

What Should I Write About In My Blog?

Blogs are an exciting way to reach out to a vast online audience.

By maintaining a blog you can:

- Make Money
- Keep Personal Memoirs
- Share Your Experiences
- Promote Your Business
- Build A Community
- Undertake Branding And Marketing Campaigns

There are no such rules to follow while writing blogs. You can create your own unique style of writing. What you will want to write in a blog is a matter of personal choice. Here are two best practices that I would like to share with you.

Value of Content – Most of the online searchers stumble upon blogs in order to quench their thirst for information. Start with a blog that revolves around your strong points. Share your knowledge and expertise with the average online reader by writing content of quality.

A ‘Killer Opening’ – Your lead paragraph will eventually decide whether you are able to convince your blog visitor to read further or not.

Sample this: *“Today I want to tell you three stories from my life. That's it. No big deal. Just three stories. The first story is about...”*

The quoted text above is from the 2005 Stanford Commencement Speech given by Steve Jobs (Apple Inc. CEO). That sort of an opening is what qualifies as a ‘killer opening’, something that will mesmerize your audience and create a genuine interest in wanting to know more.

If you are still clueless and looking to find out what you can blog about, here are a few tips on what to include in your blog:

- **Focus On Some Niche** – You can focus on specific niche areas and start blogging about it.
- **Daily Experiences** – Sharing your daily experiences with the online world is one good ‘stress buster’ for sure. Visualize your blogging area as a ‘boxing sack’ and pen down your emotional turbulences for the world to read. You can build up a loyal blogger base by posting on a frequent basis over issues that bother you or lifetime experiences that you would like to share with your reader.
- **News Stories** – The variety available with local, national or international news is so diverse that you can pick something from there each day and share your views on the same. News stories are searched a lot using search engines and therefore you can easily get an increase in the number of your blog readers.

- Traveling Experiences – We all love to explore new places. You can describe your travel experiences to your blogging audience and get their responses flowing in.
- Motivation – There are a lot of people out there who are down in the dumps. With your writing you can inspire such kind of people and help them overcome their individual sufferings.

The bottom-line is you can write on anything and everything that is under the sun. All it requires is some amount of dedication when it comes to taking out time. You must post frequently to ensure you build upon a good amount of traffic to your blog.