



27 BLOGGING PROMPTS

for ethical, sustainable & vegan businesses

1

Product/service showcase

Go in-depth and tell your audience all about one of your products or services. Include comments or reviews from past customers.

2

Write a how-to guide

If you're an expert in your field, write a simple how-to guide for your customers. Or, if you sell products, write a step-by-step guide on how to use one of them.

3

Embrace national days

There's a national day to celebrate everything these days (hello National Trombone Day). Find one that's relevant to your business and write about it.

4

Employee spotlight

Shine a light on a member of your team (or on yourself if you're flying solo).

5

Customer success

Your track record can be a huge factor when attracting more customers. Put together a case study or in-depth customer review to shout about your past results.

6

A good news story

Find a positive story that's related to your business in the news and write your own take on it.

7

Give them free stuff

There's nothing like the feeling of getting something for free. So create a resource (like this one!) and give it away, no strings attached.

8

Curate a list of the good stuff

Compile a list of your favourite products, events, recipes or people and write a little about why you love them. Bonus boost: Include links to relevant sites and ask the site owners to share!

9

Big-up another business

There's something particularly heartwarming about a business supporting another business. Choose a company you respect or aspire to be like and tell your audience why they're such good'uns.



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10

Have a rant - just not too often

As long as you're not having a massive moan on a weekly basis, a good old rant can be cathartic for you and a way to encourage healthy debate with your audience.

11

Interview an industry expert

Ask someone whose work you admire to take part in an interview. They might even return the favour!

12

Get up close and personal

Write an open letter to your customers or audience, telling a really personal story about you or your business.

13

Facts & stats roundup

Put together some interesting or quirky facts about a subject of your choice. You could even make it into an online quiz to encourage some interaction.

14

Make a video blog post

VIDEO IS SCARY. Perhaps so, but it's also a way of reaching people who might not necessarily like reading blog posts. So get brave and get on camera.

15

An industry news roundup

Collect and present a selection of news stories from your niche. Remember to include something from your own business.

16

Start a series

A great way to get some return visitors to your blog is to create a series of related posts and publish them on the same day each week. Coming soon on my blog: Vegan sausage of the week.

17

History lesson

Write about the origins of a particular word, product or material.

18

A day in the life

Go behind the scenes and describe a day in the life of you or someone else in your business.



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19

GIFs and memes

You don't always have to be serious so try compiling some of your favourite relevant-to-your-business memes or GIFs.

20

Research and report

Go really in-depth on a subject and write an informative report. Remember to include reliable sources for credibility.

21

Swap guest posts

Approach a fellow blog or business and swap guest posts. Good for building backlinks (which are critical for SEO) and for introducing a fresh voice to your blog.

22

Discuss your ideal company culture

You're a business that's doing good in the world, so write a post on what your ideal company culture would look like. Then work towards it. Unless you're already living it of course, in which case, describe why your culture is awesome.

23

Product or service comparison

Compare the features of two of your products side-by-side so your potential customers can see what each of them includes.

24

Community spirit

Get involved with an event or initiative in your local area and write to promote or review it.

25

Industry trends and changes

Write about all the ways your industry has changed (or you think it will change) in 5 years.

26

Bust a myth

Got a popular industry myth that you know isn't quite as factual as everyone may think? Bust it!

27

Industry event roundup

Sit down at the beginning of the month and compile a list of events, talks, festivals and webinars you'd attend if you had all the time in the world.