

BLOG TITLE WORKBOOK



Caution: This may cause fun at work. Use at your own risk.

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“Good artists borrow, great artists steal.”

-Pablo Picasso

In this workbook you will find over 100 fill-in-the-blank blog titles, additional brainstorming ideas, and tips for writing powerful blog posts to attract website visitors.

The fill-in fields are marked in [orange] and tell you what should fit in to the given blog title. I find it beneficial to choose my topic and keyword before brainstorming my blog titles and then make as many titles as I can for that one topic and keyword.

Once you have completed this exercise a few times, you will have a repository of blog titles that are ready-to-go. All you will need to do is look back through your repository, select an appropriate title and get to work.

At the end of this workbook you will find “additional brainstorming ideas” to take the 102 fill-in-the-blank titles and convert them in to an unlimited amount of blog titles.

If you are struggling with writer’s block, take a peek at the last section of the workbook to read about 3 unique ways to crush writer’s block. They work for me, hopefully they work for you too.

This workbook will give you the chance to think about the vast opportunity we have to write catchy and impactful blog titles to delight our readers.

Good luck!



INDEX

Blog Types & Fill-In-The-Blank Titles

1. List Posts
2. Fair Warning Posts
3. How-To Posts
4. Thought Leadership Posts
5. Worrying Posts
6. Don't Worry Posts
7. Who Posts
8. What Posts
9. When Posts
10. Where Posts
11. Why Posts

Additional Brainstorming Ideas

1. Change The Scope
2. Change The Timeframe
3. Choose A New Audience
4. Go Negative Or Positive

Tips For Writing Something Powerful

1. Words To Omit From Your Writing
2. Unique Ways To Crush Writer's Block



BLOG TYPES & FILL-IN-THE-BLANK TITLES

“LIST” POST

Posts featuring content in a list format.



- 7 Things That Your [Team/Leader/Audience] Needs To Hear You Say
- Be A Better [Blank]! 5 Ideas That Really Work
- The Top 10 [Blank]
- 21 [Resource] To Blow Away [Leadership/Manager] During An Interview
- 13 Killer Resources For [Process/Job Function]
- 51 [Blank] For [Event/Moment/Process]
- 7 Ways To Do [Job Function]
- 9 Strategies To Accomplish [Keyword]
- 11 Times You (Did/Didn't) [Keyword] Successfully
- 3 Reasons [Person/Company] [Verb] [Keyword]
- 7 Examples Of [Keyword] Done Brilliantly
- Top 11 Strategies Of Successful [Persons/Companies] That You Wish You Knew
- The 15 Most Frequently Asked Questions On [Keyword]

“FAIR WARNING” POSTS

Posts that inform your reader of common mistakes.



- 9 Mistakes That [Job Role] Make In Their First [Time Frame]
- 6 Times You Did [(Obstacle) Keyword] Incorrectly
- Common Mistakes That Make [Person] Look [Undesired Adjective]
- Never Do [Verb] When Preparing For [Situation]
- Avoid Mistakes In Your [Job Function] By Watching Out For [Keyword/Noun]
- 11 Bad Habits That [Resource/Person] Makes Every Single [Time Frame]
- Come On, It's Time To Stop [Verb]

“HOW-TO” POST

Posts that explain how to do something.

- How To [Blank] In [Month/Year/Season]
- How To [Shine/Standout] In A [Space(Room/Office)] Full Of [Undesirable Adjective]
- How To Use [This] To Do [That]
- How To [Verb] And [Verb 2/Keyword]
- How To Balance [Do Something] With [Something Else]
- How To [Blank] (With/Without [Obstacle/Objection])
- How To [Blank] (Even If [Obstacle/Objection])
- How To Get Better At [Desirable Quality]
- How To [Blank] Like A Pro
- How To [Blank] Like It's Not Your First Time
- How To Break Down [Keyword]?
- How Do You (Do) [Keyword] Successfully?
- How Does [Person/Company] [Verb] [Keyword]?
- How Should We [Verb] [Keyword]?



“THOUGHT-LEADERSHIP” POSTS

Posts that make you think or analyze a topic.



- What **[Keyword]** Means For Your Business - Right Now.
- If You Have Yet To Think About **[Keyword]**, You're Already Behind.
- 247 Examples Of Great **[Keyword]** That You Continue To Ignore.
- Why Do We Always Think Of **[Keyword]** When We See **[Keyword2]**?
- Is Your **[Valued Resource/Person]** Safe From **[Opposition]**?
- What **[Premier Example]** Can Teach Us About **[Subject]**.
- What Your **[Trusted Advisor]** Won't Tell You About **[Keyword]**.
- Stop **[Verb]** Before **[Consequence]** Happens: A Lesson From **[Resource/Person]**.

Combine The Thought-Leadership Post With An Interview To Spark Deeper Dialogue.

- **[Persons/Companies]** Say You Should Never Let **[Keyword]** Fall By The Wayside.
- We Sat Down With **[Person]** To Talk About **[Keyword]** - It Was Fascinating.
- A Fireside Chat With **[Industry Expert]**.

“WORRYING” POSTS

Posts that address your readers fears and threats.



