



How to Blog Every Day Possibly Forever

by Grant P. Hudson

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-The Editors

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Grant P. Hudson was born in Sheffield, South Yorkshire. In 1967, his family emigrated to Australia where he was educated. Returning to England in 1993, he worked as a management consultant, personal counsellor and many other things before teaching literature in a small independent school in Sussex, becoming the Head Teacher there before going into semi-retirement in 2014. He is the founder of Clarendon House Publications, an online venue for writers, self-publishers and others around the world.

He lives in Yorkshire with his wife and family.

Introduction

Welcome to *How to Blog Every Day Possibly Forever*, another free gift from Clarendon House Publications.

Inside, you find a hopefully easy-to-follow guide to establishing a blog which you can maintain for as long as you like.

This guide does NOT include technical advice on setting up a blog, how to get it hosted, or what to do to promote it particularly. This is about sorting out how you will get a blog item out there every day - what it takes, what approach you have to adopt, how to keep it going.

It's also about how such a blog can help you with other things, some of them surprising.

I hope you enjoy it, and I look forward to hearing from you.

-Grant

Let's Start Blogging

So you want to write a blog, maybe every day, and get you and what you do known across the world instantly?

Blogging sounds like a really fabulous idea. All you have to do is write content directly into the internet and soon you'll have a vast following and a channel to so many people with whom you can be friends or out of whom you can make customers. What's so hard about that?

The internet is indeed a wonderful thing and it has empowered individuals in ways never before experienced in human history. But there are approaches to blogging which work, and approaches which can waste you an awful lot of time for no result whatsoever. You can set up things in such a way that you'll be able to post a blog item every day of every month, including weekends and holidays, for as long as you wish, along as you start off right and are reasonably self-disciplined.

If that's what you want to do, let's start at the beginning with a few important definitions.

What exactly is a blog?

A blog is a discussion or informational website published on the World Wide Web consisting of individual, frequently informal diary-style entries called 'posts'. Usually the most recent post appears at the top of the web page, with earlier items below. Blogs can be created and maintained by single individuals or small groups, and often cover a single subject or topic. Though they began as a way for individuals to explore particular subjects,

posts in some blogs are now written by large numbers of authors and newspapers, schools, universities, think tanks, advocacy groups, private companies and many other institutions.

Parallel to the rise of the blog in the late 1990s, various tools were developed so that people could use the web without having to have advanced computer programming knowledge, so, whereas the first blogs tended to be written by computer enthusiasts, now anyone can do it.

Blogging is different to just having a static website because it is much more *conversational*: people can often leave comments and the whole blog can become very much like a social media site. Topics cover everything from cooking to sports to politics and current events.

Increasingly, a blog is used as part of an 'author platform' so that its content is interlinked with a website, a social media page and other outlets to give writers a channel to readers - again, something that was not possible a few years ago.

That's where it gets interesting for us writers.

From social commentaries to personal online diaries, from online brand advertising to the public relations face of a particular individual or company, a typical blog combines text, digital images, and links to other blogs, web pages, and other media related to its topic. Readers can leave publicly viewable comments, interact with other commenters, and be part of a small community; blog owners or authors can moderate and filter online comments to remain in control to some degree. Some

blogs are more visual than textual, and include art blogs, photoblogs, video blogs (or 'vlogs'), music blogs, and podcasts. In education, blogs are sometimes referred to as 'edublogs'. Very short blog posts are referred to by the term 'microblogging' as in the social media site Twitter.

At this writing there are probably close to 200 million public blogs in existence. Take that in for a moment: 200 million people chatting openly to the world about things that interest them, of one kind or another.

That's definitely of interest to anyone trying to market a book, for example.

Blogging rapidly rose in popularity in the 1990s, with bloggers sometimes bringing key information to public light, and mainstream media following behind. Blogs became increasingly mainstream through the early years of the twenty-first century.

Types of Blogs

Personal blogs

A personal blog is an ongoing online diary or commentary written by an individual, rather than a group, corporation or organisation. Note that the vast majority of personal blogs, on their own, attract very few readers. Very few personal blogs become popular to the point of achieving any kind of commercial viability - unless they are part of a wider strategy, as we will see.

