

adThrive

Creative Resources

Creativity & Data Series



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“The desire to create is one of the deepest yearnings of the human soul.”

— Dieter F. Uchtdorf

Creativity is a vast topic with lots of approaches and strategies. We covered a lot of different ideas but only scraped the surface. In this final episode of the series, we’re going to touch on a few additional sources for content inspiration that we haven’t mentioned before, share some final thoughts and takeaways, and provide a list of resources for you to check out to continue your creative education.



More content inspiration

If you haven't gotten enough ideas for places to check out for creative content inspiration in this series, well we have a few final additions for you!

Let the algorithms brainstorm for you

Leverage the power of the algorithm to get relevant ideas to your topic. Start typing your word or phrase into different platforms' search bars and see what related terms and content people are searching for.

As you start searching in Google, Pinterest, YouTube, and other online portals, search suggestions will start to auto populate. This can be a helpful jumping off point when trying to brainstorm topic ideas to write about. You can also make note of these words and phrases for your [keyword research process](#).





More content inspiration

Capitalize on hot new trends

Because the new, hot trends are not super competitive yet, they can be a great place to allocate some of your time when focusing on developing new content.

Find out what's growing in popularity

You can use a tool, like [Exploding Topics](#), to scan the web for topics that are getting more and more popular.

Seek out and subscribe to trend reports

Trend reports can help you get a bigger picture view of society to help you follow how your readers' wants and needs change over time. They can help you predict some of the things to get ahead of and give you some inspiration for content that might be valuable to your readers.

There are a few places you might seek out trend reports, including:

- > **Platforms:** Look at sites like Etsy and Pinterest to check out their annual reports.
- > **Thought leaders:** For a global perspective, find individual thought leaders reporting on useful information for your business, such as Mary Meeker's annual [Internet Trends report](#) and Marian Salman's [annual trends report](#).
- > **Niche-specific industry sources:** Check out relevant trend reports for your niche. For example, for home and decor, the [Pantone trend forecast](#) is useful. For food, a lot of different organizations put out trend reports such as [Whole Foods](#), [Mintel](#), the [National Restaurant Association](#), and many more! Type in your niche + "trend report" + the current or future year into a Google search to find these.

Check out news aggregators

News aggregators can pull stories from around the internet on topics you care about the most. Check out the latest trends on news aggregator sites such as:

- > [Flipboard](#)
- > [AllTop](#)
- > [Feedly](#)
- > [Google News](#)
- > [News360](#)
- > *And many more!*



More content inspiration

Use Amazon for inspiration

Amazon and other online retail platforms can be another source for ideas that not many people think about using. Below are a few different ways to get inspiration.

Leverage Amazon's Preview feature

Find a book that's relevant to your niche or topic and use the preview tool to take a sneak peak into the book. Check out the table of contents, the index, and jump around for ideas on information you can write about that's related to your topic. Additionally, scan to see if there are any areas they didn't include that you could include in your own content.

Review Amazon's top industry booklists

Check out the top books in your niche or topic. See what sort of content is being covered. If people are interested in reading a book on a topic, they'd likely be interested in reading a post about it online!

Scan through Amazon product reviews and questions

Scan through reviews to identify ways you can fill gaps.

For example, read through 2-, 3-, and 4-star reviews to see what people liked and what they thought was missing. Use these opportunities to provide content on your site.

Check out what questions people are asking.

If people are repeating certain questions, make sure to include answers in your content. For example, if you're reviewing a product, include any information that people were seeking out in the question section on Amazon.

More content inspiration

Check out other media

Video inspiration

Check out the competition: Visit a competitor's YouTube channel and check out which of their videos are most popular. You can see what their all-time most viewed videos are to get some inspiration.

YouTube's related videos: Scan through the "related videos" on YouTube for additional ideas on topics and threads to potentially create content for.

Podcasts

Check out podcast shows in your niche: Look at a variety of podcasts in your niche and see what they're talking about, how they're talking about it, what thought leaders they are interviewing, and what sort of formats are most popular.

Scan episode titles & descriptions: More specifically, look for content inspiration in podcast titles and descriptions to get a sense of topics and discussions in your space. Put together a list of ideas for your keyword research.

