

# Content Upgrades for Book Bloggers

You're an awesome book blogger, but you're struggling to build your email list. Content upgrades are one of the best ways to do that. Create a super awesome, incredible, valuable blog post, then offer free extra content... if they subscribe to your list.

But I know coming up with ideas is hard, so I've put together a few ideas for you!

- **Sample ARC request email.** Perfect for a blog post about emailing publishers and sending requests for physical ARCs.
- **Publisher contact list.** Similar to the above, this would be a list of publisher contact email addresses. Don't give away your ACTUAL contacts, but you could put together a list of all the emails/forms that can be found *publicly* online. This would also go well in a blog post about ARC requests.
- **List of WordPress themes.** Your blog post would be about how to choose the perfect WordPress template. You would provide tips and tricks for what to look for and expect. But if they want the exact list of WordPress themes that you know and recommend, they have to download the PDF.
- **Sample email for contacting a plagiariser.** The blog post would be about what to do if someone steals one of your reviews. The content upgrade is an exact email template you could send to the plagiariser to request that the stolen content be removed.
- **Review checklist.** Write a post about how to craft the perfect book review. Provide tips and examples. The content upgrade is a checklist that bloggers can print out and follow with each review they write.
- **Worksheet for choosing a star rating.** Your post is about how to know what rating to give a book. You'll help your readers analyse their feelings and come up with the best star rating for a book. The content upgrade is a worksheet they can fill out. Maybe you'll have boxes for pros and cons and things like that!

- **Excel spreadsheet for logging books.** This is for all you organization lovers! Write a post about how you organize the books you've read (or maybe the books you *want* to read). Then, for your content upgrade, provide a sample excel file where they can log the books they've read or the books on their review list.
- **List of blogging tools.** Your blog post can talk about the kinds of tools you use for blogging. For example: Computer, WordPress, Scheduling System. But then in your content upgrade, you can take this a step further by listing the *exact* models/apps you use and where they can be found. So you might say: 15" MacBook Pro, WordPress with Nose Graze Hosting, and scheduling with CoSchedule.
- **List of bookish quotes.** Write a post about how you log, mark, or keep track of your favourite quotes. Do you put a post-it on the page? Mark it? Write it down? Then your content upgrade is a PDF of all your favourite bookish quotes that you've collected.
- **Blogging platforms worksheet.** Create a post about the differences between blogging platforms (Blogger, WordPress, Squarespace). Your content upgrade can be a worksheet designed to help the reader choose which platform is best for them.
- **List of book tour companies.** Create a blog post about what a book tour is, how to sign up as a host, and what your new responsibilities are. Your content upgrade is a comprehensive list of book tour sites/companies in the community.
- **Free graphics or graphic templates.** Your blog post is a tutorial for how to create custom graphics. Your content upgrade is a set of pre-made graphics or graphic templates for those who don't want to make them 100% on their own. One good idea is stars that can be used for book ratings.

## LET ME KNOW WHAT IDEAS YOU COME UP WITH!

Send me a tweet @NoseGraze with a link to your blog post with a content upgrade. I'd love to check it out! :)