Collaborative blogs or group blogs

When posts are written and published by more than one author the blog obviously becomes collaborative. High-profile collaborative blogs are usually based around a single uniting theme, such as sport, current affairs, politics, or technology. Collaborative blogging is one way of pooling time and resources, reducing the pressure on individuals. But you won't need to be part of a group of bloggers to post a blog item every day.

Microblogging

Microblogging is the practice of posting text, pictures, links, short videos, or other media on the Internet in tiny amounts. It has captured the public imagination, largely because short posts are easy to read on the move or between doing other things and can be used to keep in touch, to coordinate meetings or share resources, or disseminate information about dates, book releases, or tour schedules. Think Twitter.

Corporate blogs

A blog can be used for business or by not-for-profit organisations or governments. Companies can use internal corporate blogs to help with communication, developing company culture, managing employees, communicating news about company policies or procedures, and building morale. External, publicly accessible blogs can be used for marketing, branding, or public relations. Blogs for clubs and societies are often used to inform members and other interested parties of club and member activities.

Blogs by genre

Focusing on a particular subject, as in politics, journalism, health, travel, gardening, books, fashion and beauty, lifestyle, weddings, photography, sociology, music and much more become possible because of the profusion of easily useable technology and the distribution of hardware like the iPad, smartphone and easy-to-carry laptops. In brief, there are now thousands of blogs in any given genre. There are massive conversations going on out there in ways which were unthinkable to generations brought up on the telephone or even the website.

The one category of blog of most interest to writers is the personal blog. But the whole phenomenon of blogging can be of use.

Collectively, all blogs and blog authors, particularly notable and widely read blogs, are known as the 'blogosphere'. The term 'in the blogosphere' is occasionally used by mainstream media as a way of summing up public opinion on various issues. Trends 'in the blogosphere' are important to internet marketers. As blogging continues to rise in popularity, its commercialisation is rapidly increasing. It was a decade ago that blogging had grown to a point that a new blog was created every second of every minute of every hour of every day.

Blogs become popular by being mentioned in other blogs, or being directly linked to other blogs. But there's a way of going about all this that doesn't focus on the blog itself as the key to success. Keeping a daily blog is probably not

going to grow your popularity, your income or sell more of your books on its own. Despite the glamorous attraction of all of the above, a blog is just a blog: it is content, put together by you or someone else, which attracts readers or not on its own merits.

As part of a wider strategy, though, a daily blog is a very useful thing, as we will see.

How to Write a Daily Blog

I started a blog back in October 2015 with the intention of posting to it daily, because

1) I had the idea that this would grab people's attention and help to sell the books and courses I was putting together

2) I thought that, by writing about a range of topics so regularly, I would gradually accumulate a body of writing that could then be edited into books, courses and other material with relative ease. The attraction was that the discipline of having to post daily would force me to overcome all kinds of obstacles that daily life would throw up, and make me sit myself in my writing chair and write, even when staring at a blank screen produced no immediate ideas.

I was not quite right on the first point: a daily blog post in itself will not particularly serve to attract a public. The public at large are not especially interested in the fact that you have worked hard to produce another article for them, or that you haven't missed a day for months - they want what they want, and unless you can get in tune with that in some way, you will be like a 24 hour radio station that no one listens to. You'll miss the mark. But I've written elsewhere about exactly how you get in tune and attract public. The main point here is that I was completely right about point 2.

As a result of writing a daily blog post, sitting myself regularly down in that writing chair and doing it no matter what (and I'll explain exactly how I did that in a

moment) I gathered material for a dozen books and several courses, many of which I am still putting together. I became a 'material factory', because every 1,000 or 2,000 word article I was hammering out for my blog became potentially another chapter or section of a book. Think about that: if you are churning out at least 1,000 words every day, you're going to end up with about 365,000 words at the end of a year - that's enough for four or five decent-sized books, or a dozen smaller books, or a couple of major courses.

Now, not all of what you write is going to be of great quality, and there are some marketing people out there who tell you to focus on less blog posts and higher quality of material. They have a point. But my own observation of writers, working in the field as I do (I am a publisher, editor and writers' mentor, and spent almost 20 years teaching English Literature to teenagers) is that any attempt to focus on quality first results in a 'short circuit' which blows out any hope of getting any actual writing done. Writers who go for 'the very best piece they can write' usually end up staring at a blank page or screen and/or tearing up every draft they manage to produce, wasting valuable hours internalising and invalidating themselves and their work and getting nothing done.

