

60+ health blog ideas you can create in 60 minutes

This is the checklist from the blog post: "[Struggling to blog? Here are 60+ wellness blog ideas you can create in 60 minutes](#)"

1. **First - Take a deep breath. You don't need to start from scratch.** Use the content you already have and re-purpose it. [Here are a bunch of my best strategies for doing this.](#)

Blog ideas that are useful for your audience

1. Create a quick blog post, video or audio **answering one question** from your audience.
2. **Share tips** - people love tips! Do you have a few tips that your clients love? Things like how to swap a recipe ingredient, bust cravings, reduce sugar, relieve stress, or motivate yourself to exercise.
3. Do you use **lists in your own life**? Share one. Maybe grocery list essentials, what to pack when traveling, or places you want to go this season.
4. **What do you do when you're bored?** And why your audience should try it too.
5. Start a 7-, 14-, or 21-day **mini blog series** where you share one tip, recipe, quote, thought, exercise, food/nutrient fact, etc. every day. And commit to following through.
6. Write up or record a **quick "how to,"** demo, or tutorial. How to prepare a food, stretch, or meditate your way.
7. Have a **routine**? Share it in a short post. Maybe your morning or evening routine, or your weekly meal prep.
8. **Pros and cons post.** What pros and cons should your readers think about before diving into something new?
9. Any **industry lingo** that people are confused about? Explain it with a few examples for clarity. For example probiotics vs prebiotics, kombucha vs kefir, or weight-bearing vs non-weight-bearing.

Favourites, reviews, and recommendations

1. **Post your latest** recipe, favourite food, or move/stretch, along with a video or some pictures.
2. **Review a product or book.** Bonus points for adding an affiliate or Amazon link (just make sure it's clear that you're an affiliate, and you love and highly recommend the product).
3. Have a wishlist? Include some of your favourite things as recommended **gift ideas** like [I did here.](#)
4. Have a few **things you can't live without**? What are they? How do they help you?
5. You're a practitioner who has gone to **school** and/or taken some upgrading courses. Why not talk about some of the things you love about it, and learned from it?
6. Have a few things you need to be premium **quality**, and others where discount is OK? Talk about them.
7. What's your **favourite** show, song, movie, TED talk, etc.? Why should your audience check it out?

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8. What's the **best or worst piece of health (or life) advice** you've ever gotten? Why is it great/awful?

Blog ideas that are educational

1. No one asking you an **obvious question**? Ask, then answer.
2. What are you **eating or drinking right now**? Take a photo and talk about some of the health benefits, or how to choose a good one, or how to prepare it properly.
3. Share photos or do a quick video of **your fridge, pantry, grocery shopping cart, bookshelf, or beauty cabinet**. Maybe feature one item, why you love it, and what you use it for.

Blog ideas that are personal

1. **Who do you admire** (historical or alive)? Why? What qualities and accomplishments do they have that inspire you? [Here's my hero \(check #9\)](#) and how he was a badass to the medical establishment.
2. Share **an insight** you've had recently from a book or conversation.
3. Share a quick story about one thing that **inspired you** to become a practitioner.
4. Is someone currently **inspiring you**? Share what you love about them, and how they're helping you. Don't forget to link to their site and tag them in your social media shares of your blog post.
5. **10 facts about you** (make sure one is quirky or shows off your unique personality).
6. Share a **recent story**. Maybe how it aligns (or not) with your practice, and why you do (or don't) recommend it.
7. **# things you've learned since #**. What makes you a better practitioner now? How does that set you apart from your competitors?
8. What are some of **your guilty pleasures**?
9. FRUSTRATION - **What is driving you crazy now**? Share it and why you think it's totally wrong, [like I did here](#).
10. What **motivates you** to prioritize your health? How do you make it work? What challenges do you have and how do you overcome them?
11. Do you support a **charity or other cause**? Talk about why, and see if your readers want to contribute too.
12. What's your **favourite quote** and why? What can your audience benefit from it?
13. **Embarrassing story? Epic failure**? We'd love to know!

Blog ideas that are timely

1. What's your **opinion on the latest buzz**? I took on the ["Coffee causes cancer" BS in this post](#). If you want to do a bit of research on this before writing it, it'll take more than an hour. Either way, [here's my process for efficient researching](#).
2. Is a **holiday** approaching? What should your audience do to make it their healthiest?
3. Which **health- and food-awareness dates** resonate with you, your niche, and your target audience? No Diet Day? Hot/Iced Tea Month? International Hummus Day? What about International Chocolate Day?

