

However, you should be careful not to dilute the overall effectiveness of the blog by flitting among too many disparate topics or allowing one personality to dominate. Fast Company, for example, has a history of sharing news articles and Web sites internally as information for its staff. The FC Now blog (blog.fastcompany.com) became the external version of that information exchange, and generates high-level discussion between staffers and readers. FC Now, shown in Figure 10-1, is created by multiple bloggers, and sometimes guest bloggers are added to the mix as well. Because each blogger focuses on business issues, the result is varied but still focused.



Figure 10-1:
FC Now
successfully
combines
the work
of several
bloggers.

© 2005 Gruner and Jahr USA Publishing

Practice makes perfect

The best way to improve your blog-writing skills is, quite simply, to practice. Get into the habit of reading several blogs you admire, right when you start your day. As you blog, emulate the style of bloggers you think are using the medium well. When you find a blog entry you think really works, spend some time thinking about why it works.

Perhaps you admire the choices a blogger makes in what they blog about. Perhaps it's the writing style. If you consciously try to identify the factors that make the posting good, you have a better chance at incorporating those elements into your own writing style.