Whereas writers who focus on churning out writing, not worrying so much about how 'good' it is at first, end up with large bodies of material, raw, rich and ready to be edited into a higher form. Plus, most importantly, they are practising their art. If a violinist picked up a violin and expected to play a concert-quality piece straight away, they would probably give up in despair after a few hours; but tell the violinist to practice for several weeks,

and he or she has a chance of getting real music out of that instrument.

Anyway, this is how I did (and do) it exactly. You can adjust this procedure to suit your lifestyle and routine, obviously, but this is what has worked for me so far for two years, without missing a single day.

The Routine

1. Choose a topic for your blog - or preferably a range of topics - which will give you plenty of scope to write about. In my case, the general topic of 'writing' had within it other subjects like creative writing, what makes fiction work, individual pieces about particular books, plays, poems or films, the process of editing, how to self-publish and so on. I also branched off into running a writing career like a business, which led into other business-related topics, and have also written about education as I have some background in that area. This was a wide range of material and enabled me to avoid any kind of 'writers' block' on one set of subjects by giving me the option of writing about something else.

This is important: if you choose a field which is too narrow, you will create a 'mental traffic jam' for yourself by having too little scope to write about.

2. Decide to punctuate every three articles written by you with a purely commercial post - an ad for a book you've written or a product you've made. This means that you have lightened the load considerably while not letting your audience down - a regular subscriber to your blog will not be overloaded with 'ads' and will generally

tolerate that balance of genuine articles and a direct ‘plug’ for something.

Also, add in a regular feature like ‘Author of the Week’ or an equivalent - something which is easy to prepare but still interesting to your target audience. That cuts the workload down a little more.

3. Sit down each week (I usually did this on a Monday morning) and churn out as many articles as you can in a short space of time. Try to get this up to five or six items. Some can be longer, deeper articles about a particular aspect of something, which requires concentration on your part; others can be shorter, light-hearted comments on an issue, or a quick overview of a topic. Every time you write, though, keep in mind that what you are putting together isn’t necessarily a ‘throwaway post’ but a brick in a wall of material that you are accumulating.

4. Later in the week, come up with two other items to carry you through to the following week. Try to get ahead if you can - this really helps when other commitments arise and demand your time: if you have written enough material to last you for a week into the future at least, that will see you through sudden, unexpected changes to your schedule.

5. Schedule your posts to appear throughout the week. You can get introverted on when is the ‘best time’ to post your stuff, but at first you need to remember that you have to have stuff to post. You can fine-tune the scheduling once you have stacked up some material.

6. Here's something that will be useful later: keep your posts in separate documents according to topic. For example, if I'm writing about Tolkien (and I do a lot), I put each item in my 'Tolkien' file before posting. An item on 'teaching literature in schools' goes in a different file. Gradually, week by week, these documents and files grow into the first drafts of books. See how this works? You didn't think you were writing a book, but after, say, six months of writing a daily blog item, even when you wrote on a number of topics over that period, you check in your file and you have accumulated 30,000 words on a single subject! It's a good feeling.

7. Later, once you have blogging under control like this, you can take each document file that you have and look them over. Which one could be turned into a book? Or maybe a course? Or - and this is where things get really out of control in a good way - which ones now need revising or adding to or developing into a whole series of new articles? Boom! You have inspirational material for your own blog - from your own blog!

In this way, provided that you can discipline yourself to write articles regularly like this, you will be able to put out a daily blog item every day of the year.

What if you just can't think of what to write about? You sit staring at a screen, stumped? That's coming up next, so stick around.

You can connect up to find out more by joining the [Inner Circle Writers' Group on Facebook](#).

The Dreaded Blank Page

Above, I cover the mechanics of how to discipline yourself to write enough items for you to be able to generate a blog post every day for a year or more, weekends and holidays included. Those particular tricks to setting up a routine, choosing a range of topics and so forth, will help you to do this. And it can be done: at this writing, I have put out a post every day for two and a half years.

There's one thing missing in that earlier advice, though: what about that actual moment of sitting in front of a screen, when you have to churn out another item or article, and you just don't know what to write?