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You can buy a copy of my [Health- and Food-Awareness Dates Calendar](#) with over 350 entries (and counting!).

4. Have you recently been to an **event**? What did you learn? Are you planning on going to one? Why are you excited? Share your learnings like I did about [Canada's new food guide here](#).
5. Is it that time of year to set, or review **goals**? What goals have you accomplished and what's next?
6. Have a **prediction** about the health & wellness industry? Declare it, and why you think it'll happen.
7. Notice any **trends** lately? Loving them or hating them?

Blog ideas that profile your business

1. What's **your "why?"** Why do you get up every morning to help people? What do you love about it? What change do you want to make in this world?
2. What special significance does **your niche/specialty** have in your heart?
3. Make an **announcement** - Planning something special? Having a "flash sale?" Give your audience a hint. Here's a post where I talked about [how important it is to do your research before making health recommendations to clients](#). This led nicely into the new course I created.
4. Share a **client success story** (don't use their name without permission, of course!).
5. Do you have a **free resource** on your website? Talk about its features and benefits, and be sure to include the link.
6. Tell people **how to best work with you**.
7. **Why you love being a practitioner**.
8. Talk about some of the features and benefits of **one of your products/programs**.
9. Won an **award**? Give a shout out to the sponsor.
10. Do a **"behind the scenes"** post. What does your office, kitchen, or favourite outdoor workout place look like?
11. What sets you apart from your competitors? What's **your "unique selling proposition?"**
12. What are the **main issues people come to you for help with**? How do those issues impact their lives, and how do you help them?
13. What does **a day in your life** look like? Share your schedule. Don't have a regular schedule? What did you do yesterday?
14. Call in your ideal clients. Be controversial and bold enough to resonate strongly with **only** your ideal clients (and allow your post to turn away everyone else). Describe what you love about them and why they are amazing for you to work with.

Crowdsourcing ideas

1. **Ask a question** and have your audience guess the answer. Next week reveal the answer.
2. Write a quick post to introduce **a survey**. Ask your audience their biggest challenge when it comes to their health.

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3. On the flip side, **crowdsource advice**. What can your audience give you ideas for or vote on?
4. Already crowdsourced? **Share your results** in this week's post.

Blog ideas that share link love

1. Have you **guest posted or been interviewed lately**? Describe it to your audience & include a link.
2. Share links to **the best articles you've come across this week**. Give each one a quick intro and say why you loved it.
3. Who are your **go-to resources**? List your favourites ([like I listed my go-to health research sites here](#)).
4. Create a **"Top 10" list** of your favourite people, places and/or things.
5. What are the best health & wellness spots in your city? Or a place you've traveled to? Make sure to include backlinks in the post for the people you've highlighted. Also tag them in your [social media shares of your post](#).

"Pre-written" blog ideas

1. Want a **freebie you can quickly re-purpose into a blog post**? Download my [free supplement resource "Before you buy another supplement – read this!"](#) It contains 8 expert tips, with a focus on Canadian law. You can edit it and use it as you like.
2. Want **pre-written blog posts that you can customize and publish**? Here are my ["done for you" health articles](#). And here are [ways to customize them fast](#).

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**Yikes! Too much to choose from? Check out my post on [how to strategically prioritize which topics to post about first!](#)**

Psst – Here's the tl;dr version:

- Priority #1 – Your current promotions
- Priority #2 – Special dates
- Priority #3 – Promotions in the near future
- Priority #4 – Help your audience
- Priority #5 – What inspires you right now

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How to get this done in under 60 minutes

1. **Pick one of these ideas and get your timer**. Be sure to choose one that you don't need to research. Something you know off the top of your head.
2. **Minutes 10 - 40**: Create. Go with the flow. Don't stress over getting a minimum length.

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3. **Minutes 40-50:** Edit.
4. **Minutes 50 – 60:** Final edit & publish.

I don't want to be in a pinch for content anymore

- Of course, I have the same lame recommendation to **plan ahead**. You know, have a **content strategy editorial calendar**. This way you decide once per quarter what topics you're going to blog/vlog/podcast about. And they're going to be strategically planned to support and build your business. So, [download my free content calendar now](#), put aside a couple of hours, and plan the next 2-3 months. Wouldn't it be nice to **not have to feel this way again** for a few months.
- Want **help creating your content strategy editorial calendar**? You can [get my help here](#).
- **Keep an idea bank**. Every time you have an idea, jot it down. I use Google Docs on my phone which syncs with my computer. I record ideas for my handy-dandy content calendar wherever I am.
- **Keep an image bank**. Do a regular binge on copyright-free images. Download them so you have a bunch ready to go. Bonus points if you organize by topic, e.g. food, fitness, lifestyle, etc. This way you only need to scroll through topic-related ones when you don't have time. [Here are some of my personal favourites](#) - but before you download, make sure they're copyright-free (things may change after I publish this post).
- **Refer to this handy checklist of ideas** the next time you're in a pinch for content.

