

# 5 Traits

of a successful

# Personal Blog

You want to start a blog, but the only tips you can find are about domain names and best SEO practices. But what does continual and successful blog-writing really take?

## 1 fueled by passion

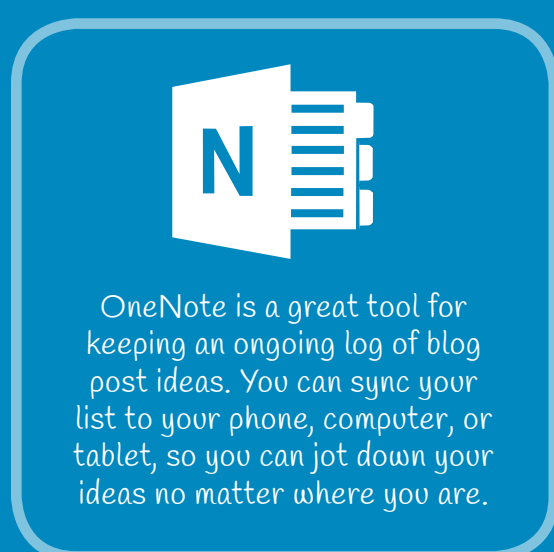
*Bloggers are truly just writers...*

When personal blogs don't exist for the purpose of earning revenue or impressing an employer, what drives bloggers? Their secret is this: they do it for the joy of writing. Bloggers are truly just writers and creators, and if you

don't love writing, then you won't love blogging. Passion is what drives blogs, and in order to become a successful blogger, you'll need a lot of passion for writing and for your topic.



When it comes down to it, passion has to result from your own drive when you care about something. Maybe you need your voice to be heard, or you want to make a difference. Either way, every blog needs passion—lots and lots of it—to succeed.



*You should be able to continually generate new topic ideas...*

A love for writing is the first step, but you need an equal passion for what it is you write about. This topic should be something that you can see yourself writing about far into the future; you should be able to continually generate new topic ideas that you will be excited to write about. In addition to writing, your blog will be driven by your passion for your topic, so don't forget to show your audience why it is worth caring about.

## 2 deep & wide

## 3 unique

When you have a true passion for your topic, you should be able to write about it in a way that no one else can do. Putting your own spin on it is what makes your blog yours, whether that means telling your personal story or giving your own take on anything from your worldview to current events to the latest book you've read. Thousands of topics have been blogged about, but your voice and your story will set yours apart.

*Write in a way that no one else can.*



*Write for you.*

Any time you search for top blogging tips, you're sure to be advised to focus on your audience before anything else. But what they don't tell you is that if you put your audience's reading experience before your writing experience, then blogging will be miserable. If you write for you, then your passion will shine through and your audience will enjoy it even more, and you will define success by more than just views.

## 4 writer first, reader second

## 5 trustworthy

*There should be a relationship between the writer and the reader.*

Personal bloggers should be just that—personal. There should be a relationship between the writer and the reader: one of mutual trust. The key to this relationship is interacting with your audience and being accessible. It's also wise to emphasize similarities with the reader and show them that you are truly knowledgeable on the topic. Authenticity is the key to building community.

