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 .