

## 50 Blog Post Ideas for Your Business Blog

1. A tutorial for how to use your product.
2. A behind-the-scenes look at your workplace
3. The story of how you started your business
4. What's inspiring you lately
5. "Meet the Team" - feature the people behind the scenes of your business
6. Tips or lessons that you've learned in your business.
7. Your creative process.
8. The inspiration behind your latest collection
9. Round-up of customer photos from Instagram
10. The meaning behind your business name
11. How your life has changed since starting your business
12. Share some info about your family / home
13. Sneak peek at the care that goes into your order packaging
14. A "day in the life" post with hour-by-hour photos
15. Share a sweet customer story
16. Video footage of you creating a product (in fast-forward)
17. Take a customer poll about what they like / don't like / what they wish you'd make
18. Share the results from a recent poll, and what you plan to do with them
19. Host a giveaway for an item or store credit in your shop
20. Your personal style (fashion / home), and how it relates to your business
21. A mistake that you've made, and what you learned from it.
22. A product idea that didn't work out.
23. Behind the scenes of your latest photo shoot for the store.
24. Tell your readers about how you source your materials, and how that affects the quality of your products.
25. Your brand mood board with an explanation of your inspiration
26. How you designed your packaging / branding
27. The mood board for your latest collection
28. Show how your product has evolved over time
29. Explain how you choose colors / materials / scents / flavors for your products.
30. How you manage work / life balance
31. How your product can save money / time / make life easier
32. Build excitement for your next launch
33. Share upcoming shows / fairs / pop up shops
34. Share tips on the lifestyle of your products (ex: nursery decor / parenting, if you sell baby products)
35. Historical examples of the type of work that you do
36. Do a giveaway collaboration with a maker who has a similar style / target customer
37. Do a post or video collaboration with a market who has similar style / target customer
38. Answer a frequently asked question
39. Discuss your opinions on a hot topic in your industry
40. Interview someone who sells a complementary product
41. Gift guides, including one or more of your products
42. Show examples of how your personal style has evolved over time
43. Explain how you learned your craft
44. Do a video tutorial for how to create one of your products (often this shows all of the time and effort that goes into your work).
45. The most rewarding part of your business
46. A list of business goals for the coming year
47. Share your favorite Instagram accounts
48. The best and worst advice you've ever received
49. Tell your readers about how you stay organized as a business owner
50. Tips and advice for beginners in your niche