



50 BLOG IDEAS FOR BEAUTY ENTREPRENEURS

1. Mondays through Fridays: snap one picture that illustrates how you're working on your business. Post on a "weekly recap" on Fridays with a single sentence description of the image.
2. Detail make-at-home spa recipes with pantry ingredients (face masks, hair packs, lip scrubs...)
3. Highlight specific ingredients: What are their benefits? How are they derived? Why did you choose to include them? Which of your products are they in?
4. Detail your quality control process. Include a picture of you all decked out in protective gear.
5. Create monthly lists of new wholesale accounts.
6. Create monthly lists of all the states/countries that you shipped to during that time period.
7. "Customer of the Month" features: invite customers to submit pictures of themselves either holding your product (especially if they're somewhere interesting!) or using your product. Choose the best one to feature on your blog each month and offer the winner a \$25 gift certificate.
8. "Stockist of the Month" features: invite wholesale accounts to submit photos of your products on display in their store, along with a quote about why they love your brand. Offer the winner a \$25 gift certificate.
9. Create pictorial recaps of any market, festival or special event in which you participate.
10. Design a monthly or quarterly calendar of the markets, festivals and special events in which you're participating.
11. Establish a **Google Alert** for unusual spa treatments and blog whenever you hit upon one that's of particular interest. You might be surprised at what you discover and how often you discover them. Think: facials that utilize bird droppings, treatments using real gold, fish eating the dead skin off your feet for a pedicure (no joke!). **Here's one** that involves snails that I noticed just this week.
12. Display testimonials from your customers. Each time you receive a glowing email, ask the client if you can share their kind words on your blog.
13. Feature all press mentions of your company or products: blog reviews, magazine and newspaper features, etc.
14. The outtakes from photo shoots are always interesting!
15. Post "extreme close-up" pictures of products which are in the process of production or an image that shows all the ingredients that go into a single product. Invite readers to guess which product is featured and reward the first correct answer with a single unit of the product shown.
16. Describe products that you're preparing to launch and invite customers to help name them.

17. Show pictures of packaging components under consideration or label designs and invite customers to vote for their favorites.
18. Create a list of your favorite beauty products which are complimentary rather than competitive. For example, my company sells bath and body products, so a list that features my favorite beauty picks for summer might include: my most beloved nail lacquer for the season, my favorite perfume for this time of year, which lip gloss I wear most this season, **Michael Kors Leg Shine** (seriously- I ADORE that stuff), which product I use to control frizzy hair in summer humidity. I don't make any of those, so they're easy recommendations that don't detract from my brand.
19. Recap any classes, conferences or networking events in which you participate. Include lots of pictures!
20. If you have staff members or contractors that assist with your business, profile them individually on your blog. Include their picture, a blurb about how they help your business, their favorite product from your company and a few fun facts that give a peek into their personality or passions (what did they want to be when they grew up, their all-time favorite vacation destination, best concert, favorite food, most beloved movie...). These don't even have to be employees! Graphic designers, photographers, bookkeepers, neighborhood teens who help out in your farmer's market stand, mentors, your spouse- anyone that plays a hand in your business is fair game.
21. Throw Back Thursday pictures: on Thursdays, post a vintage shot of you or your products. **I created an entire album** of vintage Bella Lucce shots on Facebook and it elicited lots of commentary and it was fun to show how the company, facility and products had evolved.
22. If you tweet, compose a blog that rounds up your best tweets from the week.
23. Feature good books you're reading (business-related or not). List the title, author, a picture of the cover and what attracted you to the book. Share your favorite passage, too.
24. If you're fairly handy with a graphics program, then create a free download each month. Think: coupon books that kids can print and customize for Mother's Day (include a coupon for your products, too!), computer wallpaper that features your product and an inspiring quote, a door hanger that Moms can hang on their bathroom door when they want to enjoy a hot bath in peace, a witty card customers can print and share with a spouse or friend, a recipe card featuring one of your favorite dishes, etc.
25. Host photo contests for specific events or themes: customers in their Halloween costumes, at the beach in the summer, babies in bathtubs, prettiest tree or wrapped package at the holidays, customers wearing "I voted" stickers on election days, etc.
26. Write about legislation that affects your industry and encourage your customers to advocate on your behalf. I'm not talking about debating gun laws or immigration rights. I'm referring to things like proposed cosmetic legislation and bills about charging sales tax on internet sales. Succinctly summarize the issue, explain how it will impact your company and provide links to online petitions or form letters that customers can send to their representatives.

