

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 enewsletter so that you can find out when it's being offered again.