



So You Want To Start a Blog

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Find out your why

It is imperative that before you start, you ask yourself this question, why? Very often, people start something not because they want to but because it is trendy. The reality is that blogging is much more than what meets the eye! So be sure to ask yourself the following questions: What will be the purpose of my blog? What topic(s) will I focus on? What prompted my interest to blog? What you do not want to do is start something just to start and then 2 months later, your blog site is collecting dust.





Target Audience

Who will your blog target? I struggled greatly with this when I first started blogging years ago. I wanted my blog to target everyone and I soon learned that it took away a level of intimacy. Finding your target audience keeps you on track with your content.

However, just because your blog may be geared towards a specific crowd, does not mean that your work cannot inspire or become applicable to others.





Choose a platform

Choosing a platform can be confusing due to the many options out there such as Wordpress, Wix, Tumblr, Blogger and more. Each platform has its own unique features, so it is important that if you plan to be the one to build your own site, that you are comfortable with using the platform. For example, some platforms require a level of coding, like Wordpress and for some that may be a bit too difficult so they may settle with using Wix which is more of a "drag and drop" based site. Also, blogging is not always free so be prepared to get your credit or debit card out to pay for a domain. A domain name is what people type in to find your site.





Get that camera out

Whether you prefer to hire a photographer or use your personal cell phone, I strongly suggest that you take some pics of yourself doing what you love to do for your site and social media platform(s). Your readers will better connect with you if they know who you are and most importantly see that you are someone they can relate to. If you would like to go the professional photographer route and do not feel like spending all of your coins, reach out to someone who is starting out in photography. Very often, their price is a bit cheaper since they are still in the beginning phase.






Have a least 3-4 blogs written before the launch

This is what I did not do when I launched my blog site years ago and looking back, I wish I did! When you have 3-4 blog posts already up on your site, that focuses on different subjects, you will attract different types of readers at once. Even though, you have a target audience, you must keep in mind that everyone that comes to your site is seeking out different things. In addition, having multiple posts up allows you to promote your site continuously through various subjects and it buys you more time to work on more material. It is always good to work ahead!





Set time aside to work on your craft.

When I began blogging, I struggled greatly with making time to work on my craft. Throughout the years, I have learned the importance of not just making time to work on blog posts and content for my site but to plan for the month ahead. Organization and structure will NEVER get old. In fact, the more structured you are, the more consistent you will be with your posts.

As a Believer in Christ, I do have a schedule for my blog posts but I am also VERY sensitive to the Holy Spirit so when I get that nudge to immediately post about a particular subject, I do it!

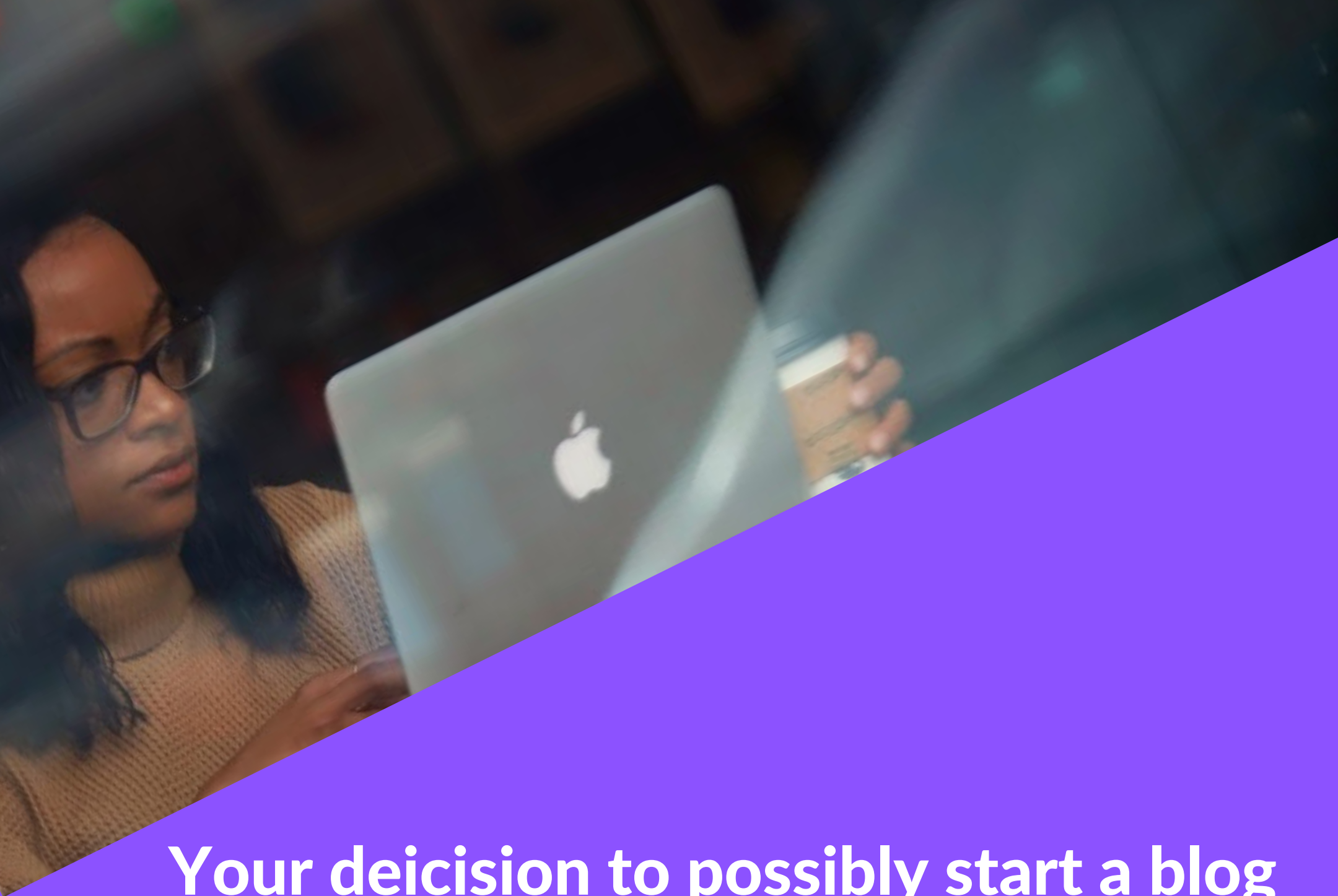




Have fun!!!

Do not let the logos, pretty pictures and more fool you into believing that blogging is easy. Blogging is A LOT of work so it is highly important that you are enjoying it because there is so much time and sometimes money that goes into it!





Your decision to possibly start a blog is exciting! It will not be easy but it is very rewarding! I am rooting for you! Good luck!





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