



# IDEAS AND INSIGHTS

*101 Talking Points You Can Use  
For Any Piece Of Content*



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## Introduction

# What To Write About When You Need To Write Something

There are times you may will get stuck when creating content. It could be for a variety of reasons such as...

- You have already created a lot of content on the subject.
- You have not had time to do a lot of brainstorming.
- You have only a small amount of time for the project.
- You have trouble coming up with a variety of ideas.

And so forth. It doesn't really matter what the reason is, the fact remains that you're going to get stuck.

*Stuck in a writer's block. Stuck in a time crunch. Stuck in a rut.*

That's what this resource is here for: to help you get un-stuck. It will serve as a handy tool for generating ideas anytime you wonder...

1. What should I write about?
2. What talking points should I include?
3. What do I need to share in this content?

That's exactly what you'll find out inside this report, where we'll discuss 101 talking points you can use for just about any type of content.

NOTE: Some of these points are framed as a single item, but you can create content around multiples.

*For example, the first one is to answer a frequently asked question, but you can also answer a list of questions. Or take #2 as an example – you can insert a tip, or you can insert multiple tips.*

Point is, you can do singles or multiples for many of these, depending on what you need.

So, with that disclaimer out of the way, let's jump in...

## 1. Answer a Frequently Asked Question

You may have a sense of what types of questions your audience asks about simply by checking your email, blog comments, social media comments and similar.

You can also gather additional questions by checking Quora.com and JustAnswer.com, as well as seeing what questions your audience is asking on other people's blogs and social media.

*For example, if you're creating weight-loss content, then your content can include the answer to, "How many calories should I eat per day?"*

TIP: You can search Google for "frequently asked [your topic] questions" or "most asked questions about [your topic]" for even more ideas.

## 2. Insert a Helpful Tip

A good tip can often be one of the most valuable components of a piece of content. That's why you'll want to aim to provide high-quality and preferably novel tips in every relevant piece of content you create.

To make your content even more useful, share tips that make a process clearer, faster, cheaper, easier or in some other way better.

*For example, if you're creating content about dog training, you can share a tip about how to read a dog's body language in order to make a correction before a dog does something he isn't supposed to do (like barking and lunging at other dogs).*

## 3. Provide a Warning

Offering a warning helps someone avoid a problem or mistake, perhaps one that's even dangerous.

*For example, if you're teaching people how restore a classic car, you might provide a warning about how old cars may be painted with lead paint. You can then provide information about how to strip this paint safely.*

Every topic has potential hazards associated with it, and you can provide a valuable service by warning your audience about them.

## 4. Share a Common Mistake

What mistake (or mistakes) do people in your niche often make? You can share this common mistake, tell readers how to avoid it, and let them know how to correct their course of action if they've already made the mistake.

*For example, if you're sharing information about how to land a new job, you might share a common interview mistake that most people make.*

TIP: You can connect with your audience by sharing a personal story of how you made the mistake.

## 5. Give Them an Example

A good example helps clarify a step or tip, and makes it easier for the person to apply the information you're teaching them.

*For example... well, look at this entire report! After every entry, I've provided you with an example to make it easier for you to understand each talking point we've covered. :)*

Seriously. There's very little that better explains a point than to share an example to "show" what that point might look like in a real setting.

## 6. Make a List of Dos and Don'ts

You can think of a list of dos and don'ts as being a list of tips (dos) and mistakes to avoid (don'ts).

*For example, if you're teaching people how to swap out a kitchen faucet, you might share a list of dos and don'ts. E.G., "Do be sure you have the right tools before you begin the job" and "Don't forget to turn off the water first."*

NOTE: Oftentimes when people share this sort of list, they have a lopsided list of considerably more dos or don'ts. You can avoid this problem by rewriting some of your dos to become don'ts, or vice versa.

*Take the example above where it says "Don't forget to turn off the water first." If you have a list of nearly all don'ts, and you want to balance it with a few dos, you can rewrite the point like this: "Do turn off the water before you start."*

## 7. Share a Quote

Here you can share a relevant quote, preferably from someone who is (or was) famous. You can find these quotes by searching quotes sites such as BrainyQuotes, or by doing a Google search for the type of quote you're seeking.