The Challenge of the Blank Page

For many years I was an English teacher. I've also tutored private students of many different backgrounds, ages and capabilities in both England and Australia. In almost every scenario over these years, a major part of my task was to get students to write something when they a) didn't have any idea what to write and b) weren't 'in the mood' to write anything. From the ways in which students responded to conventional instructions regarding writing, and from years of experience in listening to students and trying to get better written work out of them, I have found that the orthodox way - going on and on about 'introductions' and 'conclusions' and so forth - is not only considered boring by them, it is also ineffective. It doesn't really teach potential writers much about writing or what it is supposed to do, nor does it actually help anyone to get started and overcome his or her fear of writing or reluctance to write.

So I came up with a method which not only helps students to write something on almost any subject from scratch, boosting grades and raising confidence and morale, it also can help you write a post for your blog.

And it can be done in minutes.

I wrote this at first as a free guide on how to write essays, which is [still available from my website](#), but it is easily adaptable for bloggers and in fact any form of creative writing.

The Single Biggest Problem You Face When You Come to Write a Blog Item

You've probably been taught that an article has to have an Introduction, followed by the Body, and then concluded with... well, a conclusion.

You've probably been told that your writing is supposed to be 'logical', something that guides the reader on from one point to the next. Most of the writers I have spoken to about this find it all unutterably boring and decidedly unhelpful. What is meant by 'logical'? How are ideas supposed to be linked together? What's the difference between the introduction and the conclusion?

Maybe you're the same.

But these concerns (which I tackle later) are not even the worst issue.

The most difficult thing when it comes to writing an item is *how to actually start*.

Confronted by a blank computer screen, it is so easy to drift off and find something else to do, isn't it? You are simply not sure of how to begin. If you have followed earlier advice, you will have chosen a set of topics for your blog which should present an array of things to write about. You should be passionate enough to write about them, or you wouldn't be trying to write a blog at all. But now you are sat in front of a blank screen with a keyboard in front of you. What should you do first?

What People Usually Do About It

Writers usually do several things at that point:

1. They go off and do something else.

Overwhelmed by the magnitude of the task, it is a simple matter to contact a friend through the same computer they are sitting at, and engage in a conversation with them on social media. It's not a lack of willingness or failure to understand the subject in most cases - it's simply the steep gradient of what to put down first on the paper or screen. They get confused.

2. They start writing from notes, item by item.

Some writers ignore any idea of an introduction and just launch into a mish-mash of facts, perfectly accurate in themselves but following no real pattern or structure.

3. They write a very boring introduction along the lines of 'In this article I am going to be discussing how to iron shirts...'

They know it's dull; it reads as dull. But at least it's something, and it gets them started. When it gets finished, it might be acceptable, but it will lack shape and life.

A Workable Method

Truthfully there are many ways of writing a good blog item, but whichever way is chosen, from your point of view - under pressure to produce that daily article - the best way is the way that *works*.

What to Deal With First

The first thing to tackle is the awful sense of blankness or confusion which a writer often faces when looking at the empty screen or page right at the start.

I call my method for overcoming this the 'ABC' method, for ease of remembering.

A. Find A Key Word or Phrase for Your Headline.

There's a lot written elsewhere about how to put together a good headline, and this isn't exactly about that. What you need is to find the *key word or phrase* which sums up what you are going to write about.

In the subject of making model aircraft, for example, you might want a headline which contains words like 'The

Ultimate Guide to Gluing' or 'How to Hang Your Model So That It Always Looks Good'. The key words are 'ultimate', or 'always looks good'. That gives you the concept around which you're going to structure the whole thing.

Then, with Step B, you get an instruction which perhaps no one else on the internet will ever give you.

B. Write a Boring introduction to the item. Really Boring with a capital 'B'.

Write the dullest and most tedious introduction to your article that anyone has ever read.

Don't even remotely try to make it interesting.

For the example above, something like this would suffice:

'This article will discuss the things you can do to make gluing your model easy and quick. I will look at each part of the process of gluing and explain what to do to make it simpler. There are things that people do when they are gluing a model which make it more difficult and I will show you how to avoid these.'

You could probably think of something even duller, it doesn't matter.

The real point is that your page or screen is no longer blank. You now have something to work with. Which brings us to Step C.

C. Change it.

The raw material of your super-boring introduction can now be easily transformed into something more dynamic and interesting. Two little mini-steps usually do it:

i) Add in five adjectives or adverbs.

Modify your work by adding in some appropriate descriptive words - for example:

This short article will discuss the simple things you can do to make gluing your model much easier and quicker. I will look at each part of the process of gluing and swiftly explain what to do to make it much simpler. There are things that people do when they are gluing a model which make it more difficult and I will show you how to avoid these.'

