Blog Topic Brainstorming Job-Aid

1. General theme of blog posts:

2. Audience's knowledge level of theme: Beginner ☐   Intermediate ☐   Advanced ☐

3. Blog type: How-to blog ☐ List Blog ☐   Curated content blog ☐   Other ☐

4. Brainstorm all theme-related keywords that come to mind:

5. Brainstorm as many topic ideas as you can. Next, order the topics in a logical flow by numbering the rows in the left column.

6. Once complete, use the **Blog Editorial Planner**, available in the Support Centre**,** to documents timelines and resources for each blog post.