Events and conferences

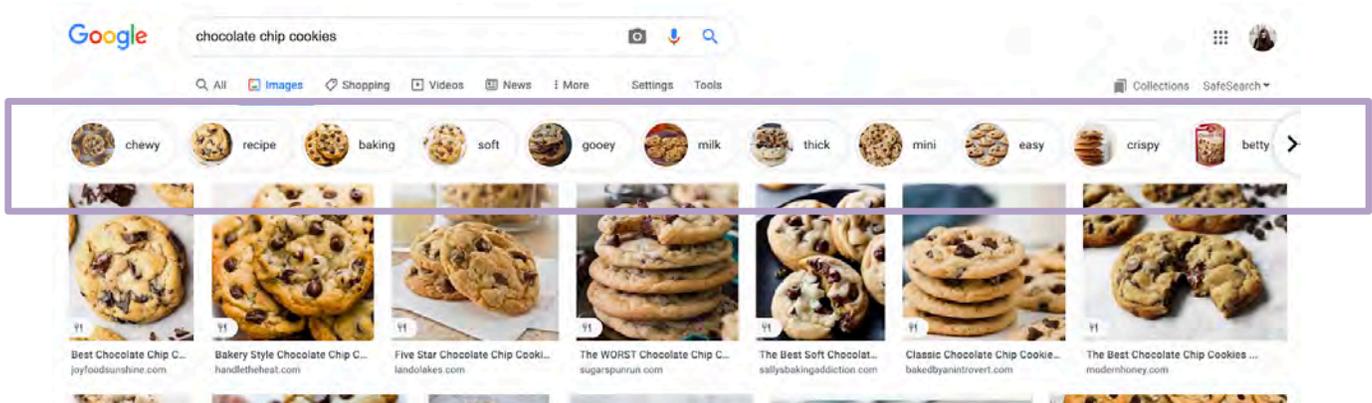
Event and conference agendas: Scan through event and conference itineraries. Look at the titles of keynote speeches and workshops and pull out the big, hot topics that you can create content on.

Speaker talks and Q&A sessions: Attend conferences or watch recordings of recent speakers to get ideas for content. Look at what topics they're covering, what questions they are asked during Q&A, and what sessions are the most popular.

Photography

Image inspiration on photo sharing sites: Find inspiration in more than just written words. Images and art may also help spark ideas. Look at the Google Image results for your search, check out Flickr, Pinterest images, Facebook galleries, and more!

Google image tags: When you perform a [Google image search](#), along the top you might notice "tags" that you can click to add to your search query. Make note of these words – they are popular terms and modifiers people are searching for in that category.



More content inspiration

Scope out new products and technology

Introduce new solutions to your readers

Share new technology that is relevant to your niche or audience. Think about new and effective use cases. How can you introduce new technology or solutions into your readers lives (e.g., best ways to use the hottest new kitchen gadget)?

What problem are they solving?

Use a tool like [Product Hunt](#) to see what the hottest sites are right now. Then work backwards to figure out what problems these new inventions are trying to solve. This can be a great way to understand what sort of issues your readers are dealing with in their day-to-day lives so you can jump in to help them with your own perspective and solutions.





More content inspiration

Additional data avenues to explore

There are a lot of data platforms you can use for inspiration but a great place to focus is on your own data. For that reason, we recommend taking the time to explore more of Google's suite of analytics tools with your site. Take classes on the best ways to use these, how to interpret the data, and learn more about how to take action based on the data.

Google Analytics

You probably use [Google Analytics](#) on a daily basis so taking the time to learn more about the advanced features so you can better understand your reader and how people use your site could be immensely helpful for you and your business.

Google Data Studio

If you're looking for a place to help centralize your data insights, [Google Data Studio](#) can be an excellent tool to add to your arsenal. You can create interactive dashboards and automate reporting to get the data you care about most. It also allows you to integrate other data analytics platforms so you can consolidate your data into one location.

Google Search Console

We touched briefly on [Google Search Console](#) in the [Keyword Research episode](#) of this series, but this is an incredible tool to get more insight into your website and keyword performance. Get familiar with this platform so you can optimize your site, fix issues, and find opportunities for keywords to optimize and grow.



Final takeaways

Get good at goal setting

As mentioned earlier in the series, goal setting can help direct your efforts so you can get the most out of your creative exploration. A popular goal setting methodology is creating SMART goals.

- > **Specific:** Get very clear and specific about what you want to achieve, whether it's a big picture objective for your company's performance or a more focused output such as a post you are working on.
- > **Measurable:** Part of getting specific is setting a measurable outcome that you can track and say definitively whether or not you have achieved it.
- > **Achievable:** Making sure your goal is attainable is important. Set realistic expectations that will allow you to follow through. Over time you will get better and better at setting goals that are achievable for your business.
- > **Relevant:** Make sure that your goals are aligned with your big picture business goals and long-term initiatives. Ideally, these smaller goals will ladder up to your larger objectives.
- > **Time-bound:** Set a timeline that is both realistic and a little ambitious to help you stay motivated, prioritize your to-do list, and make sure things get accomplished.

