



Content Ideas Generation Template

1. List all the questions you've ever had from a client or customer. Answer them.

2. List the people you can interview that would be relevant to your audience. Interview them.

3. List the top journalists in your industry. Summarise and comment on their articles and provide your opinion on the topics.

4. List the products and tools used in your industry and by your customers. Review them.

5. List all of the subject matter experts in your business. Interview them.

6. List the hot/controversial topics in the news or in your industry. Offer your opinion and insights.

The Art of Repurposing

For each topic brainstormed above, choose which format applies initially and then repurpose it to cover the different learning styles of your audience and to help you leverage your content.

- Blog post
- Video
- Video transcript
- Audio
- Share via email
- Share through social media