

## Document Title: 23\_Blog\_Article\_Writing\_Prompts

### Brief:

A curated list of prompts to inspire blog posts and articles across various themes relevant to your brand and audience.

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### Blog & Article Writing Prompts

| Category          | Prompt                                                     | Purpose / Notes                         |
|-------------------|------------------------------------------------------------|-----------------------------------------|
| Industry Insights | "Top 5 Trends Shaping the Future of [Your Industry]"       | Showcase thought leadership             |
| How-To Guides     | "How to [Achieve a Specific Goal] in [X] Steps"            | Provide actionable advice               |
| Case Studies      | "How We Helped [Client/Customer] Solve [Problem]"          | Demonstrate real-world results          |
| Expert Interviews | "Q&A with [Industry Expert] on [Topic]"                    | Add authority and fresh perspectives    |
| Product Features  | "10 Reasons to Love Our New [Product/Service]"             | Highlight benefits and uses             |
| Problem/Solution  | "Common Challenges in [Industry] and How to Overcome Them" | Address pain points your audience faces |
| Opinion Pieces    | "Why [Current Trend or Event] Matters to [Your Audience]"  | Share your brand's viewpoint            |
| Listicles         | "7 Must-Have Tools for [Specific Task]"                    | Provide value in a digestible format    |
| Behind the Scenes | "A Day in the Life of [Team Member/Department]"            | Humanize your brand                     |
| FAQs              | "Everything You Need to Know About [Topic/Product]"        | Answer common questions                 |

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### Recommendations:

- Rotate categories weekly or monthly to keep content balanced.

- Customize prompts to fit your audience's interests.
- Encourage your writing team to brainstorm based on these prompts.