

# bLOGGING TIPS

Why should writers bother with blogging? Surely time would be better spent writing the next opus magnum. Yet there are sound reasons why blogging is an important part of any writers arsenal.

There are a number of reasons why this is the case, including:

- Promotes a regular habit of writing
- Can help to focus ideas
- Makes the writer think about their writing
- You will become a better writer
- Paying it forward
  - Sharing ideas
  - Helping others
  - Demonstrating expertise
- Supporting other authors
  - Book reviews
  - Hosting
  - Interviews
- Engage with readers
- Develop an area of expertise
  - This can lead to
    - Speaking engagements
    - Requests to write articles
- Promotion and Marketing
- It gets your name know within writing circles

Blogging is so much more than writing posts. It is also about reading and commenting on other people's blogs. Leaving relevant comments on other authors blogs is a good way to get known and to engage in the writing community. Relevance is key. Spamming other people's blogs is not the best way to get your name known.

## Top Blogging Tips

1. Any blog with a number in the title usually get the most views. This is proven fact as people like to know what they will be learning or getting from reading the blog.
2. Maintain focus but write on diverse topics within this

For example, a writers blog could contain - author interviews, tips on writing, technology for writing, technology for readers, book reviews, short stories, and book launches among many others.

3. Disseminate your blog. This is not the time to hide your light under a bushel. People won't read it if they don't know it's there.

4. Use pictures in your blogs. Those blogs which contain pictures are more likely to be read and shared. Many people are now sharing on Pinterest and this cannot be done without a picture.

5. In order for your blog to gain followers you must:

Write well

Write often - this does not mean every day unless you want to. However, if you decide to write once a week then keep to the schedule. Readers will lose interest if there are gaps

6. You can use your blog for marketing your own products. However, be careful not to spam. Treat it like you would any social exchange. Social media, of which a blog is a part, should be 80% social 20% product information. It is perfectly acceptable to put permanent links to your books on the side of the blog

7. Link to your blog on your website and your about.me page

8. Add share buttons for Facebook, Twitter, Pinterest, Google+ etc. to your blog

9. Remember your blog is a showcase for you as a writer. People who read your blog are more likely to buy your books

10. Have fun. This is the most important point. A blog should not be a chore but enjoyable. This will come across in your posts and people are more likely to respond.

11. Add a call to action such as a question which can be answered in the comments. The more interaction there is on the blog the more fun it will be for readers. It will also be more discoverable in online searches.

Why not take a look at:

[More Than Writers](#) The blog of the Association of Christian Writers

[About the Writer](#)

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