Framing your blog for success

People communicate and share information over the internet. We use it to look for help. Maybe we try to find the perfect recipe for dinner or the best book we should read this month.

A blog is a tiny website, made by one or a handful of people, with the goal of creating information that will help people.

On this blog, you will write posts. A post is a single page of the website containing some information.

The concept of a blog I'll talk about in this book is different from a diary, where you write about everyday things as they happen. That is something you can definitely do, but it's not what I'll be talking about here.

By blog, I mean a personal site, or a product/company site, where you regularly produce interesting content that can be beneficial to other people.

You want people to be able to find the solution to their problem on your blog.

I want to highlight this point because it's central. Your blog should be useful to other people. Without this fundamental concept, your blog has no reason to exist.

Why a blog and not videos or podcasts?

In the last few years, videos and podcasts have grown tremendously.

Videos, in particular, are very popular. Kids want to become YouTubers when they grow up.

Both videos and podcasts are awesome. I watch YouTube every day and I am subscribed to several podcasts, too.

There's one thing I noticed about those platforms, however. Podcasts are very hard to discover. I only discover new podcasts if I see one mentioned somewhere. Or by word of mouth.

And in addition to having great content, as a podcast owner, a person's voice tone is a differentiating factor that makes me like a podcast or not. You are either born with a great podcasting voice, or you're not.

With videos, it's the same thing. A creator's personality is a unique differentiating factor in a great YouTube channel.

Define who your blog's readers are

A blog that's successful and useful to other people is a blog that has a readership in mind.

I'm sure you've stumbled upon those blogs or sites that talk about a little bit of everything.

It all seems very random, and you don't find a reason for coming back to that site, so you forget about it.

If you happen to visit a website that talks just about your favorite topic, you might save it for later in your bookmarks, or leave the tab open to go back to it later.

This happens because the owner of the site is not just writing about everything that comes to mind: they have a specific kind of person they are talking to.

And this is what you should do, as well. Carefully define the kind of person you want to talk to with your blog.

You have to pick a niche.

A blog is your platform

Your platform, your launchpad. In today's world, there's just too much noise.

We are bombarded with information from every medium, and it's really hard, as a creator, to stand out.

A blog can be a great starting point for your next project, your next adventure, your next (or first) company. It's yours.

The goal of any product is to be used by people.

Lots of people, possibly. Not everything can "change the world" Silicon Valley-style, but your little project, product, or service can have a big impact on a tiny slice of the people it targets.

Analysis paralysis

Just get it out there. Publishing a piece of content is much better than keeping it for months, revisiting it, thinking and thinking about it. Just do it.

It's ok to plan, but make sure you don't get trapped by analysis paralysis. The longer you think about it, the longer it will take you to start. Focus that energy on finding 3 good articles to write. That's the start.

I don't know English very well

If you want to write for an international audience in the western world, then you should blog in English. I highly recommend doing so, but in some cases, it might make more sense to write in your native language.

For example, if the niche you chose is too crowded and there's no one talking about it in your native language, then it might be an interesting opportunity to position yourself as an expert

If you'd like to blog in English, don't take a lack of English knowledge as an excuse. First, if you are reading this book, then it means you can read English and if you can read it, you can write it.