Why only five adjectives or adverbs? It's only an arbitrary number, but any fewer than that will have little effect, while more than that will probably overload what you have written.

Plus five is an easy number to remember.

Already you can notice a marked difference in the passage above. You have actually already probably moved it up a notch by demonstrating a slightly better command of the English language.

But there is more you can do with little effort.

ii) Change the order of the words around to make it more exciting. Try starting, for instance, with an exciting or large word, while avoiding beginning sentences with 'The'. Also try to boost your vocabulary a little.

For example:

'Avoid the difficulties of gluing your models by quickly examining each part of the process with me to rapidly isolate some simple things you can do right away. Get the job done faster and without as many problems.'

You might think of other variations. You'll tend to shorten the text, perhaps a little too much, but in the end you will have something much better than what you started with. The magic of it is that you have done it on a gradient. You now have something on the page or screen which makes sense and even sounds good.

This will boost your confidence to continue.

But what happens next? You still have the rest of the article ahead of you. What about logic and arguing a case and so on?

That's where the next piece of magic comes in.

Stay tuned.

The Basics of Putting an Article Together

How to put an article together quickly involves much the same things as trying to put anything together quickly: you need to start out with a clear idea of what you want to end up with, and then use a variety of tools to get yourself from the beginning to that end.

Above, I looked at how to get you started on a blog item when you're confronted by the dreaded Blank Screen. But let's say you have applied that advice and now have a paragraph written. You have started - where do you go from there?

The Washing Line



In writing a blog - especially if you want to write one post a day for a long period of time - you won't want to be struggling to remember some conceptual idea about

‘logic’ or ‘argument’ while putting the thing together. Most writers find that the pressure of time makes them almost unable to think at all. You’ll need an idea, preferably a simple one, to try to keep your item on track.

This is where the Washing Line comes in. I first developed this to teach students how to write essays in school, and it worked incredibly well. Now let’s apply the same idea to writing a blog.

Imagine that the washing line above is your blog article.

The first post, with the bird on top, is your completed introduction, bright and solid, as described earlier.

The opposite post is your conclusion.

Between the two is the line of your article, with its major points being the items of washing on the line.

Your task now is to string the points you want to make about the subject under discussion along the line.

Let’s say have a blog about food and you want to write an article on the different ways of making a pizza.

Talk about the first way first. Make the points you want to make, nicely spaced out, and accompany each with a picture or an example if you can. Then move onto the next item, the second way of making pizzas - make the statements, back each up with a picture or example. The pictures and examples are like the ‘pegs’ on the line, if you like, making sure that whatever you are saying is

pinned to the subject under discussion, so you don't wander off the track.

Is it a logical argument, making one point after another chronologically through the article?

Well, what is Logic, in this sense? It's some kind of ordered way of moving a reader through a subject so that he or she comes out understanding what you are saying and probably agreeing with it. Let's assume that you are trying to lead the reader through the ways of making pizza to some kind of complete thought or impression at the end. It is fair to assume that by tracking along in this way, you will be following enough of a pattern to bring the reader of your article to some kind of 'logical' conclusion.

If you follow this method - item by item, point by point, illustrated by pictures or examples - all will be well and you will probably yourself see strands connecting the ways of making pizza together and linking them to the overall topic of Italian food, for example.

Don't forget to mention any connections you discover as you go along, as these are the things which not only answer questions that readers have, they give a better impression in readers' minds overall.

As you approach the opposite post, your conclusion, if you have been paying attention to your own writings enough, an overall connecting idea or two will probably have occurred to you. These will form the basis of your conclusion.

This is a method which can be used for any subject.

Provided that you have a good grasp of your subject, the Washing Line Method gives you a working tool to transform notes into things with shape and substance, ideas into statements, notions into firm conclusions, and everything into an article which will make the grade.

Stick some kind of Call to Action at the end, and you have yourself a decent blog item.

As you practise this time and time again, it will become second nature and you won't have to think in terms of a 'washing line' every time. But this method, using this image, should get you from the crafted introduction we looked at earlier to a clever and productive conclusion every time.

What To Do With Your Blog (and a Very Big Secret)

So you have a blog. You're writing lots of material, following a disciplined routine, and getting daily items posted.

What happens next?

