

Blogs

Source: www.problogger.net

18 Questions for Prospective Bloggers - Is a Blog Right for You?

1. **Do you enjoy writing?** - Blogs are predominantly a written medium. If you do not enjoy writing then the chances are you might not enjoy blogging.
2. **What's your Message?** - While there are many applications for blogging, underlying most (if not all) of them is the aim of communicating some sort of message. Do you need/want to communicate something? Do you have a message? Starting a blog just because you want one might be fun, but it might also be a waste of time.
3. **Are you a good communicator?** - I don't believe that only good communicators should have blogs - (they can be a tool for people learning communication skills to improve) but it can be an advantage to have some basic communication skills.
4. **Are you better at writing or speaking?** - Most communicators have a preference (or at least have better skills in one form or another). If speaking is more your thing you might want to consider Podcasting or even a Video based web site.
5. **Do you want to be the central voice on your website?** - While blogs are good at building community - they generally feature one person (or a smaller group of people) as the central voices in a conversation. Other people have to respond to the voice of others. If you're after something where anyone can start a conversation then a Forum might be a better medium.
6. **Are you a self starter?** - Starting a blog takes a little initiative. While blog software these days makes it simple to start them, they don't run themselves and take a motivated person to both getting them off the ground.
7. **Are you disciplined?** - Similarly blogs require regular attention over time. While daily posting is not essential, it's probably a good level to aim for. Will you be able to motivate yourself to write something new every day?
8. **Do you have time?** - Linked to the need for regular updates is the fact that this takes time. Do you have enough time in your schedule to write daily? Not only that do you have time to moderate comments, respond to reader questions, read other bloggers posts, network with other bloggers etc?
9. **Are you thick skinned?** - If you start a blog, the chances are that it will be found and that others will write about you or some aspect of what you're doing. This is great when the comments of others are positive and in agreement with you - but it's not much fun when you're critiqued (sometimes fairly and sometimes not). Do you have the ability to take criticism well?
10. **Are you willing to be in the public spotlight?** - Blogging is a public act. Every day you put yourself into the gaze of others. People will analyze your words and lifestyle. Some will want to know more about you and some might even recognize you in public (it's happened to me a few times). While few bloggers (if any) are 'celebrities' - putting yourself 'out there' every day is a strange thing to live with and can have it's consequences. Keep in mind that once you write something online it is very difficult to get it removed. You might be able to delete your blog but archives services (and other bloggers) pick up a lot of what you write and so you could be living in the public spotlight for a lot longer than you're a blogger.
11. **Do you have any technical ability?** - If this were a requirement of blogging I'd have never gotten far, but it is an advantage to have the ability to learn and work on a technical level. You'll be working on a computer with web based software and at times you'll need to 'tweak' your blog. Knowing how to do it yourself can be very

handy. If you're not this type of person, you might want to make friends with someone who is.

12. **Do you take yourself too Seriously?** - One of the characteristic I think bloggers should have is a sense of humor - particularly when it comes to looking at themselves. While there are plenty of examples of bloggers who do take themselves too seriously, most successful bloggers seem to have the ability to laugh at themselves also.
13. **Are you willing to learn?** - I like to look at blogging as a journey where everyone knows something but nobody knows everything. This is the case on any topic you want to blog about and the best bloggers are willing to share what they know but seek out and promote what others know also. In this way everyone learns - even the 'experts'.
14. **Are you an organized person?** - While I'm sure many bloggers are completely chaotic and unorganized - there comes a point in most serious blogger's lives when they have to get at least a little organized. With incoming emails, following lots of feeds, writing perhaps on multiple topics/blogs and moderating comments all going on at once (plus more) it's pretty easy for time to slip away without getting much done.
15. **Do you enjoy 'virtual relationships?'** - Some of the most social people I know are terrible when it comes to online interactions. They just don't 'get' it and are much better face to face than via email, instant messaging or in a forum or comments thread. Being comfortable with speaking to and working with people you've never met before is an advantage if you're a blogger. Connected to this - it's also important to be what I call 'virtually intuitive'. One of the dangers of relating to people online is that all can not be as it seems. Developing the ability to work out whether others are who they say they are and of good character is probably a skill to develop.
16. **Are you a creative person?** - Once again this is not a 'must' - just an advantage. The web is a cluttered place and being able to develop content and community that stands out from the rest and that surprises readers is a big plus.
17. **Do you have Stick-ability?** - While some blogs are overnight successes, most are not. In fact many (most) blogs are never as successful as their owners would like. A long term approach is one of the basic pieces of advice that I'd give most bloggers.
18. **Are you willing to work hard?** - The level that you need to work on a blog will be dependant upon your goals and objectives for it - but if you have goals of being the next big thing then you'll be guaranteed of a lot of hard work. Of course this is the case with any thing in life and not just blogs.

Source: www.bloggingtips.com

Good Bloggers

And since I've been writing mostly for the Web, I've noticed a few things about what makes a good blogger in a professional sense and while some of those are obvious to those of you who've been doing it for a while, there are other things that I find fascinating that have only recently made an appearance.

First off, If you really want to make a go of it you need to be fast and good - making a living from blogging demands that you fire off blogs the same way the Henry Ford built cars—down the assembly line where everything gets done right the first time. Not really a big problem but you need an infallible proofreading system. A bit of journalism training helps to quickly organize information too.