

5 Big Benefits of Blogging

I've been a sporadic blogger for the past few years. However, my weekly post at ThomRainer.com has created a routine for blogging for which I am grateful. As 2017 begins, I want to encourage you to consider starting (or continuing) a blog next year.

There are several reasons many people begin blogging—many of which can be quite selfish. Fame, prestige, money, or job freedom is not necessarily a bad reason to begin blogging. But if one of those reasons is your driving motivation for blogging, your journey into blogging will be likely short-lived and frustrating. Most bloggers never become famous, most never make money from their site, and most can't stick with the schedule blogging demands.

All that being said, I do have five positive reasons you really should consider blogging in 2017. If done correctly—and with the proper motivation—maybe a modest amount of prestige and a little side income might come your way as a bonus.

1. **Discipline carries over into other aspects of life.** Most new bloggers don't realize the demands a blog can place on time and creativity. However, once the discipline of blogging is developed, it can benefit you in other aspects of life. Maintaining a blog practically forces you to develop routines and content plans. These routines can be mimicked in your dietary planning, workout regimens, personal discipleship, and relationships. A successful blog may not always mean more page views. Personal growth through the discipline of blogging can be success in and of itself.
2. **Bloggng forces you to think more about a subject.** We live in a hot take society. There are far too many commentators online and on television who speak before they think. Blogging can help you avoid a hot take mindset if you let it. Yes, some bloggers write before they really think about the words. But many of the most well-known bloggers online put a great amount of thought into their words. To them, every word matters. And the more you think about what you write, the more you grow and develop as a blogger and as a person.
3. **A personal website adds credibility in your professional life.** Regardless of your profession, having a professional-looking website helps add credibility. When it comes to dining, we eat with our eyes first. A meal that looks appetizing will psychologically taste better than one that doesn't—even if it's the same dish. The same goes with a personal website or blog. If you have an eye-catching site, you will be taken more seriously than if you don't. This is one of the many reasons I'm a fan of [the websites Mere Agency builds](#). If you're intimidated about the technical or design work it takes to get a blog running or upgraded, they can help you out.
4. **You network with people you might never have met otherwise.** Along with your credibility, your network of friends and acquaintances is likely to grow as you blog. In any given month at ThomRainer.com, we have readers from every country in the world and commenters from many of them as well. There is no way we will ever meet all of our readers or visit every country our readers live in. But the number of people we have met through this site is incalculably greater than it would be if ThomRainer.com did not exist. The same will be the case when you start consistently blogging.

5. **Blogging can accentuate discipleship of the readers.** This might be the most important aspect of blogging if you are a pastor. Pastors, you have the opportunity to speak into the lives of your congregation on a more regular basis when you blog. I encourage you to capitalize on the opportunity you have through blogging and use it to further the discipleship of your congregation.

Have any of you who blog realized these benefits? What other benefits might you add? If you don't blog, what are some benefits you would hope to realize if you did?