

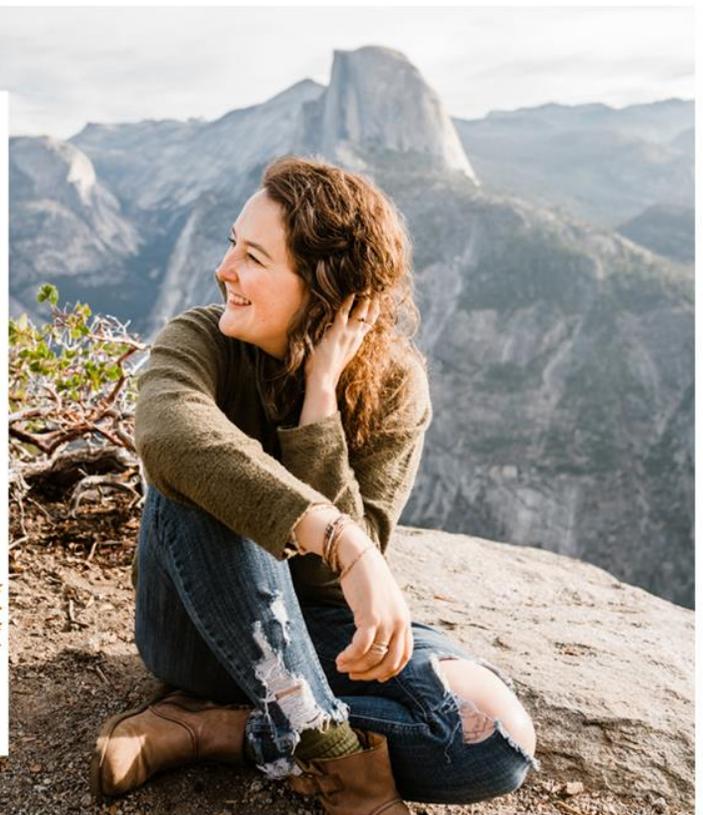
# The Ultimate Guide to NEVER ENDING BLOG POST IDEAS

## FOR PHOTOGRAPHERS AND CREATIVE ENTREPRENEURS

I am so freaking stoked that you are here!!!! This year I have been really focusing on blogging. Yes, blogging blogging blogging! Let me just start off by saying that I might have the ugliest blogging history ever. Yes... I tried and then I stopped. I tried again, and then I stopped.

I have been determined to blog at least once a week for an entire year! Now that is a ton of blog post ideas to have to come up with.

As Photographers and Creatives blogging, or coming up with ideas on what to blog about, can be a daunting task. Seriously though, coming up with a topic can be incredibly difficult. Where do you even start? How do you even know if people are going to want to read your blog post in the first place?



I get it, blogging can be hard.

Don't worry, I've been there, but you have to believe me when I say:

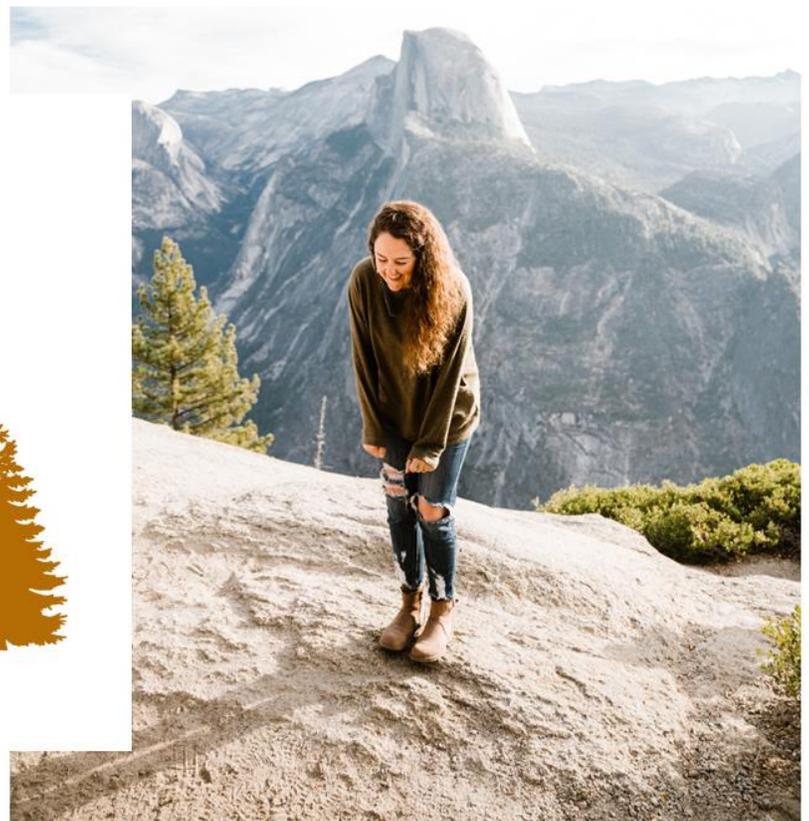
*Blogging is incredibly important for you and your business.*

For me, it was super easy to blog about my most recent session or photo adventure, but it all stopped there. Now, unless you are having a session a week you will run out of content fast and you won't hit your once a week blog post goal.

