

the *smart* planner™

How to Kill Your Blog

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That's it for the rules. Go to town.

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1. Apologize for your lack of blogging. Cut that out because no one cares. Just launch into your new post.
2. Write only about your products and special offers. Again, no one cares. Give them something personal and useful.
3. Copy and paste the majority of your posts from other sites. Get original and watch your readership grow.
4. Complain. Your blog should not be an outlet to be passive aggressive. Focus on the positive and cut the snark.
5. Post once a week or less. This is the wedding business. Your readers are sponges and on a deadline. They're also not forever.

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6. Post too much in one day. Information overload is a turnoff and an instant reason to unsubscribe.
7. Hire a ghost blogger. Ghost blogging COMPLETELY misses the point.
8. Ignore your stats. Knowing the why and how behind why people visit is super important. Study it but don't obsess.
9. Have no boundaries. Share from your life; don't share ALL your life. Heed the saying 'don't throw pearls to swine'.
10. Have an identity crisis. What is your blog about? Figure that out and then write accordingly.

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11. Write while drunk or tipsy. Enough said.
12. Turn comments off. Blogging is a conversation, not a monologue. Moderate in batches if need be, but allow comments.
13. Don't let people know who is writing. Create a static bio blurb and photo of each author. Credibility is important.
14. Don't link to other vendors. This is a HUGE breach of blogging etiquette. If you're not going to link, don't blog.
15. Don't check for spelling/grammar. This is Malcolm Gladwell's Blink principle at work. Haven't read the book? Do so!

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16. Ignore style. Formatting, spacing, etc are all important. Content is king but visual aesthetics matter, too.
17. Overuse words and phrases. The saying oh-so-chic or oh-so-ANYTHING should be banned from all wedding blogs. It's done.
18. Grow an ego. You are not as famous as you think. You are not a household name outside of the wedding industry. So be nice.
19. Deceive people. In blogging, authenticity is key, and people WILL learn the truth.
20. Fly by the seat of your pants. Plan your posts, write in advance and schedule to automatically update on preset dates.