60 blog ideas that’ll fuel your writing all year long

Now that the holidays are in the rear-view mirror, you’re probably gearing up your marketing to get ready for the spring market. Not sure where to start? Never fear -- the list of topics below has enough ideas to keep you creating engaging content all year long. Whether you’re rebooting that sadly neglected blog you started last year, rejiggering your monthly newsletter to your sphere or just trying to get some ideas for some new fun social media posts so that you can get your name and expertise in front of family, friends, fans and followers -- having a bank of ideas to work from will make your marketing goals much easier to accomplish. There's one caveat that you should keep in mind when blogging: Stick to a ratio of 2:1 market-specific to evergreen topics. That way visitors to your blog or your Facebook page will see hyper-local content that shows your market expertise, plus tried-and-true topics that show your experience and process knowledge. Without furt...

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