

# ELLE & CO.

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## BLOG CONTENT BRAINSTORM

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### INDUSTRY-FOCUSED QUESTIONS

1. Why is your industry important? Why is your unique trade important?

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2. What are some tools of your trade?

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3. What are some step-by-step practices that you follow with your industry?

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4. What is being overdone in your industry? What are others doing wrong in your industry?

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5. What are some common misconceptions about your industry?

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6. What are some topics in your industry that aren't often talked about?

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7. What are some recent changes to your industry? What is your take on them?

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#### AUDIENCE - FOCUSED

8. What are the interests of your audience?

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9. What are the needs of your audience?

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10. What do you possess that your readers are looking for?

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#### AUTHOR - FOCUSED QUESTIONS

11. What sparked your interest in your industry?

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12. What are some positive experiences that have helped you get to where you are?

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13. What are some negative experiences that have helped you get to where you are?

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14. What do you do differently in your industry? Why?

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15. What are some of the most important lessons you've learned since you entered your industry?

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16. What gives you an upperhand in your industry? What are your greatest strengths?

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17. What do people often ask you about your industry? What are some common questions you receive?

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18. What was the best advice you ever received within your industry? What are some things you wish you would have known about your industry from the start?

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19. What are the biggest lessons you've learned within your industry?

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20. What are some things that others in your industry need to know?

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