

Is blogging right for you?

A CHECKLIST

The answer is "yes" if any of the following apply:

- You want to express your views online and limiting it to "traditional" social media alone is not enough.
- You want to collaborate with other creators who are like-minded and also those who have a different perspective and target audience.
- You enjoy researching and writing about topics, concepts, products, or people.
- You like the idea and the challenge of having to promote your own materials.
- You want to learn how to build your own website. That actually gets traffic.
- You want a platform to launch your own podcast, or Internet show, or super cool product.
- Strategy and planning can be (or already are) your thing--you love organizing written materials.
- Part-time or full-time >> you love the idea of making money from your thoughts.
- You want to see a measurable impact of what you create online.
- Creating free resources is something that you want to do for your intended audience. To you, serving is a necessity in life; not just taking.
- You want your skills, opinions, or experience to be a helpful resource to someone.
- You have an intense passion about a certain topic that you can see yourself creating multiple types of content for over and over again.
- You are not afraid of expressing your experiences online--what works and what doesn't work.
- You are willing to go through trial and error when it comes to your content--you realize that not every blog post will be perfect and not everything you say will "work" for everyone.
- You desire a creative space to build an audience and web presence.