Set goals for your site's performance, your data education, your creative exploration, and more. Goals and objectives can help you frame your mindset to maximize what you get out of your hard work.

Final takeaways

Leverage the power of the collective

Collaboration is an incredibly powerful way to generate ideas, boost motivation, and facilitate cross-pollination for increased innovation. Finding a creative partner, forming creative mastermind groups, and sourcing feedback from others are all great ways to use the people around you to boost your creative capabilities and help you achieve your objectives.

Focus on 1% improvements

If you're still struggling and overwhelmed by all the things you want to accomplish, consider applying the theory of marginal gains, which basically states that consistently pursuing 1% improvements will ultimately result in long-term growth. Think about how you can do things just 1% better and do it.

One way to find these opportunities is to simply ask: what is the easiest, simplest thing I can do to make this better? For example, if you want to be creative, maybe the first step is simply coming up with one new idea today or taking 60 seconds to write or doodle whatever comes to your mind. Maybe it's setting up five minutes to sit through an SEMrush class or read one chapter of a book on creative business planning.

Easy and quick is key to making sure you get it done. It's such a small change but, over time, the aggregation and compounding of all these small improvements can make a meaningful difference in your life and business.

Remember your why

Think about why you started this. Was it for the joy of creating something for yourself? The enjoyment you got out of helping others? The motivation it gave you to keep expanding yourself and your skill set? Think about why you are still doing it. Why you want your business to succeed? What are your long-term goals? Is your dream to stay at home with your kids, to travel, to retire early? It's easy to get overwhelmed in the nitty-gritty and day-to-day chaos. When you're feeling uninspired, try taking a step back and reminding yourself of your why.



A woman with long dark hair, wearing a black wide-brimmed hat and a long, light-colored, sleeveless dress, stands in a field at sunset. She is smiling and holding a lit sparkler in her right hand. The sky is a mix of purple, pink, and blue, with some clouds. The background shows a dark treeline and some distant lights.

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**Creative
resources**



Creative resources

Books

40 books to jumpstart your innovation and help you develop your creative process

- > [365 Days of Creativity: Inspire Your Imagination with Art Every Day](#), by Lorna Scobie
- > [The Accidental Creative: How to Be Brilliant at a Moment's Notice](#), by Todd Henry
- > [The Artist's Way](#), by Julia Cameron
- > [Big Magic: Creative Living Beyond Fear](#), by Elizabeth Gilbert
- > [The Book of Doing: Everyday Activities to Unlock Your Creativity and Joy](#), by Allison Arden
- > [Burn After Writing](#), by Sharon Jones
- > [Collective Genius: The Art and Practice of Leading Innovation](#), by Linda Hill, Greg Brandeau, Emily Truelove, and Kent Lineback
- > [Contagious: Why Things Catch On](#), by Jonah Berger
- > [Creative Confidence: Unleashing the Creative Potential Within Us All](#), by Tom Kelley, David Kelley
- > [The Creative Habit: Learn It and Use It for Life](#), by Twyla Tharp
- > [Creativity, Inc. Overcoming the Unseen Forces That Stand in the Way of True Inspiration](#), by Ed Catmull, Edwin E. Catmull, and Amy Wallace
- > [Daily Rituals: How Artists Work](#), by Mason Currey
- > [Drawing on the Right Side of the Brain: A Course in Enhancing Creativity and Artistic Confidence](#), by Betty Edwards
- > [The Element: How Finding Your Passion Changes Everything](#), by Ken Robinson
- > [Embrace Your Weird: Face Your Fears and Unleash Creativity](#), by Felicia Day
- > [Flow: The Psychology of Optimal Experience](#), by Mihaly Csikszentmihalyi
- > [How to Fly a Horse: The Secret History of Creation, Invention, and Discovery](#), by Kevin Ashton
- > [How to Have Kick-Ass Ideas: Shake Up Your Business, Shake Up Your Life](#), by Chris Barez-Brown
- > [How to Think Like Leonardo da Vinci: Seven Steps to Genius Every Day](#), by Michael Gelb
- > [Ignore Everybody: and 39 Other Keys to Creativity](#), by Hugh MacLeod
- > [Imagine: How Creativity Works](#), by Jonah Lehrer
- > [It's Not How Good You Are, It's How Good You Want to Be](#), by Paul Arden
- > [Lateral Thinking: Creativity Step by Step](#), by Edward De Bono
- > [Little Bets: How Breakthrough Ideas Emerge from Small Discoveries](#), by Peter Sims
- > [Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality](#), by Scott Branson
- > [The Mind Map Book: How to Use Radiant Thinking to Maximize Your Brain's Untapped Potential](#), by Tony Buzan
- > [The Myths of Creativity: The Truth About How Innovative Companies and People Generate Great Ideas](#), by David Burkus
- > [Originals: How Non-Conformists Move the World](#), by Adam Grant
- > [Show Your Work!](#), by Austin Kleon
- > [Start with Why: How Great Leaders Inspire Everyone to Take Action](#), by Simon Sinek
- > [Steal Like an Artist: 10 Things Nobody Told You About Being Creative](#), by Austin Kleon
- > [A Technique For Producing Ideas](#), by James Webb Young
- > [Thinkertoys: A Handbook of Creative-Thinking Techniques](#), by Michael Michalko
- > [Thinking, Fast and Slow](#), by Daniel Kahneman
- > [The War of Art: Break Through the Blocks and Win Your Inner Creative Battles](#), by Steven Pressfield
- > [A Whack of the Side of the Head: How You Can Be More Creative](#), by Roger von Oech
- > [Where Good Ideas Come from: The Natural History of Innovation](#), by Steven Johnson
- > [Wired to Create: Unraveling the Mysteries of the Creative Mind](#), by Scott Barry Kaufman and Carolyn Gregoire
- > [You Are an Artist: Assignments to Spark Creation](#), by Sarah Urist Green
- > [Zig Zag: The Surprising Path to Greater Creativity](#), by Keith Sawyer



