

Content Idea Generator



Struggling to find inspiration for content? Use this worksheet to start brainstorming topics!

1. FAQs

Create a list of frequently asked questions and answer these questions truthfully and accurately.

2. Customer Journey

Think about what you would need to know before purchasing and be a resource - pricing and costs, problems, maintenance or support, versus and comparisons, reviews, and best in class.

3. Keywords

Write down words and phrases that you associate with your product/service. Brainstorm questions or problems your product/service solves.

4. Research

For inspiration, look at the competition and create a list of interesting/applicable topics.

5. Online Tools

Try an online tool to brainstorm - [Porter's Content Idea Generator](#), [Hubspot's](#), or [Google Trends](#).