- 7 Warning Signs That (Your) [Keyword] Is At Risk.
- Should You Really Trust [Keyword]? Here's What We Found Out.
- The Great [Keyword] Hoax That Fooled Us All.
- The Great [Keyword] Hoax Of [Year/Month/Season].
- These Little Known Factors Are Impacting [Keyword] In The Worst Way.
- 9 Lies That [Resource/Person] Don't Even Know They're Telling.
- What [Premier Example] Can Teach Us About Transparency.
- 3 Reasons Your [Keyword] Is A Mess And How To Fix It.
- Stop [Verb] Before [Consequence] Happens: A Lesson From [Resource/Person].
- Get Ahead Of Your Deadlines Or You May [Consequence].

“DON'T WORRY” POSTS

Posts that will put your reader at ease.



- 7 Signs That [(Obstacle) Keyword] Is Almost Over
- 6 Ways To Stop Thinking About [(Obstacle) Keyword]
- The Great [Keyword] Hoax That Fooled Us All: You Aren't Alone
- The Zen Of [Keyword]
- The Minimalist Approach To [Keyword]
- 9 Lies That [Resource/Person] Don't Even Know They're Telling
- What [Premier Example] Can Teach Us About Transparency
- How [Person] Unwinds After [Situation] Happens
- 3 Reasons Your [Keyword] Is A Mess And How To Fix It
- Get Ahead Of Your Deadlines With These Easy Hacks For [Job Function]
- Stop [Verb] Before [Consequence] Happens: A Lesson From [Resource/Person]

“WHO” POST

Posts focus on a person or company in the context of a subject matter.

- Who Is _____?
- Who Does _____?
- Who Can _____?
- Who Is The Best _____ In The [Industry]?



The post does not need to begin with the word, “who”. Some of the examples below shift the focus of your post.

- How [Person] Thinks About [Topic].
- [Person] Says [Industry] Is About To Change, Are You Ready?
- What We Think About [Person]’s Feelings On [Topic].

“WHAT” POSTS

Posts that define a topic or keyword or explain a concept.



- What Does [Keyword] Mean For You And Your Business?
- What Can [Keyword] Do For Your Bottom Line?
- What Does It Mean When People Talk About [Keyword]?
- What Does It Mean To (Do) [Keyword]?

Try to define the post type without the word “What,” it may change the focus of your blog post.

- [Keyword] Is Something You Should Be Thinking About, Today.
- How To Start Thinking About [Keyword] And Why It’s Important.
- You Should Be Excited About [Topic] And Here’s What You Need To Know

“WHEN” POSTS

Posts that explore situations and decision points.



- When Is It The Right Time To Consider [Keyword]?
- When Should [Keyword] Be Included With My Strategy?
- When [Keyword] Goes Wrong?
- When Is The Right Time To (Do) [Keyword]?

Use these posts in conjunction with another question phrase.

- What To Do When [Keyword] Is Effecting (Your) [Keyword].
- How To Do [Verb] Without Effecting [Keyword].
- Where Should I Take [Keyword] And When Is The Right Time.

“WHERE” POSTS

Posts that tell your readers where to find an object, person or information in the physical or virtual world.



- Where is [keyword]?
- Where should [keyword] be placed within my strategy?
- Where do I start learning about [keyword]?
- Where can I find information on [keyword]?

Combine your “where posts” with your “who” posts to come up with some unique titles.

- Where [person] learns about [keyword].
- Where does [person] go for answers on [keyword].
- Where [person] sees the future of [keyword] in the next [time frame].

“WHY” POSTS

Posts that explain a concept.



- Why Is [Keyword] Your Next Smart Move?
- Why [Keyword] Can Effect Your Bottom Line?
- Why You Should Care About [Keyword]?
- Why Your Team Just Can't Seem To (Do) [Keyword]?
- Why [Group Of People] (Loves/Hates) [Topic/Subject]
- Why [Group Of People] Loves To Hate [Topic/Subject]
- Why [Keyword] Should Never Be Your First Choice.
- Why You Should Always (Do) [Keyword].
- Why [Keyword] Is The Best Case Scenario For [Keyword 2].

ADDITIONAL
BRAINSTORMING
IDEAS



CHANGE THE SCOPE

Think bigger, or smaller.

Original:

15 **Social Media** Tips and Tricks for Beginners

Variations:

15 **Pinterest** Tips and Tricks for Beginners

15 **Marketing** Tips and Tricks for Beginners

15 **Twitter** Tips and Tricks for Beginners

15 **Facebook** Tips and Tricks for Beginners

15 **Facebook Company Page** Tips and Tricks for Beginners

CHANGE THE TIMEFRAME

Time is of the essence.

Original:

The **History** of SEO

Variations:

What You Missed **This Month** In SEO

The Biggest Changes In SEO **In 2016**

Q2 In Review - How SEO Changes Effect Your Traffic

CHOOSE A NEW AUDIENCE

Speak to a specific group.

