

It's back! How to write your blog workshop on September 18

It's back and entering its third year! The **How to Write Your Blog: A Hands-on Workshop** will take place in Washington, DC on September 18, 2014, from 9:30 am to 12:30 pm.

If you've been struggling to get your blog going or your current blog is gathering dust, this workshop is for you.

You will learn:

- Elements to include in every blog post
- How to find blog post ideas
- Types of blog posts you can write
- How to make your blog work for your organization
- What to include and what to avoid on your blog
- How to write attention-grabbing headlines

Through exercises and discussion, we will come up with a direction for your blog and help you to write great blog posts.

Register by September 11 to get the early bird price of \$85.

Get more details and register at:
<https://howtowriteyourblog918.eventbrite.com>

Learn how to write your blog

So many people don't ever get their blogs off the ground because of various fears: fear of not knowing what to write,

fear of not having enough content, fear of writing itself. Well, you can conquer those fears by attending my **“How to write your blog”** workshop. I cover what you should write about, how to come up with ideas and inspiration and getting the blog post written.

The next **blogging workshop will take place on Friday, May 17 starting at 9:30 a.m.** This time, I am traveling across state lines to Virginia to hold the workshop at Link Locale, a co-working space in Clarendon. Also new this time is that I am offering an discounted price for early registration of \$70 if you register by May 1. After that, the price goes up to \$79.

More details and registration are available at the Eventbrite page.

Hope to see you there!

Making blogging easier

The reason I created the How to Write Your Blog workshop—which I just presented on Tuesday at the Silver Spring Civic Center—is because I have spoken to many people who think blogging is hard or that it takes too much time. I have found blogging to be fun, and wanted to teach people that it doesn't have to be overwhelming.

The workshop leads you through reasons to blog to writing a blog post. We discuss keywords, categories, tags and headlines. We discuss what you should and should not do on a blog. And what most participants find helpful is the part on generating blog post ideas.

Out of the three hours allotted to the workshop, we spend 20 minutes writing a blog post. The idea is that when you realize you can write a whole post in 20 minutes, it seems doable and perhaps even easy.

One of the participants said that breaking up the process into its parts makes it seem less stressful, and that is exactly the point.

My colleague Lisa Newman took photographs of the workshop and created this montage:



If you missed the workshop this time around, you may want to sign up for my newsletter so that you can find out when it's being offered again.

Want to learn how to blog?

It's somewhat ironic, but I haven't been blogging much this week because I have been working on the details for a blogging workshop!

If you or someone you know is in the Metro DC area and wants to learn how to more easily write blog posts, find topics and

inspiration, make your headline more appealing and get your blog going, you may want to come to my “How to write your blog: A hands-on workshop.”

The workshop is taking place on Tuesday, July 31, starting at 9:30 a.m. at the Silver Spring Civic Center (which has plenty of parking nearby and is a few blocks from the Silver Spring Metro stop), in the Colesville Room. The cost is \$75 for the three hour session, (and will include refreshments).

You will leave the session with a ready-to-publish blog post, blog post ideas, lists of keywords and categories for your blog, and lots of other useful information that will make blogging easier for you.

If you have any questions, let me know in the comments.