

Is Group Blogging for You?

A year and a half ago I was asked to join a group blog. The blog would be composed of eighteen to twenty romance writers working their way toward publication. I thought this was a great idea. Through the blog, and with the other members help, I could generate interest in my own writing. Count me in.

Our first order of business was to pick a name. Two people have trouble picking a name for a child, so you can imagine that trying to get nineteen women to decide on a name took some time. (Forming a Yahoo group helped out with this.)

Next we had to set a calendar for the days that each member would blog. This ended up being about once a month. Which I thought was just right. It allowed me a decent amount of exposure, time to write a good thoughtful post and the ability to keep up my personal blog without too much stress. We left one day a week open for a guest blogger. (This person, unusually a published author help draw traffic to the site.)

It was necessary for me to submit a picture I was willing to show the world so there would be a facial relationship to each blogger name. I also submitted a short bio. With these in place, Petit Fours and Hot Tamales www.petitfoursandhottamales.com went live.

If you are considering starting a group blog or joining one there are a few things you should know before doing so.

First, it's a group effort. It isn't about what works for one person but what benefits all. It takes work to get a new project off the ground and even more effort to make it better.

Second, make sure you have the time to devote to the blog. Others shouldn't carry you. Post on time, ask for help when you need it and know that your time maybe

needed for additional promotional duties outside of posting each month. It's all about team work.

Third, anything done as a group has times of strife. Members leaving, not acting as expected, or missing a post can cause issues. Ride these times out if possible, things can and most of the time, will get better. Often getting past the honeymoon period is all it takes.

For me, joining a group blog was a business decision. Something to use to promote my career, and gain readership. With that as my target, being a member of a group blog made perfect sense.

Over the last eighteen months, Petit Fours and Hot Tamales have gone from having a free blog spot to their own professionally designed website. We've expanded our readership and have even had a person bid hundreds of dollars on the Brenda Novak auction to be a guest blogger for six months. I would say we've not done too shabby for a young group.

I believe being a member of a guest blog has been one of the best things I've done for my writing career. It has given me publicity that I wouldn't have received otherwise.

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