

10 Things I Know About...

Writing A Blog



By Kel Kelly

Kelly is founder and CEO of Kel & Partners, a marketing and PR firm based in Westborough. Check out her blog at www.kelandpartners.com/kelkellyblog.

10. EASY IS BEST

Use an easy blog tool - I like WordPress. This will make or break your experience.

9. IN YOUR OWN WORDS

Never ghost blog. Always, always write your own blog. Never have anyone write something for you. Not only will you lose credibility, the blogosphere will flame you.

8. IN YOUR OWN VOICE

Let your voice come through. You should write using a vernacular and tone that lets your true personality come to life.

7. HUMOR RULES

People look to blogs for information and like to be entertained along the way.

6. BREVITY RULES TOO

Less is more in blogging. Don't write some ridiculously long post. It goes against the very nature of the blogosphere.

5. BE ORIGINAL

Don't reheat a story that has been chewed stale like a piece of gum. Find a new angle or new analogy or something that your readers would consider insightful.

4. END WITH A QUESTION

The best way to get readers engaged is to end the post with a question that asks for their perspective.

3. RESPOND

If there's a comment posted on your blog, be sure to respond publicly. Readers love this and it is yet another great way to get them engaged.

2. GET INVOLVED

Read & comment on other blogs. This is a great way to get your name out there and attract the attention of other bloggers and readers.

1. LINK

Link to any articles, videos, blogs, websites, etc. that you mention in your posts. ■