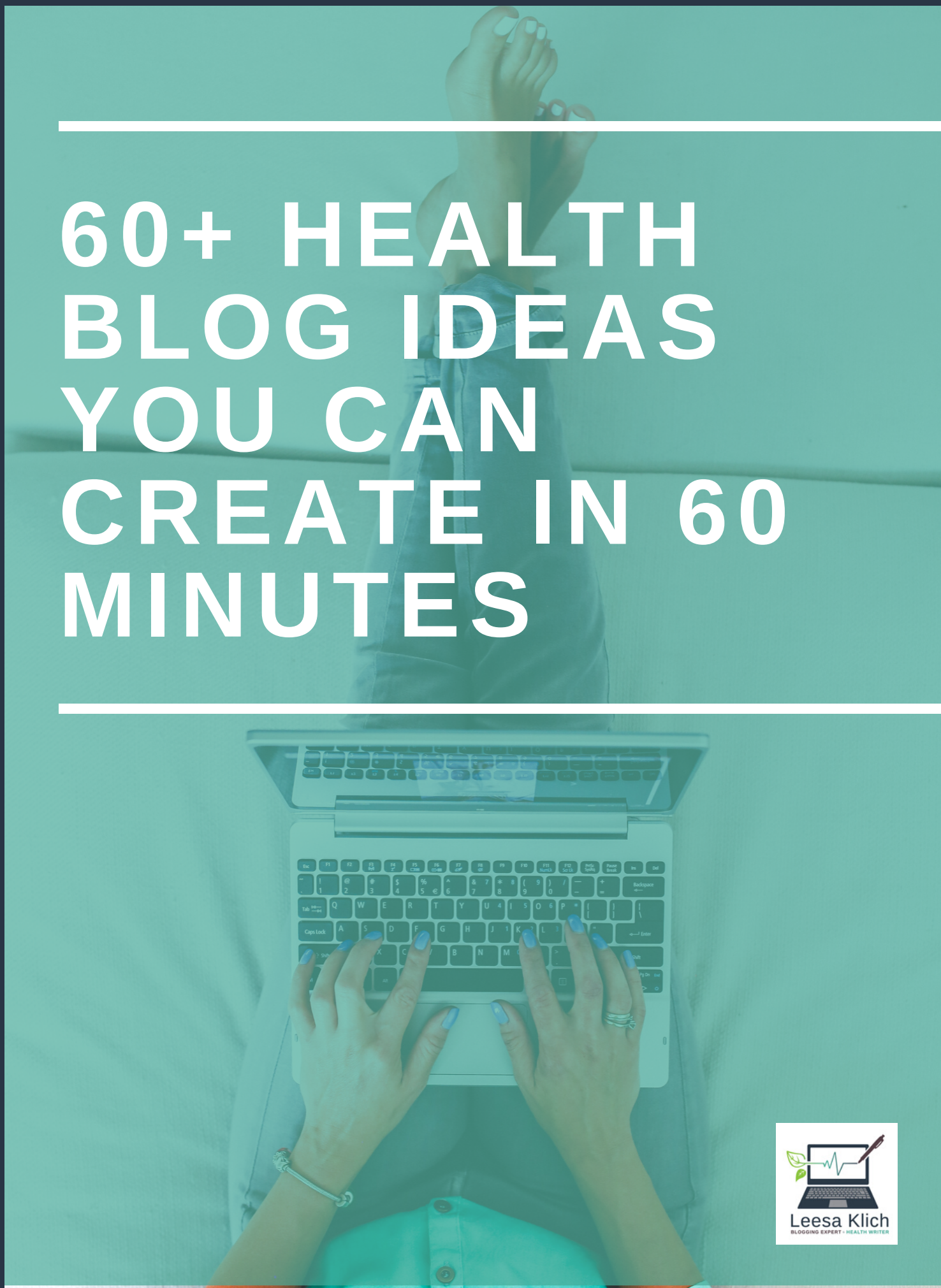
60+ HEALTH BLOG IDEAS YOU CAN CREATE IN 60 MINUTES



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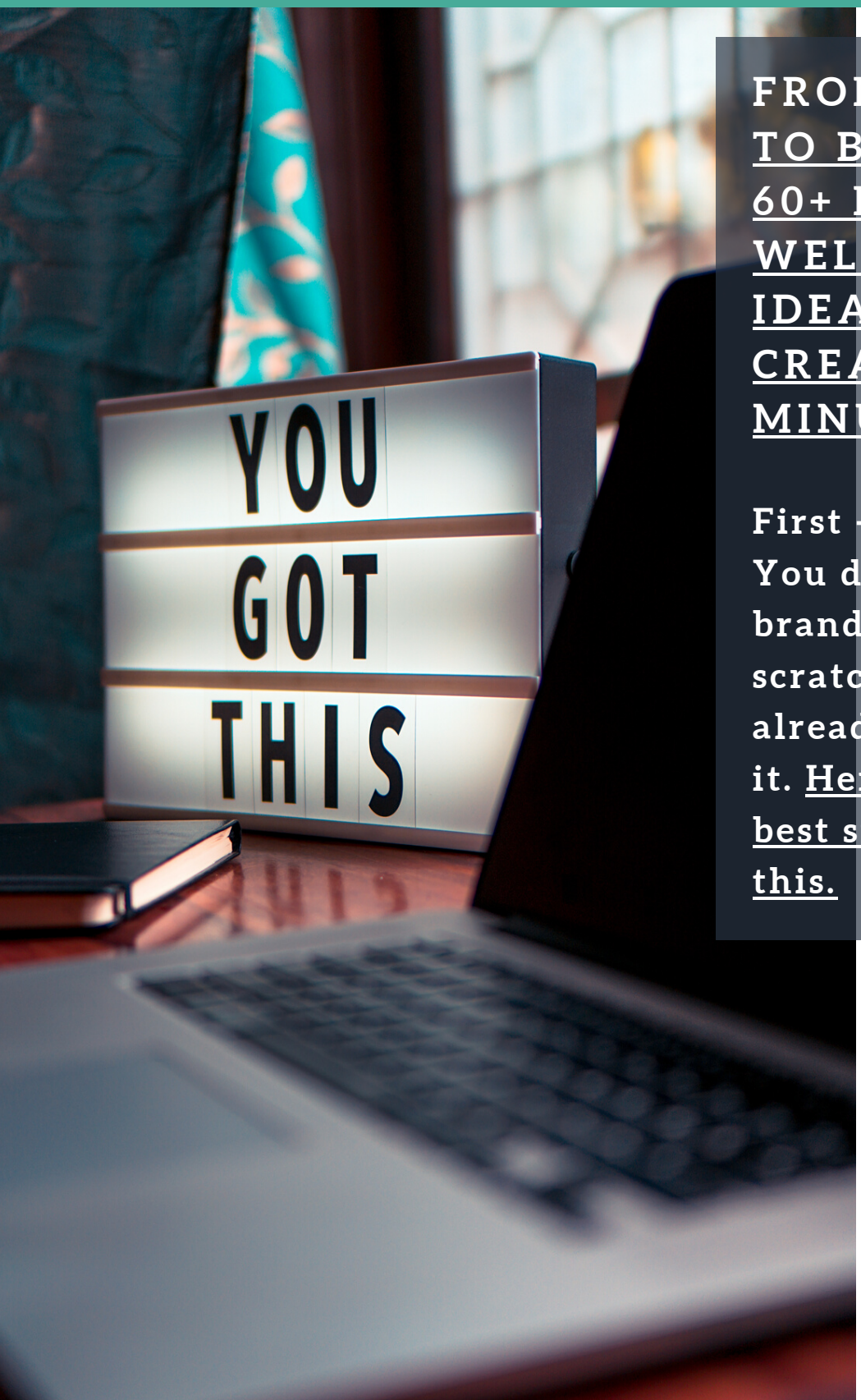
HEALTH BLOG POST IDEA CHECKLIST



FROM: "STRUGGLING TO BLOG? HERE ARE 60+ HEALTH AND WELLNESS BLOG IDEAS YOU CAN CREATE IN 60 MINUTES"

First - Take a deep breath. You don't need to start a brand new blog post from scratch. Use the content you already have and re-purpose it. Here are a bunch of my best strategies for doing this.

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BLOG IDEAS THAT ARE USEFUL FOR YOUR AUDIENCE

1 - Create a quick blog post, video, or audio answering one question from your audience.
2 - 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 essentials, what to pack when travelling, or places you want to go this season.
4 - Create a resources post by linking to your best posts like this one on health blogging. Feel free to add in some of your recommended affiliate products, too.
5 - What do you do when you're bored? And why your audience should (or shouldn't) try it too.
6 - 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. PRO TIP: You can "batch create" these by writing/recording two, three, or all seven in one day and then send them out as scheduled.
7 - Write up or record a quick "how to, demo or tutorial. How to prepare a food, stretch, or meditate your way. Here's one on how to strategize content for your blog, email, and social media.
8 - Have a routine? What do you do every morning or evening or week? For example, share your exercise, sleep, or meal prep routines.
9 - What pros and cons should your readers and clients consider before diving into something new?
10 - 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, book, movie, etc. Here's an example of my review of the documentary Vitamania. 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 loved about it and learned from it?
6 - Have a few things you *need* to be premium quality and others where discount version is OK? Talk about them.
7 - What's your favourite show, song, movie, TED talk, etc.? Why should your audience check it out?
8 - What's the best or worst piece of health, wellness, or lifestyle 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, 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. Feature one item, why you love it, and what you use it for. 😀

