



Blogging While Busy! Finding The Time To Fit Blogging Into Your Schedule

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We lead busy lives.

If you are like most adults, you are probably very busy. Work, kids, clubs,... work. So how can you manage to do all this and "Blog while Busy"?

First let me say, that I certainly don't blog enough. My target is one new post ever two days. Like Tom Antion and many others say, blogging is a key component to building your business. But it must be done regularly to keep people interested.

Re-use, re-use, re-use.

So how do you do that when you are already busy... ? You re-use content!

The World Champions Speakers, seven previous winners of the title "World Champion of Public Speaking", talk highly of the value of re-using content, in live speeches... audio recordings... and even DVDs and books. Take that same idea and use it in blogging. Use articles you write, speeches you've given, anything you've written from your day to copy and paste into your blog. That's the first way to save time.

Post dating.

The second method, is most blogs will allow you to put a date on a post, a date in the future. So if you get inspired and write out several posts, put future dates on them. They will not show in your blog until that date. I like to date them for one or two posts to show per week. Then it looks as if you are posting regularly.

Break it up.

Finally, the third method I am fond of, is to break up content. For example, this post contains three methods. I could have created it as four posts. Number one explains my general thoughts and lists the three methods. Number 2 explains method 1. Number 3 explains method 2. And number 4 explains method 3. I could even create a fifth post that becomes a summary.

Listen to other experts.

These are ideas I got after I listened to an interview with Sherman Hu at Kristie T's blog. Sherman Hu is a blogging expert. He had some wonderful ideas on blogging, including one of my favorites. He mentioned that blogging is about conversations. You want people to leave comments on your posts so always end your blog with a question that draws them into the conversation.

Another good perspective on this is from the viewpoint of keystrokes. Are you wondering what I mean? Well, take a look at Jon Udell's "Too busy to blog? Count your keystrokes." He argues that blogging is one of the most efficient means of keystrokes. Especially when so many people are prone to Carpal Tunnel. He points... You reach more people per keystroke through a blog than through email or other methods.

I also found an interesting post from Darren Rowse. Darren gives blogging advice for when you go on vacation, that can also be used to create more posts in your blog. Some of his ideas include blogging from the road and having a guest blogger while you are gone.

So....

What tips do you have on blogging and what methods do you use to "blog while busy"? Use those ideas to create post on your own blog.

Make This a Great Day!

Michael Cortes

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