

Blog Pipeline – Use this form to help develop your blogging ideas. It's good practice to maintain an ongoing list so that during your busiest times of the year, you'll always have a blog topic to publish.

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White Paper Ideas – Consider developing thought-leadership content and publishing your expertise in white papers. You can draw on this knowledge for future blog topics.

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Rich Media Ideas – Use this area to keep track of ideas for sharing podcasts, videos, audio, photography, etc.

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Recommended Reading – Book reviews and author endorsements are a great way to help your buyers learn about best practices within your industry and can be used as blog topics.

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