

# Why All Writers Must Have A Blog

by Jon Rhodes

If you are a writer or an aspiring writer then it is essential that you get yourself a blog. If you already have a website, then that's great. However I would still advise you to get a blog too. A blog can help you in so many ways to further your career as a writer. Here are just a few of the benefits having a blog has for a writers...



## Uses of a blog for writers

A blog can be useful for writers for many reasons. Here are the main benefits.

### Calling card



A blog can be your "calling card" where people find you and find out about you. The internet is a huge place, and with a blog you are exposing yourself to a global audience. If you want to get paid well for writing, then you have to earn a reputation.

### Show off your writing

Your blog can contain excerpts of your writing, so people know what your writing is all about. They can get a feel of your personality and writing style. This helps you find your audience - those people that like the way YOU write.

### Get your audience to know you

A blog is a lot more personal than a website. The idea is to make regular updates. They can range from the work you have been doing, tips and advice, to more personal matters such as the holiday you've just enjoyed. Once they feel they know you, they will never forget you.

### Sell your writing

Your blog is a great place to sell any books you have written. A loyal following is far more likely to buy your book than random strangers. If you haven't been published then you could self publish or even sell it in eBook format.



### Sell your services

You may also want to earn cash doing other services, such as article writing for other websites and blogs. Where better to advertise this than on your own blog?

### Use as a bargaining tool for publishers

If you are after getting a book published then a blog can help your cause. Imagine if you can say to a publisher that you will help sell the published book to your community of 5000

readers. Wouldn't that help them take a chance on you? Damn right it will - it's business after all. If you were a publisher, wouldn't you rather spend money publishing a book by someone who has a large following than someone with none?

### Final thoughts



Blogs are a great place for writers to grow their reputation. It gets you "out there" where you can be found and noticed. It can also provide you with a nice side business. Top bloggers can easily earn high 6 figure incomes. Even if you don't make it that far, you can still make a tidy side income.

So, a blog can give you publicity and earning potential. To me that sounds like a win-win situation.

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Jon Rhodes is an internet marketer and blogger from the UK. Check out his step-by-step guide to setting up a blog by following this link [www.affiliatehelp.info/](http://www.affiliatehelp.info/)

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