Since I have been on a mission to write one blog post a week, I have been creating lists and ideas on what to blog about.

I know you are struggling with the idea of blogging, struggling with coming up with blog topics, so that is why I created this Ultimate Guide. I wanted to share with you the ideas that I came up with! To help you and hopefully bring your stress levels down.

So let's get started!!!



## How to Use this Guide :

Think about this as exactly that... a guide. This is meant to help get your creative mind running. It is meant to help you come up with topics in your niche. These are major ideas accompanied with some blog post title ideas if you need them.

## Things to remember when creating a blog post:

1. Have a catchy / compelling title
2. Serve your people and provide value
3. Be authentic
4. Be consistent
5. Add Pinnable images (Pinterest is LIFE)
6. Check your SEO
7. Share Share Share!

Ok... Let's get to it...



## How To Guides

The Ultimate guide to (topic)  
The Ultimate Guide to becoming a photographer  
# Ways to Master (topic)  
How to prepare for a (topic)  
How to (topic)  
The Step by Step Guide To (topic)  
How to Create the Perfect (topic)

## Lies / Mistakes / Warnings

# Lies about (topic)  
# Mistakes New (an audience) Make  
101 (topic)  
Don't Do X  
Everything you know about X may be wrong  
Warning! \_\_\_\_\_

## Tips and Tricks

# Simple ways to improve (your topic)  
# Little Known Ways to (your topic)  
# Questions to ask before (your task)  
The Hidden secrets behind (your industry)

## Story Time

How I (insert the story)  
Behind the Scenes of (a process)  
How I built (a product/ business)



## Reviews / Comparison

Review your favorite thing  
Compare two similar products

## Lists

X Most Inspiring (topic) Quotes  
X best months for travel deals  
X Reasons to start planning your wedding right now  
My Favorite Photographers

## Explanations

This is where you are going to become the expert in your niche.  
This needs to be a very detailed blog post.  
Provide guidance on something that you know people are struggling with.

## FAQ's

Think about if you are seeing people asking the same question over and over again. Maybe the question is coming from people in your niche, or maybe your clients. But if you are getting a question on repeat create a blog post around it.



# Thank you so much!

I hope you guys found this helpful! Make sure to check out all my posts on blogging. I have created a ton of posts and freebies for you :)

Now what are you waiting for? Get to creating those awesome blog posts!!  
When you post something let me know so I can read it and comment :)  
I just love seeing everyones amazing blogs!

P.S. Check the next few pages for 130+ blog post title ideas ;)



# 130+ Blog Post Ideas

## For All Photographers

1. Blog every session / adventure
2. Share you're go-to hairstyle for a photo shoot
3. How you do your makeup for a photo shoot
4. What do you wear for a photo shoot?
5. Share your must have items when you have little time to get ready
6. Why did you start your photography business?
7. Who has inspired you throughout your life?
8. Share your plans (*short term and long term*)
9. What you are looking forward to this year
10. Share how you take/edit photos for your blog or social media
11. Share any photography tips that you have
12. What's your favorite social media and why?
13. Talk about something you're afraid of and how you overcome it
14. Share a "Do's and Don't s..." post about something you've got experienced
15. Create something free to give away to your readers, like printable worksheets
16. Share products that you swear by
17. Share what apps you are currently obsessed with?
18. How do you stay motivated?
19. Tips to stay productive
20. Write a "Top 20" or "Top 10" post
21. Share your to do list for the day/week/weekend/month
22. Do guest posts with another photographer or blogger
23. A review of a product/service
24. How do you plan your content?
25. How do you pack for a trip or photoshoot?
26. Your favorite photography quotes
27. Your favorite books
28. Favorite Youtubers you watch everyday
29. Photographers that inspire you
30. How do you manage your time
31. Your desk or office space essentials
32. How you ended up deciding to be a photographer
33. Favorite photoshoot day snacks to keep you moving
34. Equipment comparison
35. Why you want to do \_\_\_\_\_ on your bucket list
36. Facts about yourself
37. A letter to your younger self
38. A letter to your older self
39. Mantras for success
40. Mantras for stress
41. Monthly Favorites
42. Biggest purchase regrets
43. Monthly goals
44. Favorite Instagram accounts