Creative resources

Idea generators

Try out some of these free online idea generators for some quick inspiration.

- > [HubSpot Blog Ideas Generator](#)
- > [Portent Content Idea Generator](#)
- > [Build Your Own Blog's Idea Generator](#)
- > [Content Row Headline Generator](#)
- > [Content Strategy Discovery Tool](#)

News aggregators

Use a news aggregation service like one of the below to keep up with the latest reported trends.

- > [Flipboard](#)
- > [AllTop](#)
- > [Feedly](#)
- > [Google News](#)
- > [News360](#)
- > [Pocket](#)

Articles & websites

There are a ton of free and paid resources online. Here are a few quick links we wanted to share but make sure to do your own search to find the best resources and tools for you!

- > Adobe: [99U](#)
- > CoSchedule: [189 Creative Blog Post Ideas That Will Delight Your Audience](#)
- > [Creative Something](#)
- > [Idea Sandbox](#)
- > Inc.com: [Creativity](#)
- > Lifehack: [Essential Resources for Creativity \(163 techniques + 30 tips + books!\)](#)
- > Medium: [45 Amazing Sites \(and Resources\) for Stirring Up Your Creativity](#)
- > Psych Central: [The Creative Mind](#)
- > Ted Talks on [Creativity](#)

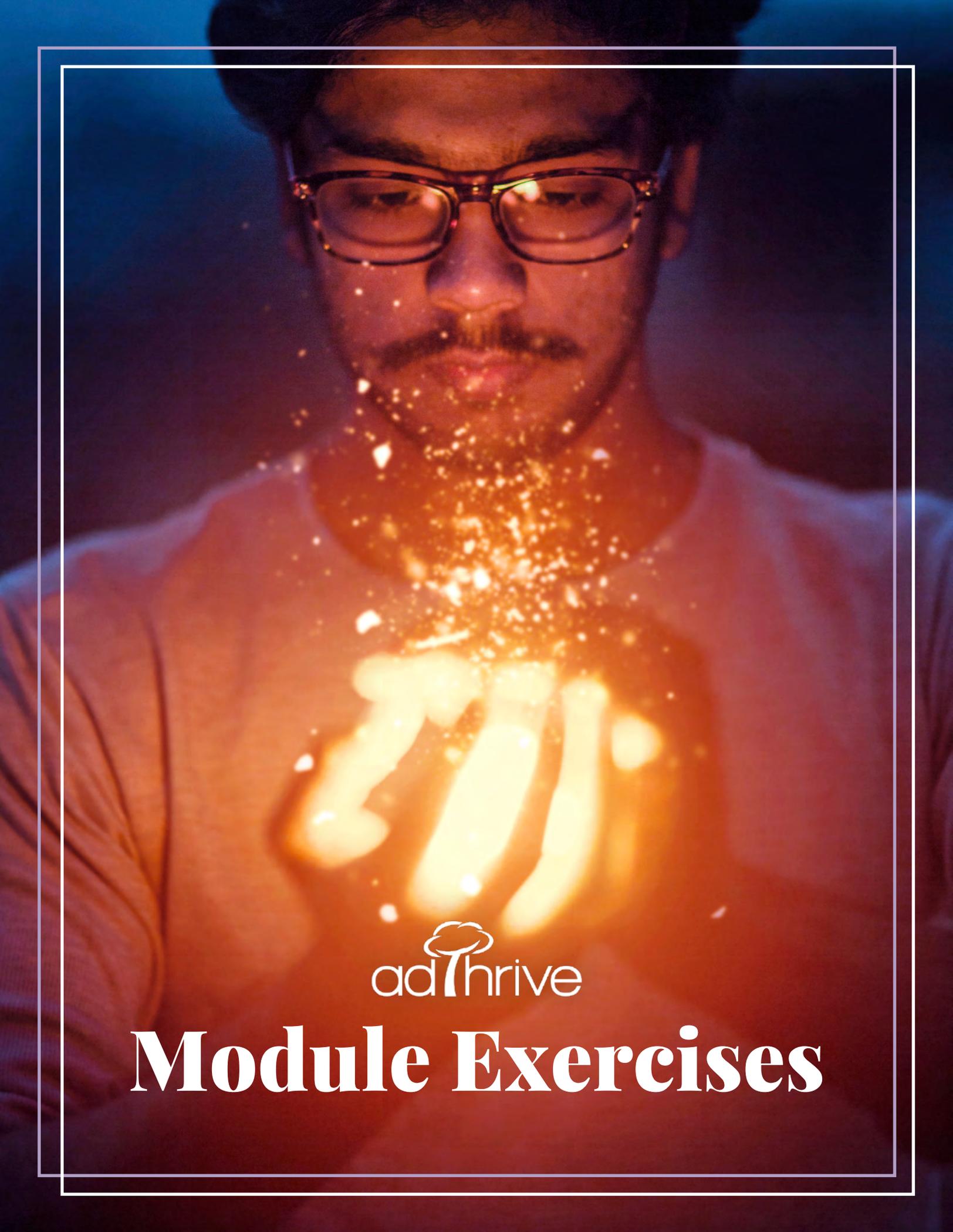


Creative resources

Content types

Feeling stuck? Try starting with a content type instead of a topic. Here's a starting list with different types of content formats for you to consider.

- > A day in the life
- > Ask me anything
- > Before and after transformations
- > Behind the scenes/how it got made
- > Best practices
- > Bucketlist
- > Business or personal goals
- > Case study
- > Challenge
- > Checklist
- > Collaboration
- > Comparison/"versus"
- > Contest
- > Debunking myths
- > Demo
- > Diagrams/charts/graphs
- > Difficult decisions
