as in-house courses while working for Westminster Press (editing) and Archant (Adobe InDesign), Anne has completed the following courses:

Editing Fiction – [The Publishing Training Centre](#) (PTC)

Proofreading 3 (Progress) – [The Chartered Institute of Editing and Proofreading](#) (CIEP)

Anne is a professional-level member of the Chartered Institute of Editing and Proofreading.