Don't want to write them yourself?

- **Record your thoughts** on an audio file and have someone create blog posts or slides from them.
- **Send out a list of 5 questions to people** you know and respect. Publish the questions and their answers as an interview post and tag them. Better yet, do an interview series where you profile someone different each week for # of weeks like [I was interviewed here](#).
- **Accept guest posts (the right way)**. Make sure your guests know in advance who your target audience is, and what benefits they can get from writing for your blog. Allow them a byline and at least one link to their site and social media profiles. Then make sure you promote, promote, promote it. I gave a few more detailed guidelines on [the right way to ask guests to post here](#).
- **Buy pre-written “done for you” health articles**. I talk all about the [pros and cons of DFY content in this post](#). You can see the [articles I have for sale here](#).
- **Outsource to a writer**. I talk about what's involved and [how to hire and work with a writer here](#).

Love writing and can't stop?

If you're inspired to keep creating, **don't stop at one**. If things are flowing, don't break the flow once you've met your quota. Keep going and finish another one or two posts. **Here's the secret: Don't publish more than usual**. Save them for those weeks you're too busy, taking a break, or just not inspired.

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Hey, I'm Leesa!

Health writer – Blogging expert – Research nerd.

I help health & wellness professionals attract more email subscribers & clients using their blogs. I move them from feeling stumped & overwhelmed to confidently & consistently showing off their expertise. I make credible research-based blogging both strategic & easy, which saves them a ton of time so they can focus on what lights them up in their business & life.

It just takes a few minutes to publish expert health content!

A la carte well-researched, [pre-written health articles ready for YOUR blog.](#)

All you need to do is choose the best topics for you, buy and download them, customize it (if you want to), and upload it to your blog as *your own* content.

Easy peasy. And waaay less time than creating a post from scratch!

Plus, have you seen the PubMed references on [these guys](#)?

Some people love that the articles are so long and detailed that they break them up into two weeks worth of content on their site.

Each one has taken me 12 -16 hours to create, so I'm saving you TIME (and letting you borrow my "science brain")! In order to make sure that each of these high-quality health articles maintain their originality and integrity, **each one will be removed once it's been purchased by 50 wellness professionals.**

So, [if you see something you like](#), grab it while it's still available!

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Use your blog to attract more subscribers and clients!

<p>READY TO MAKE EACH BLOG POST COUNT?</p>  <p>A graphic for a 'Single Blog Post Optimization Plan'. It features a woman with glasses and a colorful patterned top sitting at a desk with a laptop. The text 'SINGLE BLOG POST OPTIMIZATION PLAN' is written vertically in white on a dark blue background. At the bottom, 'LEESAKLICH.COM' is written in white on a teal background.</p>	<p><u>Single Blog Post Optimization Plan</u> (for newer bloggers)</p> <ul style="list-style-type: none">● Want confidence that you're on the right track?● Let's make sure your blog posts have all the essentials in place to grow your business!● Get more blog readers to sign up for your email list and become clients! You'll learn exactly the things you need to do to turn each blog post into a marketing tool that grows your business 24/7.
<p>BLOG AUDIT SERVICE</p>  <p>A graphic for a 'VIP Health Blog Optimization Plan'. It features the same woman from the previous graphic sitting at a desk with a laptop and a mug. The text 'VIP HEALTH BLOG OPTIMIZATION PLAN' is written vertically in white on a dark blue background. At the bottom, 'LEESAKLICH.COM' is written in white on a teal background.</p>	<p><u>VIP Health Blog Optimization Plan</u> (for more experienced bloggers)</p> <ul style="list-style-type: none">● Already have at least 6 (or dozens maybe?) blog posts published?● I'll do a deep dive to help strategize categories, opt-in freebies, and look for broken links and social media success.● You want your entire health blog to become a subscriber and client-getting tool. And not just your blog posts, but how to align your categories and opt-ins, and identify broken links, as well as your most popular posts so you can strategically create more of them. I'll even give you some ideas how to strategically plan out your future posts.