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**What Report Topics Could Mean Success?**

**By Kellie Marzolf**

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The global society that we live in is continually in need of information. It's human nature for us to want to increase our knowledge on a constant basis. When we stop learning we start to die.

We crave information on how to improve our lives. The topics range enormously; from learning to change the oil in your car to learning how to run your own business. If you can think it then someone out there wants to learn it.

The question you want to ask yourself is what type of information can I sell? It can be something you know or something you yourself want to learn. So why not become an expert along the way? What can you make money writing about? Most people would agree that how-to or instructional information has, is and will be the top moneymakers in our global community.

Find the topic area that interests you the most and start reading publications that cover that area. Ezines and newsletters can be a great start and a wealth of information right at your fingertips.

Keep an eye out for what other people are selling and talking about in reference to different topics. Order these products and read through them while taking notes. Continuous education is important and you will also get the feel of how you would like your products to turn out. As you read through them, find things oh which you can improve or different angles on which you can write.

You can write up informational reports 5-10 pages long and sell them for \$5 - \$10 depending on your topic of choice. Make sure your report is beneficial to the reader. Write your report, set it aside, then go back and cut it down. Take out all the unnecessary elements and provide only the essentials and you could have a great product that could lead to a nice residual income.

When you include useful information in your report, you can push these in your sales material. Get them excited to learn more of which is waiting inside your product.

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When someone decides to order your reports, you have a great opportunity to provide them offers for your other reports. If they are interested in one product then they will be more inclined to be interested and more open to purchasing more reports on the same topic. It's easier to sell to someone who is familiar with you and your products than to someone who has never purchased from you.

Make your customers happy and give them what they want. If you take the extra time to craft your material and provide your reader with information they can use, it will be worth it.

### **5 Tips On Finding The Best Topics For Your Blog...**

**By Sarah Williams**

Blog topics are an important part of a successful blog. Some bloggers simply write about whatever is on their mind, creating an online journal of sorts. Successful bloggers know however that to have a great blog, you cannot always write about what you want to write about. You must also keep the interests of your readers in mind when writing. After all, if you want a successful blog, you have to depend on the readers to show up often. To keep your blog as fresh as possible, consider using these five ways to find winning ideas for your blog topics.

#### Do Your Research

Smart bloggers know that each day there are popular search terms listed on large search sites. Bloggers can use these search terms to help them get more traffic to their blogs. Each day a blogger can look at these popular search terms and creating posts using them. If the blogger is lucky, they will increase their traffic due to more people looking for that term. By researching the topics that are hot with readers each day, bloggers can create things specifically for the readers. Doing research may take a little time and you might never be writing about what you want to write about, but you will likely have more traffic than ever.

#### Ask Around

If you have been blogging a while you might have began to hit low points where you really have no more topic ideas left. Some writers call this "writer's block" while others just see it as a small hurdle to be surpassed. When you have come to this difficult point, the best thing to do is ask around. Talk to interesting people you know. You can ask them what topics they find most interesting at the time. If you would rather be a little more subtle, simply bounce a few topics off of them to see which ones they respond strongly to. Use the topics that they respond strongly to in order to gather ideas for posts.

#### Use the News

The news is a great place to gather topic information for your blog. News teams research and investigate for hours to gather their topics. By using similar topics, you can skip all of the hard research work and still be a success. Never use their ideas exactly, just take them and use them to develop your own. For instance, if there is a major political issue going on in the news, consider creating a post about what you think about it. You don't have to use the news story, just the topic idea along with your

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own words.

### Follow the Lead of Others

When you are looking for great blog topics, consider visiting popular blogs to see what they are talking about. Don't steal their ideas, but use the visit to stir up great ideas of your own. Sometimes when you see others working at their highest potential it can spark new potential in yourself. You can see which topics get the best response for their blog and decide if you could get the same response with a similar topic.

### Sleep On It

If all else fails and you are still trying to come up with a list of interesting blog topics, consider this interesting strategy. Go to sleep each night with a clear head. In the morning, before you even open your eyes, target the first thing on your mind. Write it down immediately so you don't quickly forget. Then use these things to develop interesting blog topics. You would be shocked at how inspiring our first thoughts can be. They are so interesting because they are not clouded with any outside stressors from reality. They are simple thoughts typically that can be used successfully on a blog.

These five ways to find winning blog topics are proven to be among the best. A blog topic is one of the basic important aspects of your blog. Be sure that you pay attention to which topics get the best response on your blog so you will know which ones are most effective. Use all or some of these tips to help you get on your way to better blog topics right away!

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