

5 Quick Tips For The Busy Blogger

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As the CEO of an innovative HR software company, a father to two, and an avid athlete, my days are typically pretty full. However, I understand the value of operating a blog and am unwilling to let my busy schedule hinder me from capitalizing on its benefits or sharing my ideas. So I've simply had to readjust a few times and learn a few things firsthand along the way. With any luck, these tips can help other busy bloggers push through life's chaos and maximize their writing efforts.

- **1.) Know (And Remember) Your Audience:** This is sometimes the hardest part of being the sole author on your blog – you forget that you're not writing just for the satisfaction of it. You're writing for readers. So think about – and remember – your audience, what they want to hear about, and how they want to hear about it.
- **2.) Source Ideas from Real Life:** When you're busy, this isn't so hard to do, but sometimes it does take a bit of creativity. Learn to relate what happens in your everyday chaos to the topic of your blog. Blogs that highlight personal experiences are, unsurprisingly, some of the most read. Readers like to hear about our firsthand experiences because it provides them a new perspective with fresh ideas and it may also prevent them from making mistakes we have already made.
- **3.) Keep a Running Concept List:** Writer's block is real and it can be rampant, especially when you've got a lot on your mind. So when you are feeling creative and in the mood to write, take advantage! Keep a word document or a small flip pad where you can house all of the blog ideas that run through your head. That way, when you've had a fifteen-hour day and you're too worn out to come up with something interesting off the top of your head, you still have a solid resource of your own.
- **4.) Blog How You Will:** Part of the beauty of blogging is that there's no right or wrong way to do it. Write when and where you feel comfortable and creative. For some people this may be in the quiet of their office late at night, for others it's from a bustling café at midday. By creating a specific schedule for blogging, you may confine yourself to a time that doesn't always work, given your hectic agenda. What's more, sometimes when an idea is sparked, you may want to tackle it then and there. Feel free to do so. If you don't, your readers will feel your strain.
- **5.) Read It Out Loud:** It sounds crazy and unnecessary, but doing a quick out loud read through of your post can save you from publishing something that is grammatically incorrect or that your reader's won't fully comprehend. As busy bloggers, there can be a disconnect between what our brains are thinking and what our fingers are actually typing. When you read it out loud you become a better, more thorough editor than if you rely solely on silent scans.

Busy people can and should blog because they're likely to have experiences worth sharing! It can help validate their professional efforts and provide a fantastic opportunity for networking. That said, if you're going to blog, make it a venture that's worthwhile for you and your readers.
