It’s a time-worn adage that we have two ears and one mouth for a reason. In today’s techno society this saying can be extended to your blog. Do your readers really want to sit for hours and read through all of your emotions and feelings, or what you had for breakfast? No. They want to log into your blog and feel like they are having a two-way conversation with a friend.

When you go out for drinks with a good friend, you share your thoughts and feelings, but you also engage the other person to share *their* thoughts and feelings. After the visit, you leave feeling a weight off of your shoulders, and you contain a few new tips for improving your own life. This, my friends, is what a good blog does.

Let’s say you run a DIY home renovation blog and you want to engage your readers, and possibly get more readers. First, you share your recent DIY project with the reader, which can be interesting enough, but why not ask them to share their own DIY projects? Make your readers feel like the star of your blog by asking them to share their own tips, advice, and photos. This rule of thumb can be applied to any blog topic under the sun whether it’s parenting, home renovations, or stocks and trading.

Now that you have created comments on your blog, your job is to respond to those comments. This goes back to my example of conversing with a friend. By responding to your readers comments, you are continuing the conversation and establishing a relationship with your readers. Yes, this can be time-consuming, but by doing this you can keep your readers coming back each day to continue the conversation.

When you respond to comments, remember that just like in the real world, people disagree. If you disagree with one of your readers, or a reader disagrees with you, that is fine, but don’t argue. Remain polite, share opinions, and remember that there is a human being on the other end of that wireless connection.

There are 100’s of Wordpress tools and plug-ins out there to help run your blog more efficiently. In sticking with the theme of conversing with your readers, Twitter tools can be of great assistance. This is a plug-in that synergizes your blog with your Twitter account, thereby making it easier to chat with your readers on- the- go.

A few others you may want to add to your list are: Crossroads, WordPress Mailing List, AJAX Shoutbox, and XDTalk. Overall, just remember that your readers are your friends – pour a cup of coffee or a glass of wine, and enjoy the conversation.