



What's worse is that, pretty soon, you start running out of material. After all, you

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in Alaska should be called Denali or Mt. McKinley could be fodder for someone who blogs about mountain climbing, the outdoors or, perhaps, presidential history.

- Check social media to see what topics have people the most excited. Twitter and Facebook track trending topics that generate a lot of buzz, and those could provide jumping off points for your next blog entry.
- Steal from yourself. Revisit ideas from blogs past, but give them a fresh approach. Even newspapers and magazines will resurrect topics they previously wrote about, waging that few readers will care or recall that the same subject was explored two or three years ago. You can do the same.

And remember, there's no need to wait until the last minute to start formulating ideas. Keep an ongoing list, adding to it whenever a topic pops into your head.

Once you decide on a topic, here are a few tips for fleshing it out into a quality blog entry and for attracting the greatest number of readers:

- **Online searches are your friends.** Background information about your topic is just a search phrase away using Google or another search engine. Look for real-life examples or recent news on your subject to add depth and reinforce your point of view. Just make sure your sources are legitimate. You will want to cite those sources, too, because that will add to the credibility of your post.
- **Statistics, studies and surveys.** Specific numbers and recent studies also bolster the points you want to make. You could, for instance, write that "there are a lot of libraries in the U.S." But it's less vague and more impressive to write: "The American Library Association estimates there are 119,729 libraries in the U.S." While you can often track down surveys, studies and data with a general Google search, you also can zero in on specific websites. For example, if you are writing

about a medical topic, the Centers for Disease Control provides numerous statistics

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Coming up with and carrying out great blog ideas on a regular basis certainly presents a challenge, but not an insurmountable one.

And, with any luck, your worries soon could change from “What’s left to write about?” to “How will I ever find time to write about all these great ideas?”

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*Marsha Friedman is a public relations expert with 25 years’ experience developing publicity strategies for celebrities, corporations and media newcomers alike. Using the proprietary system she created as founder and CEO of EMSI Public Relations ([www.emsincorporated.com](http://www.emsincorporated.com)), an award-winning national agency, she secures thousands of top-tier media placements annually for her clients. The former senior vice president for marketing at the American Economic Council, Marsha is a sought-after advisor on PR issues and strategies. She shares her knowledge in her Amazon best-selling book, “Celebritize Yourself,” and as a popular speaker at organizations around the country.*

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