How To Achieve
Your Blog Writing Goals

Why Your Blog Will Succeed & Why Some Don't…

First off this has to do with people and sometimes we set unrealistic goals especially around New Years!

New Year's resolutions fail because:
1. People make ridiculous, unrealistic goals.
2. People don't mentally prepare themselves to meet the goals and fend off doubt in the meantime.
3. People use guilt, fear, or "bootstrap" resolve to meet goals.
4. People neglect to find supportive people to surround themselves with.

So, why are blogs so short-lived?

In a survey we conducted, we discovered that 33% of bloggers spend two hours on a post. Another 25% spend 3 hours on a post. That is a significant time commitment for something, particularly if you're just getting started and aren't seeing the return on that time investment that more established bloggers experience. *You have to keep writing* without any promise of return, and do this for a while.

A few weeks or months in, and most bloggers give up. The lack of return in the face of the amount of work it takes to blog makes shutting down the blog easy. In short: Blogs are hard work. Be ready for that, and you'll succeed.

How To Commit To Your Blog

1. Don't over-commit when you start.

Let's say you aren't much of a runner. If you've never run before, making a resolution to run 10 miles a day starting tomorrow is setting yourself up to fail. You can't go from no running to lots of running at the start. When you over-commit at the start, it's easy to give up. The same can be said for starting a blog.

Consistency matters more than frequency, so start small with your blog.
- ☐ Aim for one post a week, and make it a good post.
- ☐ Discover your method for creating a blog post and make it a habit.
- ☐ Get started on your own, and worry about adding members and assembling your blogging team later.

2. Start small toward a big goal, and have fewer goals.

A better method than starting off with running 10 miles a day? Make that 10 miles a day the big goal, and start by running a mile a day. Then increase it bit by bit. And have fewer goals to start with.

Start small. Have just a few goals. Achieve them. Set some more goals. Follow that pattern. (More on this in the next point.)

3. Be specific about your goals.

In a study in the American Journal for Health Promotion, researchers found that the more specific you make your goal, the more likely you are to achieve it.

Instead of saying you will "blog more", your goal should be "blog twice a week". Instead of saying you will "use social media better", your goal should be "three Twitter posts a day".

You need something specific as your goal so that you know exactly what it takes to get there. Vague goals allow for confusion and leave wiggle room, which allow you to wiggle right out of meeting your goals.

What are your goals?

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4. Put something that matters on the line.

What if you and your blogging team were to use this idea, and set up a "bank" of things that mattered. Perhaps you have the best location in the office. Put that on the line. If you don't meet your goals, you forfeit the space.

This seems to be a bit of a harsh motivator, but some personalities respond quite well to the idea of losing something that has meaning. Find what motivates you.

What are some ways you could put something that matters on the line?

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What can you put on the line?

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5. Bundle your challenges together.

Let's say that you love diving into your feed reader and reading blog posts to get ideas and get involved in the conversations on those posts. Conversely, you hate writing your own posts. You could bundle these by setting up a system where you cannot visit your feeds until you've completed the draft of a post.

How can you bundle up your challenges? *(Example: I will not go on social media until all of my writing is done.)*

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6. Surround yourself with people on the same path.

Find others who have similar goals, or are at least of the same mindset aiming toward improvement.

If your goal is to increase traffic and see various kinds of measurable successes on your blog, you shouldn't surround yourself with bloggers who are after more ephemeral or abstract goals. You cannot really support each other with anything other than an attaboy since any serious advice you might suggest would not align with either party's goals.

Some good places to look for people who are on the same path as you:
- ☐ Social Media (Twitter, Facebook, Instagram, and on Pinterest)
- ☐ Forums
- ☐ Fellow bloggers blogs
- ☐ Influencer blogs
- ☐ Meet-ups

Brainstorm, what are a few other places you could look for people who are on the same path as you?

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7. Keep writing as you build momentum.

Build your own momentum.
- ☐ Set the timer for 20-30 minutes and just write.
- ☐ Speak into a voice recorder all of your thoughts. When you are done, write out all your ideas. You'll be amazed by how easy it is to get more written this way.

Oh, we love planning here at CoSchedule. We're all about planning, appreciating the structure it provides. Planning better can be a goal in and of itself (and makes a great companion goal, like we just described above), and it is also a technique that can create a foundation for success for other goals.

☐ Draw a mind map. Get everything out on the paper in front of you. Use color.

What are your SMART goals?

SMART goals are what we're talking about here. That's an acronym that quickly describes what we've talked about in this post:

Specific: Your goal can answer who, what, where, why, when.

Measurable: Your goal can answer "how much". Your goal must be quantifiable. You must know when it is completed based on a specific measurement.

Achievable: Your goal must be realistic for you and what you currently have at reach.

Relevant: Your goal must make sense for you, your blog, your business, and your time.

Time-bound: Your goal should have a time frame. This helps with motivation and knowing when things are complete.

What are your SMART goals?

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M-

A-

R-

T-

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