



**The 11 key elements of an  
engaging online profile  
that gets you noticed.**

## **Content Cheat Sheet**

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## Content Inspiration

Here are Steve's content prompt cheat sheet to get you inspired to build your engaging online presence. Simply print off and tick them off as you use them. If you'd like to know more top tips from Steve Carroll visit [digital-live.com.au](http://digital-live.com.au) and follow on socials.



**It's not my job to be interested in you. It's your job to be interesting.**

Steve Carroll  
[digital-live.com.au](http://digital-live.com.au)



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Example content idea

- What are the most frequently asked questions your customers ask?
- What is the biggest misconception people make about your company?
- What are the biggest myths in your industry?
- What do your customers need to know to make good purchasing decisions?
- What is the story behind the founding of your company?
- How did your company get its name?
- What is a complete how to that will guide customers through an important lesson?
- What is the story behind your new product or service?
- What is a hard truth your customers need to hear?
- Who are the people that work with your company and how did they come to be with you?
- What are the first 3 things someone needs to become an expert in your field?
- What is a customer success story that you can share?
- What is a day in the life of your company like?
- Who is an industry leader that you could profile/interview?
- What is a statistic about your customer base?
- What is your opinion about where your industry is headed?
- Write about legislation changes that might impact your industry.
- What is a lesson you learned in the last year?
- Write an open letter to....
- Provide a checklist relevant to something your customers might do.
- What would you add to someone else's article? What did they miss?
- What is the best suggestion you've had from a customer?
- What is a quote that applies to your business/industry?
- What is the most innovative use you've seen for one of your products?
- Who is a customer you could profile/interview?
- Write up a talk or presentation you gave.
- Create an award for your industry.
- What mistakes have you made and what did you learn?
- What was the biggest challenge your company had in the last year?
- What 10 customers, peers, staff could you ask a single question of and create a wrap up article on?
- What two products could you compare and contrast?
- What is a hot discussion/debate that happened in your company recently that you could recap or involve your readers in?
- What is the history of your industry – from inception to today.
- What are the biggest secrets about your industry?
- Provide a wrap up of must read/follow blogs and/or social media accounts in your industry.
- Project forward - where will your industry be in 5 years? Make a prediction?
- Sum up the year that was.
- Review a book your customers should read.
- Review a tool, product or service relevant to your customers.
- Record a conversation your team is having (podcast or video).
- What is your biggest passion?
- Review a tool, product or service relevant to your customers.