# 130+ Blog Post Ideas Cont...

45. My favorite calendar, journal, etc.
46. The one thing I can't live without
47. How I stay organized
48. All about one of your pets
49. A picture for every hour in the day
50. List of things to be happy about
51. A brand review
52. Your 5 year plan
53. 3 books you don't like and why
54. Take part in someone else's 30 day challenge...document
55. Host your own 30 day challenge
56. Travel bucket list
57. Have someone do a guest post for you!
58. Share your creative process
59. A behind-the-scenes look at your work studio
60. Your photography advice
61. Photography tips and tricks
62. What are the difficulties you've overcome in your business?
63. What's in your camera bag?
64. What is in your wedding photography bag?
65. What's in your office bag?
66. What's in your travel bag?
67. Interview famous people in your niche
68. Share a recent project that fire you up (styled shoots, workshops, etc.)
69. What are your goals that you'd like to achieve for the season
70. Your most favorite blog posts
71. Share your strategy on how you make money from your blog
72. Share your favorite affiliate partner/sponsor
73. Share your not-so favorite affiliate partner and why you regret working with them
74. Share your best marketing tips
75. Create a massive list of blog post ideas!
76. 10 Things you didn't know about me
77. Why you became a photographer? – Tell your personal story!
78. What is your expertise and your best work to prove it!
79. What inspires you to photograph
80. Equipment & Gear you use for Post-Production
81. Your favorite lens and why you love it so much?
82. Why you chose the camera you shoot with?
83. A year in review
84. Next years goals
85. How you stay healthy while running a photography business
86. Your daily routine
87. Your editing routine
88. Your goals, dreams and ambitions as a Photographer
89. How to blog posts
90. List blog posts



# 130+ Blog Post Ideas Cont...

- 91. Review posts
- 92. My top 5 posts

## **Specifically, Blogs For Clients:**

- 93. Blog each photo session
- 94. Provide tips on how to get ready for a photo session
- 95. What to wear guides
- 96. PDF freebies
- 97. Sample Timelines
- 98. What to expect
- 99. FAQ's
- 100. Have an on-going series
- 101. Give your clients advice
- 102. Local Vendors, you recommend and work with?
- 103. How best your clients can prepare for the shoot
  - o Before the shoot
  - o During the shoot
  - o After the shoot
- 104. How you help your clients choose the best images
- 105. A Behind The Scenes look at one of your shoots! (BTS) – This will give them an idea of what it's like to work with you as a Photographer and also what can they expect!
- 106. Who your ideal client is – This will help them know whether they are a good fit to work with you!
- 107. Great shoot locations, themes and ideas
- 108. Showcase all the end products you can avail as a client
- 109. How you edit your photos. Your before and after images – How you transform your images to a whole new level during your post-production & editing workflow.
- 110. Best practices you use before, during and after the photo shoot
- 111. How you make your clients comfortable during the shoot.
- 112. What type of photographer you are and why you chose that direction (weddings, families, fashion, etc)
- 113. How you plan a Photo Session
- 114. All the various services you offer
- 115. How to shoot selfies & self-portraits
- 116. Talk about your photography style / how you developed it
- 117. What's your advice for brides & grooms to be?
- 118. How you stay inspired and remain creative
- 119. How you try to maintain a work-life balance?
- 120. Do a Vlog! – A Video Blog. Get personal!
- 121. Create an SAQ (Should Ask Questions) listicle!
- 122. Blog about your offers, discounts, special events, etc.
- 123. How you deliver images – How many images do you provide?
- 124. List of Questions to ask your vendor

# 130+ Blog Post Ideas Cont...

125. Best places to take engagement photos in your city
126. Best alternatives to a guest book that your guests will love!
127. A blog series on "how he asked"
128. Best places to buy engagement rings in your city
129. How to hire a photographer for a proposal without your fiance knowing what is going on.
130. The best wedding inspiration websites you've never heard of. (Good opportunity to get backlinks, find the smaller sites who appreciate the attention).
131. How to share your photos with all of your guests, friends, and family.
132. Top ways to encourage guests to put down their phones on your wedding day.
133. After you've done a large number of weddings or photo sessions, do roundup posts of some of the best moments you've captured.
134. Link to your Press and Media Coverage
135. A 'Tutorial On' Blog Post
136. Create "How To" Blog Posts
137. Create a "Pros & Cons" Post
138. Create a "Bust A Myth" Post

