

What should authors blog about? Kayelle Allen @kayelleallen #MFRWauthor #amwriting <https://mfrw.blogspot.com/2018/06/what-blog-about.html>

What do I blog about? What am I supposed to say? Shouldn't I be writing a book instead of blogging?

Let's start with that last question and work back to the first. You blog because it's a way to keep your website fresh. Having a blog on your website means your information is constantly updated. This means search engines (like Google) will find new activity, which will raise your site's importance in search results. A site that hasn't updated in a year will fall out of sight, whereas one that changes weekly brings new readers.

Why do you have a website? For readers to find out about you and your books. You can also use them to obtain readers for your newsletter and to blog. In fact, a blog should be an organic extension of your books. Your posts can provide reasons to read your books, information about your characters, sales and special events, blog hop posts, and much more. A great way to get that information out is to blog.

What do I blog about?

So what can you talk about? What keeps readers coming back? Here's a list you can use for ideas. (download the PDF of this at the end)

Talk about the benefits provided by your book

- Learn
- Laugh
- Thrill
- Pleasure
- Experience
- Good cry

Inspiration behind writing the book

Protagonist info so readers get to know them

Antagonist info so readers know what to expect

Prologue to the events of the book

Short story in the past or future

Events which relate to the book

The world of the book

Hero's home

Heroine's home

Profile the evil leaders

Related story including a secondary character

Create an entirely new character from the world

Lists related to things featured in the book

Maps of the world

Photos taken by you (conventions, etc.)

Trees on this world

Topography and land area

What is it that drives you to write

Graphics you create

Videos and Podcasts

By adding videos or podcasts, you can bring a whole new level to your website. Download [Audacity](#) (a free program) to create your own readings. You can use the microphone on your computer to record your voice.

Illustrations and drawing

Trailers

Do a video reading

A podcast reading

A podcast of names and how to say them

Podcast of the language

In short, anything and everything related to your book is fair game when creating a blog post. Start a list of items mentioned in your books and talk about them. Do you write historical novels? How were hairbrushes different back then? How did people dress? What was the main meal like each day? If you write science fiction, how is your world different from ours? What are the rules regarding social interaction? What is day-to-day transportation like? Most of the questions for historical or sci fi can be interchanged. Look for ways you can share the world of your book and open the eyes of readers. Don't give away the plot, but do entice them with snippets and details. When you start making a list, you'll soon find you have more things to blog about than you ever imagined.

About Kayelle Allen

Kayelle Allen writes Sci Fi with misbehaving robots, mythic heroes, role playing immortal gamers, and warriors who purr. She's a US Navy veteran who's been married so long she's tenured.

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