- > Events (virtual get-togethers, workshops, conferences, etc.)
- > Gamification
- > Guides (gifts, holiday, etc.)
- > Guest post/contribution
- > Hacks
- > How-to
- > Illustrations/sketches
- > Infographic
- > Interview
- > Jokes/memes
- > Lists
- > News
- > Opinions/rants
- > Personal stories
- > Photography
- > Podcast
- > Posters
- > Predictions
- > Presentation
- > Q&A
- > Quizzes
- > Quotes
- > Research report
- > Resource roundups
- > Reviews (books, products, etc.)
- > Special events
- > Success and failure stories
- > Templates
- > Testimonials
- > User-generated content
- > Video
- > Webinar
- > Why posts
- > Worksheets/workbooks
- > Year in review
- > Your forecasts for the future



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Module Exercises

Module Exercises:

1.

Use autosuggest

Try typing in a topic you're considering writing about into the search bar in Pinterest, Google, Youtube, or any other platform that populates search suggestions. Write down 3 ideas or phrases you may want to include, write about, or add to your keyword list.

1.

2.

3.

2.

Image inspiration

Perform a [Google Image search](#) for a topic you're considering writing about. Write down 3 image tags to add to your keyword research list.

1.

2.

3.

3.

Upcoming trends

Try out [Exploding Topics](#) and write down 3 trends that may be interesting or relevant to your readers.

1.

2.

3.

Module Exercises:

4.

Set a SMART goal

Write down a specific, measurable, achievable, relevant, and time-bound goal for your creative growth or a project you are working on.

5.

1% improvements

What's one thing you could do today in your business to make it 1% better?



Thank you

Questions, comments, feedback?
Reach out to support@adthrive.com