



CREATING VALUABLE CONTENT FOR YOUR EMAIL LIST

*use the following pages to help come
up with a year's worth of content
ideas for your email list*

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1. Why did you start your blog / business? What inspires you to keep going?
2. What step-by-step processes do you have for your blog / business?
3. Have you had any personal experiences lately that related to your blog / business?
4. What is one thing people need to know before they hire you?
5. What is one thing people need to do or get in order before they hire you?
6. Are there any topics in your niche that you feel aren't talked about enough?
7. What posts on your blog have people responded to the most?

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8. Do you have any personal social media posts that people have responded to greatly?

9. Ask your subscribers: what do they want / need help with?

10. Is there a tutorial you can create based on a blog post you've written?

11. What have you learned since you started your blog / business?

12. What do you wish you knew before you started your blog / business?

13. Is there any advice you'd have for someone trying to do what you do?

14. Look at your emails + social media, what are people asking you for help with?

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15. Check any Facebook groups you're in: what questions related to your niche?

16. Do you have any secret tips or tricks that you can share with your subscribers?

17. What have you learned from your favorite bloggers / business owners?

18. Is there a stigma about what you do or your niche that you can set straight?

19. What is one thing you've done for your business / blog lately? What did you learn?

20. Is there a difficult decision for your blog / business you're comfortable sharing?

21. Have you taken the leap to work for yourself? What have you learned from it?

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22. Do you have a special message for those still struggling to grow within your niche?

23. Can you create a simple list of 5 minute actionable tips your subscribers can take?

24. What big goals do you have for your blog / business that you're okay with sharing?

25. What new thing have you learned recently that you pass on to your subscribers?

26. Do you have an promotional content for a course, workshop, or something else?

27. Are you making any big changes in your blog / business that you can share?

28. Is there something you wish those in your niche did better / differently?

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29. What was your biggest fear / struggle that held you back from just getting started?

30. Have you embraced challenge or gotten past a difficult time in your blog / business?

31. Do you have a special mantra or mindset that helps you stay motivated?

32. How do you make room for more “yes” and less “no” in your blog / business?

33. Have you learned something the hard way when it came to a client / collaboration?

34. Is there a way you can help your audience to simplify and make something easier?

35. What is one thing your subscribers can do to move forward regarding your niche?

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36. Back to the basics: why did you start your email list? What's its purpose?

37. How can you expand on your blog posts to share more value with your subscribers?

38. What is the best (or worst) advice you've ever received? What did you learn?

39. What's something that most people don't know about what you do?

40. What mistakes do you see people making related to your niche?

41. Are there any little known uses for your product or service?

42. Have you written any guest posts that those on your list might not have seen?

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43. Can you share a preview of any of your products, courses, or services?
44. Has a past client had an issue you helped with that your audience can learn from?
45. Have you been blogging / in business for a while? Can you share how you've grown?
46. Have you made any updates to a course, product, or service?
47. Is there anything about your blog / business that would surprise people to learn?
49. Have you taught any content in a workshop / webinar that you can share?
50. Have you failed at something with your blog / business that you can share about?

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51. Are you trying something new that you can share the journey to over a few weeks?

52. Have you learned anything from a conference, workshop, or event you can share?