The truth is that a blog post, sitting out in cyberspace alone, is not likely to attract much attention. As I explained earlier, a daily blog post in itself will not particularly serve to attract a public. All your hard work, and the fact that you haven't missed a day for months, doesn't mean much directly to anyone.

So what's the point?

Well, as I also explained, a daily blog will generate TONS of material for you for other purposes. That's important and will yield untold benefits if you do it properly.

But what about the daily blog itself? Is it of any use, other than as an engine to help you create content?

Yes it is, if you know exactly what to do with it.

The key point here is that a blog alone is exactly that: a single point in the vast galaxy of information and communication that is the internet. The Very Big Secret is that a blog connected up to other things can help you in numerous other ways.

To make this work, apart from having a blog, you need to be on social media. I'm going to talk here about Facebook, as that is what I am most familiar with, but the principle applies to social media more generally. If you have created a 'social media presence' either by being an active contributor to conversations, a group member of several groups, a manager of a Facebook page or in any other way appeared and become relatively real to other people using Facebook, then you will be able to find ways of dropping the link to your blog into various appropriate places.

Many groups on Facebook don't like links and even forbid members to drop them into conversations, and it's always wise to abide by the rules of any group of which you are a member. The best thing to do is to start your own group.

'What?' you might protest. 'You mean I have to do that too?'

Well, the truth is that you don't 'have to' do any of this. But if you can or are so inclined, having a Facebook group of your own is an extremely wise and productive thing. How to create and run a successful one will be the subject of another book, but for the sake of this book, let's assume that you have one. With your own group, you have a 'captive audience' of group members who are already interested in your topic, if your group is to do with the topic about which you are blogging (and of course it should be).

Then all you have to do is drop the link to your blog into the group every day.

Suddenly you'll get readers. And the Facebook group environment will provide an automatic and instant forum for comment, support, questions and development of your blog post. All the work that you're pouring into the blog will have somewhere to go: the daily posting will immediately feel worthwhile.

That's just one way of connecting your blog up to the rest of the world. There are other places you can put links to your blog - look around and find social media sites related to your topic and opportunities will present themselves.

Don't be afraid to participate in conversations with people on the internet - in fact, you *must* actively engage with people if you want to experience benefits. At some suitable point during an ongoing conversation, you'll be able to say, 'I wrote a blog post about that the other day' and someone will ask to see it. If you don't engage, they won't ask - and if you put a blog link in without them asking, they won't read it.

In brief, a blog on its own is like a lonely star in the sky. It won't attract much attention. You need to connect it up to other things until you have a constellation with a shape and a name. Then the power you have flowed into it will start to pay off.

To what benefit? That's coming up next.

The Benefits of Daily Blogging

As I write this, I'm approaching my thousandth blog post. That's about two and a half years of daily blog posts. And, following the methodology above, I have no concerns about generating several thousand more items over the coming years.

But what are the benefits of all this work?

Here are a few I could think of, most of which I have actually experienced:

1. Though I said earlier that a daily blog on its own is not likely to grab people's attention, a daily blog as part of a set of tools is a powerful thing. The persistence and energy that goes into a daily blog is suddenly utilised when it is part of a bigger machine: readers in groups and elsewhere on social media will access your content because you have pre-selected them to do so using the group or whatever it is. A daily blog can act as a 'pumping heart', feeding your social media presence. This has some spin-off benefits, coming up.

2. One of the spin-off benefits of having a daily blog connected to a social media machine of some kind is that it helps you to persist. To build anything commercially viable, you have to persist. Most businesses take at least three years to build up enough steam to sustain themselves and this is no different. Being an author is being a one-person business. But instead of having your attention splattered over a number of things you need to do to 'persist', a daily blog will focus you on your core content and force you to produce more of it, compelling

you to overcome all kinds of obstacles that life will throw up, and sitting you down and making you write, demanding that you sweep away other lesser concerns and re-find your 'heart' every day.

Apart from every 1,000 or 2,000 word article you create for your blog potentially becoming another chapter or section of a future book (not to be sneezed at), you are also feeding your larger machine with key content which you might not otherwise feel you have the time to create. 1,000 words every day, 365,000 words at the end of a year - yes, it's books, it's courses, but it's also visible persistence.

Focus on churning out items will end you up with a large amount of credibility, whatever field you're operating in.

