How to Answer ‘What Should I Blog About?’

The central question, “What should I blog about?,” is enough to keep many people from launching a blog, let alone embarking on a more comprehensive content marketing program, points out Amy Boardman Hunt of **Muse Communications**.

An hour or so of brainstorming probably can generate a dozen solid ideas that can populate your firm’s blog for months, she suggests. Add to that the occasional firm news, “best lawyer” listing, etc., and you’ve got a vibrant legal blog.

In her article, she discusses some legal blogger writing prompts to get the blogger thinking about good post content, and concludes with some common-sense advice.

Read the article.