

Creating a “Best of” Collection

After you blog long enough, reward yourself. Take a day or a week, and post the best of your blog postings. Update them where appropriate, but in general, you’re just giving your best material a chance to see the light again and helping future visitors to find the best of the early days.



Your blog isn’t your press release section. Bringing attention to an old press release is odd, but it’s quite normal to refer back to a particularly valuable piece of writing you did.

Author Seth Godin did just this in his blog in late 2004, as you can see in [Figure 16-1](#), or at sethgodin.typepad.com/seths_blog/2004/12/the_best_seth_g.html.

Figure 16-1: Help your readers find gems they might have missed by pointing out old posts that are still current.



Taking the Show on the Road

You don’t have to get too far away from your regular haunt to get a little perspective and maybe some fresh air to boot. You can probably blog from a nearby library, a coffee shop, the local college, and even some city parks if you have a WiFi-enabled laptop.

Leave work behind when you’re on vacation, but if blog topics occur to you after you unwind, you’ll feel glum if you don’t jot them down for future use.