



Beating Blog Burnout

Susan Getgood, 10 March 2011

The first step for beating blog burnout is to make sure you are writing the blog you REALLY want to write.

That meets your objectives and the needs of your audience.

Whether 1 or 1 million.

The Steps for Creating Your Blog

1. Identify objectives
2. Find your niche
3. Create your editorial mission
4. Design & develop the blog
5. Identify and train your bloggers
6. Build and maintain your blogroll
7. Create your blog policies
8. Write the blog
9. Promote the blog

Identify your objectives

- What do you want to achieve with your blog?
- Who is your audience? What will you share that ONLY you can provide to your readers?



Find your niche

- Who are your competitors? What do they do well, not so well
- SWOT – strengths, weaknesses, opportunities, threats



Create your editorial mission

- What's the mission of THIS blog?
 - Content that is useful & relevant to the audience is key.
- How frequently will you post?
- Comments off or on?

Your blog “charter” or editorial mission is the most important, most critical element.

“Bloggy” sources of inspiration

- Your editorial calendar
- Your archives
- Your blogroll
- Your comments
- Your social networks – on- and offline

Your Editorial Calendar:

- A framework – what sort of posts you plan to write, and how often you will post
- A schedule of posts – date, topic, additional assets required
- Regular features make things easier, if your blog, and your personality lend themselves to this style of writing.

Archives, blogrolls, comments & friends

- Do round-ups of favorite posts – yours or from your friends/colleagues
- Re-read your comments to see if there's a topic your readers have requested
- Check out what the leaders in your field are writing about? Agree? Disagree? Have a different perspective? Could be your ticket to ride.
- Trawl your social networks to see what your friends are talking or writing about. Can you build on something?
- Be a resource for your friends on their topics. They are bound to return the favor when you need a lift.
- Line up guest writers. Return the favor.

Some tips for spotting trends

- Read – blogs, newspapers, magazines
- Keep a notebook of ideas
 - Use social bookmark sites like Diigo or Delicious to save online content
- Subscribe to newsletters in your area of interest
- Keep your eye out for research about your topic – good and bad. Both are fodder for posts, for understanding what's next
- Listen to your friends!

- Don't be afraid to be wrong.

Really stuck?

- Surf aimlessly
- Spend an hour on your hobby – not writing about it, doing it!
- Look up childhood friends on Facebook
- Take a walk
- Move to a “Different Window”

The second step for beating blog burnout is to stay focused on **your** objectives.

It's okay if your objectives change –
but do it deliberately

Don't be distracted by a bright shiny object & end up with a fuzzy muddle that meets no one's needs



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"If you don't know where you are going, any road will take you there." - Lewis Carroll, Alice in Wonderland

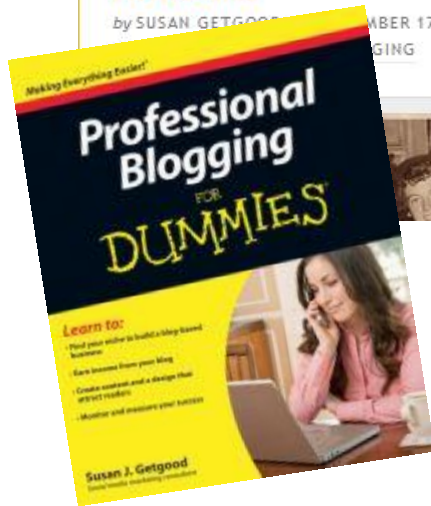
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