Original:

What Every **Entry-Level Marketer** Should Know About Facebook

Variations:

What Every **CMO** Should Know About Facebook

Every **New-Hire** Should Know About Facebook To Look Fantastic

Even If **You Have Used Facebook For Years**, You Need To Know This

GO NEGATIVE OR POSITIVE

Negative Nancy and Positive Pete love your blog.

Original:

20 Social Media Rules You Should **Always** Follow

Variations:

20 Social Media Rules Your Should **Never** Follow

You Should **Never** Do This On Social Media

Every Social Media Post Should Include These 3 Things.



TIPS FOR WRITING SOMETHING POWERFUL

WORDS TO OMIT FROM YOUR WRITING

This should literally be your best go-to list.

Modifiers: Really, very

Try removing these modifiers to write more impactful sentences.

“He was very fast when drafting this ebook.”

“He completed the ebook in record time.”

Qualifiers: Totally, literally, completely, fully

Avoid words that do not add any information to the statement.

“This guide is completely full of best practices.”

“This guide is overflowing with best practices.”

Over used: Awesome, amazing, good

These words are powerful when used infrequently.

“This statistic is amazing. We should share it.”

“This statistic could change the way we do business.”

Noncommittal Words: Probably, maybe, perhaps

Commit to our writing by avoiding these overly-sentimental words

“You’d probably see improvement if you change this.”

“One way to improve is to make this change.”

Kick-off words: begin, began, start, first

Only use these words if you intend to interrupt a thought or process.

“Start by folding your paper in half.”

“Fold your paper in half.”

Similes: Like, as

Use metaphors over similes for a larger impact.

“It was like a door opened for me.”

“The door opened for me to walk through.”

UNIQUE WAYS TO CRUSH WRITER'S BLOCK



UNIQUE WAYS TO CRUSH WRITER'S BLOCK



Ride Any Public Transportation

Hop on any public transit. The bus is my go-to but others prefer the subway. Leave your technology at home for this one. Bring a notebook and a pen or pencil. Okay, fine – bring your phone, but try to leave it in your pocket.

Riding public transit helps in a number of ways with writer's block. For me, I find it most helpful when I am struggling to develop a clear message for my blog posts. It can be hard to distill a topic down to one impactful and clear "core message."

If you were to talk to each person on the bus about your blog topic, what would you want them to walk away remembering?

Some questions to ask yourself:

- What would a one-on-one dialogue sound like?
- What is the one thing would I want them to remember?
- What would change if you were talking to every person at once?
- If you had only moments before the final stop, what information takes priority?

Once you have identified the core message of a broad topic - hop on the return bus. Head home and review your notes. What you may find is a strong opening and closing for your blog. All you need to do fill in the blanks.

Take one more look at your notes. You may find some great copy for targeted social media messages to promote your new post. You put in the effort to develop communication that fits some odd parameters, I'd bet there's a fantastic Tweet in there somewhere.

UNIQUE WAYS TO CRUSH WRITER'S BLOCK



Talk To An Inanimate Object

Disclaimer: I do not recommend doing this in public. It becomes awkward.

You'll be talking to yourself, but it will be the most honest conversation about why the struggle is so-very-real.

In my house in New Hampshire, I used to talk to Nala, a wooden sculpture of a lioness rocking a Davy Crockett Cap. Here's a picture for proof.

She used to give me the toughest feedback, the best encouragement and never judged me. Sure, my room mates thought I was crazy, but Nala was always honest. She helped me drill down to why I was wallowing in self doubt.

If you struggle with the idea of talking to yourself, log into HubSpot and review your Buyer Personas. Review their profile and read their story, even if you are the one who developed the persona.

Graft that persona onto one of these inanimate objects. Personally, I assign Buyer Personas to my instruments. My guitar takes on the voice of Geocaching Gary; my saxophone becomes Adventure Allison; and my piano voices the opinions of Leader Larry.

I ask questions like, "What is important to you in regards to this topic?" or "What question am I trying to answer, what is the solution you need?"

This always helps me remember that I am not writing for myself. I write for my Buyer Personas.

Sometimes the largest obstacle that we need to overcome, is our own criticism. Remember that you are writing for you Buyer Personas, not yourself. So think about they need from your article and try to let go of self-criticism.

UNIQUE WAYS TO CRUSH WRITER'S BLOCK



Using Noun Cards To Free Write

What's a noun card? It is what it sounds like. Go get a set of index cards and cut them in half. Write one noun on every half-card until you have no cards left. These cards will act as your starting point for some limitless free writing.

When I feel like I have nothing left to write about, I break out my noun cards.

Start with a pen and paper. This is an exercise in uncovering new ideas. If you get hung up on editing, you won't get past your own criticism.

Pick a noun card. Did you pick "Golden Gate Bridge?" That's awesome, now set a timer for two minutes (seriously, do it) and write furiously. Then pick another noun card and free write for two minutes.

Ultimately it is about defining your message, uncovering what is important to your Buyer Personas, and getting your brain-engine warm in order to hit your creative stride.

After a few sessions, concentrate your writing snippets into just a few words. This can act as a starting point for new blog titles, blog topics, and even long-tail keywords.

Take those distilled words and run them through HubSpot's Blog Topic Generator. You will be amazed at what you might come up with.