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BLOG IDEAS THAT ARE PERSONAL

1 - Who do you admire (historical, alive, or fictional)? Why? What qualities and accomplishments do they have that inspire you? Here's my hero and how he was an evidence-based badass thought leader in his time.
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 health, wellness, or lifestyle expert.
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 personality).
6 - Share a recent story and 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 - Do you support a charity or other cause? Talk about why, and see if your readers want to contribute too. Here are some recommended charities.
11 - What motivates you to prioritize your health? How do you make it work? What challenges do you have and how do you overcome them?
12 - What's your favourite quote or song lyric and why? What can your audience learn or benefit from it?
13 - Embarrassing story? Epic failure? We'd love to know!

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BLOG IDEAS THAT ARE TIMELY

1 - What's your opinion on the latest buzz? I took on 15 popular nutrtion claims in this post. If you want to do a bit of research before writing this, here are a bunch of reliable resources to use.
2 - Maybe there's a massive health issue (hello: COVID-19) and you're not an expert, but want to share some of the best resources that can help your readers. Here's how I did this on the novel coronavirus.
3 - Is a holiday approaching? What should your audience do to make it their healthiest?
4 - 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? You can buy a copy of the Health- and Food-Awareness Dates Calendar (with over 450 ideas!).
5 - 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 building a profitable one-person business.
6 - Is it that time of year to set or review goals? What goals have you accomplished and what's next? How can you help your readers create and/or reach theirs? Here's an example of how to set your content marketing goals.
7 - Have a prediction about the health and wellness industry? Declare it, and why you think it'll happen.
8 - Notice any trends lately? Loving them or hating them? Here's my take on 2020 health blog trends and why quality content is now so much more important than consistent OKish content.

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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? For me, that's spreading evidence-based health information to improve public health. I'm passionate about science and credibility because the effect of misinformation can be deadly.
2 - What special significance does your niche/specialty have in your heart? How is that linked with your mission statement?
3 - Planning something special? Make an announcement. Having a "flash sale"? Give your audience a hint.
4 - Giving a talk or presentation? Creating a course? Reuse that content to publish a related blog post with some (but not all) of the important points. 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 course on how to do health research online.
5 - 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. Here are examples of posts that attract ideal clients.
6 - Do you have a free resource on your website? Talk about its features and benefits, and be sure to include the link.
7 - Be honest! Your products and services aren't for everyone! Share the truth about them so they can decide for themselves. Here's the truth about done-for-you health content.

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BLOG IDEAS THAT PROFILE YOUR BUSINESS

continued . . .

8 - Share why you love doing what you do and helping people who you help. For example, here's why I blog.
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? Maybe your readers are interested in behind the scenes of your industry? Here's an example of nutrition science.
11 - What sets you apart from your competitors? What's your "unique selling proposition"?
12 - Talk about some of the features and benefits of one of your products/programs.
13 - 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
14 - What does a day in your life look like? Share your schedule. Don't have a regular schedule? What did you do yesterday?
15 - Share a client success story or case study (don't use their name without permission, of course!)
16 - Tell people how to best work with you.

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, wellness, or lifestyle.
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 linklike when I was interviewed by Jess about finding credible sources of health information.
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. Here are some curated content examples.
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 recipes, restaurants, products, movies, books, apps, bloggers, social media accounts, YouTube channels, etc. Share link love.
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 this 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 some "done for you" health articles. And here's how to customize them fast.

YIKES! TOO MUCH TO CHOOSE FROM?

Check out 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 - Choose one of these health and wellness topics 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 and isn't making very specific health recommendations will be the quickest bets because you won't have to do too much research.
PRO TIP: Longer-form posts will get you more shares & "SEO juice" in the long run, but it's OK to have some short posts on your site. Or in different formats.
2 - Minutes 10 - 40: Create. Go with the flow. Don't stress over getting a minimum length. Right now focus getting a draft post ready. Quality isn't going to be 100 percent every time (unless you make it a huge priority or delegate it to someone else). Put something decent out there now, and use the steps below to make sure you don't get into this situation often (or ever again).
3 - Minutes 40-50: Edit.
4 - Minutes 50 – 60: Final edit & publish.

