

10 reasons people don't blog

I have been training people on how to blog for nearly a year now. In that time, I have had the privilege of working with dozens of people who want to blog, but haven't been able to for various reasons. Among the most common reasons given are these:

1. Don't have the time to blog (also phrased as blogging takes up too much time)
2. Don't know what to write about
3. Don't have sufficient ideas or material
4. Don't think anyone wants to read my thoughts
5. I am not a good writer
6. Don't know who is going to read my blog or how people will find it
7. My organization insists on a long chain of approval to publish anything
8. I don't have buy-in from top-level executives at my organization
9. Don't see the point or purpose in blogging
10. Don't know how to set up a blog

Do any of these sound familiar to you?

How to write your blog workshop on May 17

If you struggle with these common blogging issues, check out the three-hour hands-on **How to write your blog workshop** I am offering on Friday, May 17, starting at 9:30 a.m. It takes place at Link Locale in Arlington, VA, near the Clarendon Metro stop. If you sign up by May 1, you get the early registration price of \$70 (regular price is \$79). For more details and to sign up, visit howtowriteyourblog4.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!

How to start (or restart) blogging

Having an organizational blog has loads of benefits, not the least which is it helps with SEO and it establishes expertise. And yet, many organizations have put off adding a blog, or have abandoned the blog they started. In my experience, there are many reasons for this, among them:

- Not enough personnel or hours in the day
- Not knowing what to write
- Feeling overwhelmed by having to produce something consistently

Blogging doesn't have to be overwhelming or extremely time-consuming. If you don't have someone else to handle the blog, it is possible for you to do it. You just need to learn how to do it (and why you should).

Having worked with dozens of people who have a desire to blog but don't know how to start or what to say, I have developed a way to teach how to do it and it's my **How to write your blog workshop**. I am offering the next one on Thursday, February 28, at the Silver Spring Civic Building. The workshop is limited to 10 participants, and will be intensive and participatory. We'll discuss why you aren't blogging and why you should, and we'll get you writing. The cost is \$75, and includes materials and refreshments.

To register, visit the Eventbrite page at howtowriteyourblog3.eventbrite.com.

Start or restart your blog in 2013!