

IOVC Strategy and Technology

Helping People Succeed through the Use of Internet Technology

Business Development Coaching and Consulting

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What Kind of Blog Do You Want to Write?

There are many different kinds of blogs and what you want to write will depend a lot on your personality. You may be a serious person who looks at life in a serious fashion. You prefer to write comments that are generally fair to everyone and when you give an opinion, still show the other side to it - even though you strongly disagree. You list points for and against in a concise and logical manner, and facilitate discussion rather than encourage argument.

Or perhaps you are the kind of person who can see humor in just about every situation. You don't want anything too serious on your blog, but are more interested in finding out what the newest cool gadget is and trying it out. If you are disappointed with it, you'll say so loud and clear, but if you like it you'll be happy to share why. Your writing style is succinct and to the point and sometimes your humor can be rather wicked. You'll encourage bloggers to get out and have fun whatever else they may be doing.

Perhaps you are just a hardworking guy who is more interested in seeing that he can provide for the interests of others - while at the same time making a profit. Your products are good and you see no reason to say otherwise, but you leave it up to the customer to find out exactly how good they are without much of a boost from you.

Then again, you may be so passionate about your topic that you are eager to write up something new every day. And if you don't get quite a few replies you wonder what other people are doing. Why haven't they dropped by your blog to see what's written? Everything in your life revolves around your passion and you can't really understand why it's not the same for others. You can carry others along on your waves of enthusiasm.

Or maybe you have a pet peeve - or several - and like to make sure that others know about them. You may warn people off this and that and generally make them feel that the world is out to get them. But if they follow your advice, at least their computers won't be likely to get a virus because you'll have them installing twice as many firewalls as they really need.

Your blog may be just a way for you to think out loud - and find out what others think, it may be so you can touch base with friends or it may be to get traffic for your business. Whatever the reason for your blog, you are sure to have fun.



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