*For example, if you're writing about motivation in your niche (such as fitness), you might share a quote from Eleanor Roosevelt: "With the new day comes new strength and new thoughts."*

Quotes can drive home important information and provide essential inspiration to your audience.

## 8. Discuss a Relevant News Story

There's news going on in your niche all the time, but in many cases your audience doesn't really know how it applies to them. That's where you come

in – you can share the news (preferably before everyone else) and explain why it's relevant to your audience.

For example:

- *If you're writing content for people who have rheumatoid arthritis, and a new drug comes on the market, you can explain the drug trials to the audience to help them make decisions about whether they should talk to their doctors.*
- *If you're writing content for entrepreneurs in the United States, and the FTC (Federal Trade Commission) enacts some new regulations for advertisers, you can explain this news to your audience and let them know how to avoid running afoul of the regulations.*

Be sure to keep yourself informed of what's going on in your niche by regularly following industry news publications, reading relevant academic journal articles and similar.

## 9. List the Steps of a Process

Obviously, if you're creating a tutorial, you'll list the steps of a process. But even inside other content, you can do the same thing. For instance, if you share a tip, then you can list the steps people need to take to implement that tip. Same goes for other types of content, such as sharing the steps required to use a piece of gear that appears on a gear list.

*For example, if you just shared a tip with your audience about how a good email subject line can really boost open rates, then you'll want to share the steps of HOW to craft this type of subject line.*

## 10. Elaborate on an Idea

In some cases, you may share ideas that are self-explanatory. In other cases, you'll want to elaborate on the idea. This adds value to the content and makes it more useful.

*For example, if you shared an idea about how to persuade a potential joint venture partner to accept your proposal – such as developing relationships first – then you may want to elaborate on the idea. In other words, you’d share steps and tips for developing these relationships.*

**TIP:** You can also elaborate on someone else’s idea. For example, if someone posted an idea on Facebook without further explanation, you can reference the post and then elaborate.

## 11. Suggest a Substitution

Here’s the idea: if someone doesn’t have the money, equipment, software, or other tools or resources necessary to complete a task or accomplish a goal, you can suggest a substitution.

*For example, let’s suppose you’re teaching about editing photos, but you know that not all of your audience may be able to afford Photoshop. You can suggest they obtain a free software program like GIMP to complete the edits.*

## 12. Compare and Contrast Ideas/Strategies

Which strategy will work best for someone? That’s a question your audience is asking themselves frequently. You can provide a lot of value to your audience by helping them answer that question.

*For example, if you’re serving a fitness niche, you can help them decide which type of cardio best suits their needs (high intensity interval training, moderate intensity, or low steady-state cardio).*

**TIP:** Be sure to address the pros and cons for each of the options that you mention.

## 13. Compare and Contrast Products

Another way to provide value is to compare and contrast two products. In particular, you want to compare and contrast the two products that most



people in your niche tend to buy. So, someone who's a first-time buyer may be torn about which product is right for them, and your compare/contrast look at the options can help them make a decision.

*For example, if you're creating content for ultra-marathoners, you might compare and contrast two popular types of running/trail shoes.*

## 14. Review a Product or Service

People love and seek out product reviews no matter what niche they're in. That's why your audience will greatly appreciate a product review, either as a stand-alone piece of content, or as a talking point within a bigger piece of content.

*For example, if you're creating a tutorial about how to set up a mailing list, you might review and recommend a specific autoresponder.*

## 15. Answer Readers' Questions

The idea here is to field readers' questions, and then answer one or more of them. You can think of this as a group-coaching session. You can do this live (such as on a webinar) or solicit questions ahead of time and answer them on a regular basis, such as in a weekly blog post. You can insert these questions and answers into any type of content.

*For example, if you're helping people with do-it-yourself remodeling projects, you can answer your audience's questions every Friday.*

NOTE: you can also use these questions to update older pieces of content.

*For example, if you have a blog post where readers started asking questions in the comments, you can include a "Group Coaching Q&A" section at the end of the article, where you include answers to these questions.*

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