27. If "local" is a part of your brand's unique selling position, then you could feature: your favorite local boutiques, restaurants, breweries, parks and festivals, along with profiles of any local ingredient vendors you use (printers, raw materials, photographers, etc).
28. If "simplicity" is a part of your brand's unique selling position, then you could feature: photos of your vegetable garden, recipes for canning interesting jellies or jams, tips for simplifying your lifestyle, photos and articles about "tiny houses."
29. If "healthy" is a part of your brand's unique selling position, then you could feature: exercises or yoga positions, your favorite fitness gear, recipes for smoothies, recipes for quick & healthy meals, recipes for flavored waters you can make at home, your favorite magazines that focus on healthy lifestyles.
30. If "natural" is a part of your brand's unique selling position, then you could feature: recipes for make-at-home natural cleaners, tips for starting an herb garden (and progress reports from yours!), articles about reducing energy consumption, recipes for eating clean, upcycling projects.
31. If "design conscious" is a part of your brand's unique selling position, then you could feature: your favorite design magazines, fellow artisans you admire, simple design projects (think HGTV), etc.
32. Create Pinterest boards that collect things you love which also dovetail nicely with your brand personality. Pop a few of the images up on your blog and lead readers back to your Pinterest platform to see the entire board.
33. Write tutorials for how to manage stress: how to give yourself an "at home" spa night, meditation techniques, the benefits of journaling, etc.
34. A Day in the Life posts: periodically chronicle (and photograph) your day as a business owner from start-to-finish. You might be pleasantly surprised by how fascinated people are by the mechanics of running a small business.
35. Do you provide product to local charities? Does your company donate volunteer hours with a philanthropic organization? Do you allocate a portion of sales to a special project? If so, share your passion on your blog. Feature pictures of your team in action volunteering, photos of products being dropped off or updates about how your donations are helping the target group. You can also help promote fundraising efforts, pledge drives or special events for the organizations with which you choose to partner.
36. Post monthly promotions, sales and "flash offers."
37. Write simple articles which elaborate on some of product development decisions you've made and what lead you to make them. Don't use palm oil? Refuse to use outer packaging (decorative boxes) for your product products? Decided to take a pass on fragrance oils? Use an alternative energy source or buy carbon offset credits? Tell your readers about it.
38. Dispel common myths about your industry or related products. A few ideas to set your mental

gears in motion: the myth that real soap can be made without lye, that you can truly eliminate wrinkles without surgery, the misinterpretation of hypoallergenic or fragrance-free products, whether or not higher product prices represent better quality or increased efficacy.

39. Write about your biggest challenge in business thus far and how you've managed it.
40. Tell your readers about the single best business decision you've ever made. Or made this year.
41. Inform your readers of contests that your business has entered (for example: **this one is going on right now**) and encourage them to vote for you.
42. Create tutorials that detail how to create products that you enjoy making, but don't offer for sale.
43. Write an article with strategies for staying safe in the sun or one which gives insight about how can slow the process of aging by making sound lifestyle choices.
44. Invite your customers to submit their product questions via a contact form that's linked on a sidebar of your blog and then answer these queries on your blog.
45. Reveal the inspiration behind a particular product. Was it a meal, a trip, a childhood memory?
46. Detail the process of bring a product to market- what steps did you take? Detail in words and pictures: your test batches, packaging prototypes, label designs, photo shoots, etc. Readers are attracted to these types of "behind the scenes" blog posts.
47. Along those same lines, detail your branding process. How did you choose your business name? Why did you select the colors in your logo? Do you have images of early logo concepts? What did your first product look like?
48. Introduce your readers to complementary companies. If you make soaps and scrubs but have a good friend that creates artisan perfumes, then profile them on your blog and showcase their products. Ask them to return the favor so that you can garner another inbound link and raise your brand awareness.
49. Create games that use your company as the focus. Example: how many different words can people make using the letters in your company name, create **a word search** or **crossword puzzle** using your product names or brand buzz words, design a **picture puzzle** using a product image.
50. Make lists of the top 5 or 10 best-selling products each month or quarter.