



SUPERLIST

Vlogging Topic Ideas

VLOG TOPIC IDEAS

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TELL YOUR BRAND STORY

For Example:

I might tell the story of how I started Technology Coaching, including my personal situation before, motivations for starting, and the actual process of getting the business off the ground.

The Benefit:

- **Builds the know, like and trust factor**
- **Connects with your ideal clients on a personal level.**
- **Uses the power of story to convey vital information in an engaging and relatable manner.**

SHARE SUCCESS STORIES FROM YOUR CLIENTS

For Example:

I might put together a vlog going through the amazing results our clients have been getting from a particular service. OR I might put a vlog together on a single client which explains all the amazing results they've achieved since working with us.

The Benefit:

- **Demonstrates your expertise in a tangible way.**
- **Clearly indicates the ROI clients can expect from your services.**
- **Inspires people to hire you so they too can achieve great results.**

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TAKE PEOPLE BEHIND THE SCENES

For Example:

I might record a video walking people around my office, showing them my computer and other equipment, and giving them a sneak peek at the creature comforts I have in place.

The Benefit:

- Builds the know, like and trust factor.
- Boosts engagement by letting people be nosy.
- Demonstrates your expertise.
- Introduces people to exactly what you do and how you do it.

HOW TO TUTORIALS

For Example:

I might record WordPress tutorials that walk people through exactly how to build a website, add a plugin, or create a particular layout or effect.

The Benefit:

- Positions you as a teacher/coach in your niche.
- Naturally leads into DIY products and services that teach a related subject (i.e. a book or eCourse).
- Demonstrates your expertise.
- Provides massive value and actionable content.

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VIDEO VERSIONS OF BLOG POSTS

For Example:

Pop your blog text on an autocue and record a 'talking head' version.

The Benefit:

- **Provides regular content for your vlog.**
- **Boosts your website SEO by adding multimedia formats when you embed the vlog version of posts with the written.**
- **Raises your visibility.**
- **Increases your chances of appearing prominently in Google Search results as you will have posts optimised for your main keywords on your website and on YouTube.**

WELCOME VIDEO FOR YOUR YOUTUBE CHANNEL

For Example:

Welcome people to your channel and take the opportunity to explain who you are, what you do, and what they can expect to find on your vlog - short and sweet is the way to go here!

The Benefit:

- **Boosts engagement on your YouTube channel.**
- **Introduces you to your audience and explains who you are and what you do.**

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WELCOME VIDEO FOR YOUR WEBSITE HOMEPAGE

For Example:

Embed a short video on your website homepage that briefly introduces who you are and what you do (no more than a couple of minutes).

The Benefit:

- Boosts user experience.
- Makes a personal connections with website visitors.
- Provides an easily-absorbed introduction to who you are and what you do.
- Builds the know, like and trust factor.

EXPLAIN YOUR PRODUCT/SERVICE

For Example:

If you sell clothes you can model your gear. If you sell a gadget or piece of tech you can physically demonstrate its use. If you have a piece of software you can show it in action

The Benefit:

- Educate your audience on the value and benefits of your offerings.
- Demonstrates your expertise.
- Showcases an effective solution to your ideal clients' specific problem.

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TESTIMONIAL VIDEOS FROM HAPPY CLIENTS

For Example:

Ask your clients to record a quick video testimonial - it's often quicker and easier for people to do than write one, you'd be surprised how many people are happy to do it!

Next time you run a workshop, course or event catch people as they're leaving and ask them to spend a minute or two telling the camera how much they enjoyed themselves, and the great benefits they received.

The Benefit:

- Builds the know, like and trust factor.
- Demonstrates your expertise.
- Demonstrates the effectiveness of your offering.
- Showcases that you have a great solution to your ideal clients' specific problem.
- Inspires people to buy.

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INTERVIEW EXPERTS IN YOUR NICHE

For Example:

Find the big names and influences in your niche and approach them about recording an interview with you

The Benefit:

- **Boost engagement.**
- **Gain traffic and views from the interviewees following.**
- **Position yourself as an expert by showing you're equal to other experts.**

WALK THROUGH SUCCESSFUL PROJECTS

For Example:

I might do a screen-record walk-through of a client's completed training programme, demonstrating features and functionality, explaining why I've chosen a particular theme, layout, structure, and giving tips on how you can achieve the same thing on your own programme.

The Benefit:

- **Showcases your expertise in a tangible way.**
- **Gives people a chance to be nosy and look at what you've been working on.**
- **Inspires people to hire you to do it for them.**

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SEO VIDEO

For Example:

Take a keyword or long tail keyword you want to optimise your website for and think of a juicy topic to talk about that will allow you to drop in your keyword and a load of related terms.

Don't overthink it, just talk about it naturally and you'll find you're repeatedly using vital words and phrases.

The Benefit:

- **Instant SEO!**
When you get your transcript it will be half optimised already!
- **Instant LSI!**
You will naturally use related words and phrases, as well as your actual keyword, giving you incredibly natural and instant Latent Semantic Indexing in the transcript!

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