3. You will come to understand and know your subject even more than you already do because the discipline of having to write more and more about it will force you to explore outside what you already know, or to look at what you already know from different angles or in different lights. You will become more of an expert in your field because of writing a daily blog.

4. You will come to understand and know your public even more than you already do because the discipline of generating more and more content that will interest them will compel you to find out more and more about what interests them. In confronting the need for seven articles a week, you will discover things about your public that you never suspected, things which will probably change your entire mindset about who they are and what you can do for them. Heck, it might even modify your entire plan

or idea of what you are doing. If you don't write a daily blog? Sure, you probably have enough skills and expertise to get by, but you'll never know what you don't know.

5. Daily blog posting is like Olympic training. You will overcome 'writers' block' time after time as the discipline demands that you break through. And very soon you will find that your mental muscles are stronger, and that you can put together a piece of compelling content faster and more potently than you would ever have dreamed possible.

6. This mental fitness will spill over onto other areas. Blanks, frustrations, gaps, barriers that you encounter in other aspects of what you are doing will more likely melt away because you are making yourself stronger with daily training.

7. Soon you'll be playing with your subject, just as an athlete gets so capable that he or she can really enjoy new levels of performance and play with the highest. You'll be able to go long and deep into things; you'll be able to stay exterior and light about things; you'll be able to jump between quick overviews and the analysis of the core of your topic in an instant. In fact, as mentioned above, your growing body of material will itself inspire you to grow even more.

8. Your reputation will grow. It only takes one or two posts to get out there, beyond the circles in which you move, and you'll be entering viral territory, where people you have never encountered even on social media are reading your material and hearing your name. Be smart, be persistent, and you will develop a gravity and a

gravitas which will attract attention from further away. Furthermore, when people do fly in and visit your blog, you will have the most awesome back catalogue of items imaginable. There's your 'Wow' factor - people will remember you and bookmark your page for future reference.

Without a daily blog, you'll survive, of course, but recognise these possible consequences:

- your persistence and energy will not be as high, and your attention will be more easily scattered and distracted
- you will not be accumulating daily the material for future use, which means that, in order to develop that material, you will have to set aside blocks of time - so you might as well do it the daily blog way and save yourself that time
- a lower amount of material means a lower amount of credibility, whatever field you're operating in
- your understanding and knowledge of your field will be less than it might have been
- your understanding and knowledge of your public will be less than it might have been
- your entire plan or idea of what you are doing may never quite reach its full potential
- your mental muscles will remain as they are, more or less, instead of growing stronger

- blanks, frustrations, gaps, barriers that you encounter in other aspects of what you are doing will seem more solid and difficult than they might otherwise have seemed
- your mastery of your subject will remain more or less fixed

Of course, you don't have to do a daily blog. You don't have to do a blog at all. You don't have to do anything. But these are the pros and cons of the situation, should you be interested.

You may think of more. I hope that you do. The more you think, the more material you'll be able to develop, if you wish to do so.

Please let me know if you have any questions or comments about anything in this guide. You can always contact me at

grant@clarendonhousebooks.com

For more about writing, join my [Inner Circle Writers' Group on Facebook](#).

Happy blogging!

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*EXCEPT for yours, Grant. Your books are hands down, bar none, exceptional. You get down into the nitty gritty and talk about real stuff that's immediately useful. I especially like *How Stories Really Work*. You really nailed it with that one.*

And, Grant... it's REALLY hard to impress me. But, you had me hooked from the very first sentence.

In fact, I've already turned a number of my past clients onto it.

So... thank you for giving the writing world something of merit. Your book is a breath of invigorating fresh air. May it breathe new life into this great industry of ours so that writers may once again set the world on fire.

-J. C. Admore, Professional Writing Expert

An amazing book. Fascinating application of physics theory to the art of fiction writing.

Presents new ways of understanding how stories work.

I now look for "vacuums" everywhere. Excellent case studies covering all genres. Thought-provoking and inspiring. I highly recommend this book to all readers and writers of fiction.

- G. Leyland (B Social Work, Grad Dip Writing, MA Creative Writing)

What the authors say:

I'm reading through How Stories Really Work. I've studied writing books for years but I've never seen anything like this!

I learned about your work after reading an article you wrote. I was intrigued by the premise, but at the time, there wasn't an Amazon review (something I must rectify when I'm finished). I decided it wouldn't hurt to read the preview. . .And promptly bought it.

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