

## 50 Blog Ideas for Marketing Your Services as a Private Investigator

Your potential clients (whether private citizens or other investigators who may need your specialty) will always want to know more about you. Blogging is one of the easiest ways to get the word out.

To help our PI colleagues, we've put together a quick list of 50 different topics for you to blog about. We understand "writer's block" and want to help give you that little boost that will get you started and help you with your marketing efforts.

For other ways to help make your agency more profitable, be sure to look at the industry's only user-customizable case management system, [The Case File](#).

Here are 50 topics for you to consider when making your daily blog entries.

1. Discuss the reason you got into the profession in the first place. Are you retired law enforcement? Was there a personal incident that got you started?
2. Describe your most compelling / interesting case (while changing the facts to protect privacy).
3. "My favorite piece of equipment is... "
4. "We're sometimes ethical to a fault and the reason is..."
5. Offer potential clients some tips from your area of expertise. For example "Ways to Prevent Identity Theft," or "Protect Yourself Against a Stalker," or "Warning Signs of Domestic Violence."
6. Give a professional's review of a piece of equipment, training manual, or PI software.
7. Explain your passion about being an investigator. What keeps you going?
8. Describe a "day in the life" of being a PI.
9. What's the most interesting thing you've ever seen on surveillance?
10. Do you have a good case management suggestion for your colleagues?
11. Offer product tutorials for other PIs. For example, do you use a particular type of video camera maybe a recording system?
12. What's your opinion on some of the positive influences related to the investigative industry?
13. How do you feel about some of the negative things we face like certain pieces of legislation?
14. "In 20 years, the private investigation profession will... "
15. "The Truth about Being a Bodyguard"
16. 20 Tips for Self Defense in the Street (for your potential clients or fellow PIs).
17. Celebrities you have met while working executive protection or security details.
18. Your 20 favorite online private detective resources.

19. Your 20 favorite pieces of investigative equipment.
20. Your favorite fictional detective stories / books.
21. Your favorite non-fiction investigative instruction books or manuals.
22. The most personally satisfying case you've ever worked. What was it (privacy of course) and what did you like about it? What were the lessons learned? What would you pass along to others?
23. "The Top 10 Myths about Being a PI are..."
24. If you have to maintain a certain level of continuing education, describe what it is and what you have to go through for your clients.
25. If you're a member of a state PI association, describe what that's like and discuss the benefits for your client.
26. "The most frequently asked question by clients is.... " (and then give an answer that is useful to other clients).
27. From the standpoint of being a small business owner or someone working from home, or starting a business on your own, etc., describe what you went through and how you worked things out for the benefit of other PIs in the same boat, or just for other people opening a small business in a different profession (and who also might need your services).
28. Describe what investigations are like in your city (hint: using your city's name in your blog posts helps identify your location if people are searching for PIs in your area).
29. Create a list of "best practices for maintaining good client relations" for your fellow investigators.
30. Compare how detective work has changed over the last 30 years (or at least since the Internet).
31. Teach potential clients how to choose a good private investigator.
32. Post "who dunnit" stories or genuine how-to quizzes on your blog and ask readers to offer answers, guesses, or comments. (Hint: allowing comments on your blog adds content on a regular basis, which search engines love.)
33. Go to google.com and sign up for "Google Alerts" on keywords related to private investigation issues such as legislation, missing persons, skip traces, theft, arson investigation, workers comp, etc. to give you current events for blog topics.
34. Ever had a major mishap doing something like a trash run, dumpster diving, a surveillance gone bad, etc.?
35. Comment about unscrupulous investigators or investigations you've heard about (again, while maintaining privacy).
36. Interview a noted colleague, key client (maybe your favorite paralegal), or well-known potential client about the issues they face that relate to private sector investigation.

37. Review a current detective movie and discuss how real or un-real it was and why.
38. Write about a piece of equipment or software you wish someone would create and why.
39. Write a piece “we would never take a case involving \_\_\_\_\_” and then explain why.
40. If a client wants to help other people avoid the situation they were in, interview them.
41. “The reason we need private sector investigators in this country is...”
42. “When people try to do their own investigation, the laws they most unknowingly violate are...”
43. Horror stories of private citizens trying to do their own “investigations” and what went wrong.
44. Tips to other PIs about how to work with attorneys.
45. Warnings to other PIs about how NOT to work with attorneys.
46. Tips to clients on how to present their case to an attorney (or how to work with attorneys).
47. “12 Signs Your Spouse is Cheating on You.” (Could easily be more than 12!)
48. “12 Signs an Employee is Stealing from You.”
49. “12 Indicators You Have a Security Breach in Your: Building / Warehouse / Business / Store / Computer System.”
50. “12 Important Reasons you should Hire a Professional Private Investigator.”

Next, get your no-cost copy of our [“Marketing for Private Investigators” ebook](#) which contains over 75 different marketing how-to steps, over 70 free outside sources for your continued marketing needs or education, 7 bonus marketing ebooks, and a discount code to get The Case File for even less than the miniscule amount we currently charge.

PS. This list is *NOTHING* compared to the tons of useful content you’ll find in [The Case File](#) itself. Our job, in addition to our regular investigative work, is to make our colleagues as successful as they possibly can be. Drop by our site to learn more.

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*(Disclaimer: We wish we could guarantee you’ll make more money by following all the steps presented in this report. However, we can’t. It’s all up to you. Individual results will vary.)*