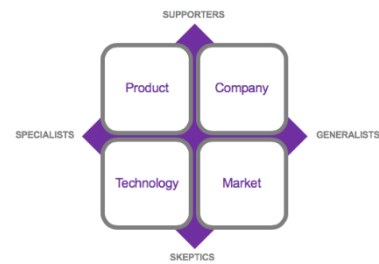


Dinky Doc: blogging cheat sheet

There's a beautiful model called the technology message matrix. It considers whether the audience has a technical or business brain, and whether they know your company already or have never heard of you. For each of these areas, consider:

- What questions might they be asking themselves?
- What barriers exist that they need to overcome?
- What's their personal ambition?
- What common ground exists between you?



Then take a look at these blog topic ideas:

Blog ideas to promote your 'product'...

- 🍰 Detailed FAQ section on website.
- 🍰 X reasons you need to be using [product]
- 🍰 X mistakes [audience] make when implementing [product]
- 🍰 Considering [product] for your business? 5 questions to think about.
- 🍰 X ways [product] overcomes [challenge]

Blog ideas for the 'technical' win...

- 🍰 X questions you need to ask before even thinking about [technology]
- 🍰 X ways to implement [technology] right/wrong
- 🍰 X myths about [technology]
- 🍰 The alternative guide to [technology]
- 🍰 Why now is the perfect time to jump on [technology]

Blog ideas to promote your 'company'...

- 🍰 X hacks for [success criteria]
- 🍰 Our market predictions for [year]
- 🍰 Have a [X] you can be proud of
- 🍰 A skill every [audience] should have and why
- 🍰 X tips from our specialists about [X]

Blog ideas to highlight 'market' issues...

- 🍰 X things you didn't know about [market trend]
- 🍰 Why [market trend] doesn't work and what to do about it
- 🍰 X mistakes [audience] make with [market trend]
- 🍰 X reasons your adoption of [market trend] will fail
- 🍰 X top blog posts about [market trend]