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I DON'T WANT TO BE IN A PINCH FOR CONTENT ANYMORE

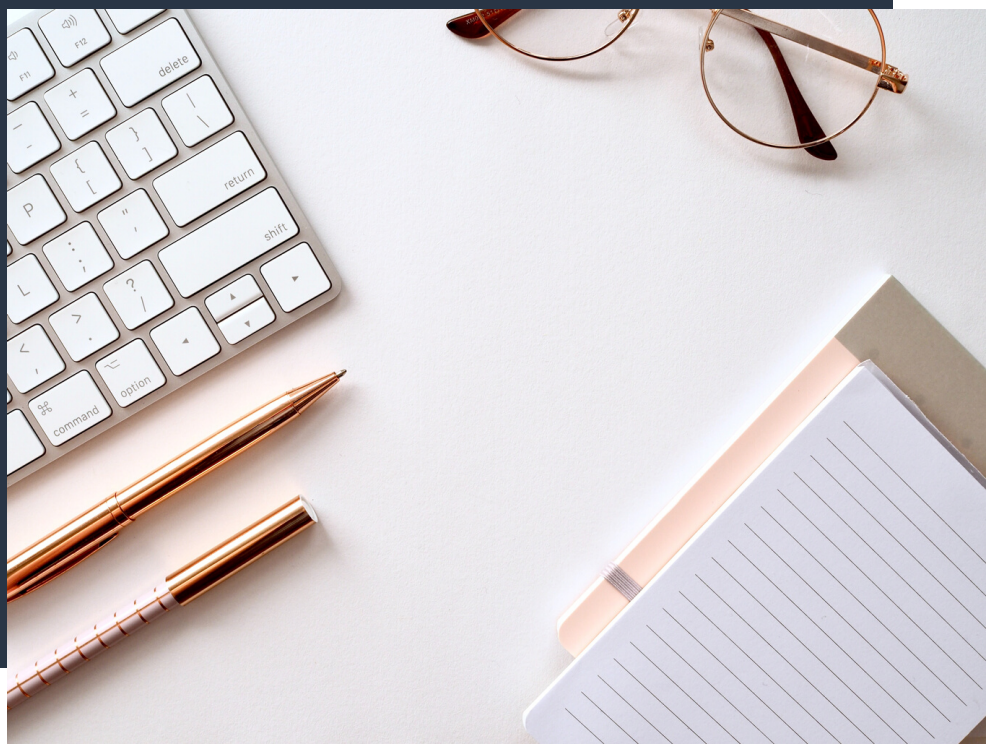
- Of course, I have the same lame recommendation to plan ahead. You know, have a content strategy editorial calendar. This way you decide once per quarter what topics you're going to blog/vlog/podcast about. And they're going to be strategically planned to support and build your business. So, download 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.
- Here are some of my personal favourite places to get health, wellness, and lifestyle images - 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 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. You can see the articles in the Credible Health Blog Shop here.
- Outsource to a writer. Here's 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

Trustworthy and marketable health content

Health Writer – Blogging Expert – Research Nerd

Your health content needs to reflect your high standards and provide evidence-based valuable information for ideal clients and patients.

I help credible health and wellness professionals build their authority with strategically-planned and easy-to-read scientific health articles. They want to stand out in the crowded, often unqualified, market of entrepreneurs. I help them build a reputable brand, establish trust with their audiences, and save them a ton of time so they don't have to do the research or writing themselves.

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IT JUST TAKES A FEW MINUTES TO PUBLISH EXPERT HEALTH CONTENT!

You have a busy health practice. You don't have the time or energy to research and write professional quality easy-to-understand articles that reflect your excellence and attract more ideal clients and patients.

Every day there's more and more health information published on the internet. It's getting harder to be seen and stand out. And you know that average "OK-ish" content simply doesn't cut it online anymore (nor does it reflect the quality of your practice).

Your blog content needs to reflect your high standards and provide evidence-based valuable information in a way that is relatable and friendly. Using professionally pre-written premium done-for-you articles helps to scale your credibility, convert readers into subscribers and inquirers, and let you focus your energy on other areas—like helping your current caseload of paying clients.

Let me do your powerful research, blog post writing, and content marketing for you!

A la carte, expertly written and edited, 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, make minor tweaks so they reflect your voice and branding, and upload them to your blog as your own content.

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

To ensure that each of these high-quality health articles maintain their originality and integrity, each one will be removed once it's been purchased by 73 wellness professionals. So, if you see something you like, grab it while it's still available!

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