

<b>1</b>	<b>HELPFUL CONTENT</b> useful info, presentations, slides, tricks, hacks, "how to"	<b>2</b>	<b>QUOTES</b> your "quotables" and relevant quotes from other sources	<b>3</b>	<b>IMAGES</b> pictures of you, your products, your clients, promotions, etc.	<b>4</b>	<b>ENCOURAGEMENT</b> quick thoughts that will help your ideal readers and audience	<b>5</b>	<b>INCENTIVE CONTENT</b> content that presents a clear benefit to readers
<b>6</b>	<b>QUICK TIPS</b> short thoughts to help your audience with important goals + small concerns	<b>7</b>	<b>SHAREABLE TIPS</b> like quick tips, but items that feel more like secret "hacks"	<b>8</b>	<b>BLOG POST PROMOTION</b> spreading awareness of current and past posts	<b>9</b>	<b>EVENTS</b> virtual and physical events, challenges, contests, or conferences	<b>10</b>	<b>TIME-SENSITIVE OFFERS</b> limited time sales, registration for events, etc.
<b>11</b>	<b>PERSONALITY</b> humor, sharing life's moments, just for fun info + content that shows you care	<b>12</b>	<b>PROMO OF NON-BLOG CONTENT</b> Q+As, videos, or other non-blog content	<b>13</b>	<b>CALLS TO ACTION</b> asking for some type of action you want your audience to take	<b>14</b>	<b>BUSINESS UPDATES</b> tidbits of interest about your business or about you as the blog/business owner	<b>15</b>	<b>LONGER INFORMATIVE POSTS</b> content in between quick social posts and blog posts
<b>16</b>	<b>LONGER THOUGHTS</b> inspiration that is a good fit for readers but not your blog	<b>17</b>	<b>INTERACTIVE CONTENT</b> items that require a response or submission	<b>18</b>	<b>APPEALING VISUALS</b> stunning flyers, graphics, or infographics	<b>19</b>	<b>PROMOS + GIVEAWAYS</b> any specials or promotions that will excite your audience or gain new readers	<b>20</b>	<b>REPUTATION CONTENT</b> interviews, facts, media coverage, or authoritative pieces that help build rep
<b>21</b>	<b>RESPONSES + CONVOS</b> your public replies to others are their own form of content	<b>22</b>	<b>SERVICES + SHOWCASING</b> showing off and displaying your products and services	<b>23</b>	<b>FEEDBACK + IDEA GENERATION</b> asking others for feedback or content ideas	<b>24</b>	<b>SHARING OTHER PEOPLE'S CONTENT</b> valuable posts and social media content from others	<b>25</b>	<b>COMMUNITY-BUILDING CONTENT</b> photo contests, challenges, groups, #hashtags, etc.