The Case for Blogging

Idea In Short

Blogging is not a vanity exercise. It is an investment in craft, a way to develop a point of view, and proof of curiosity and expertise that a resume cannot show. Start writing, expect a slow start, and give it away generously.

Why Write in Public

Recommending blogging to colleagues comes down to three things: invest in your craft, develop a point of view and find your voice, and create work substantial enough that the right readers find it. For professionals who want to share knowledge, serve clients better, mentor others and feed their own curiosity, blogging delivers all three at once. Saying you are interested in a topic is easy. Publishing consistently about it is proof, and it functions as a resume that updates itself.1

Writing Is Concentrated Thinking

Writing demands editing, organization, tone, syntax, spelling, composition and, above all, patience. It is permanent, it is public, and it is often a little awkward and nerve-wracking to publish. That discomfort is the point: work that costs nothing to produce rarely teaches anything. Finding a small group of trusted readers who will give honest feedback makes the process less lonely and considerably sharper, since writing in isolation tends to calcify blind spots rather than correct them.

A Point of View Beats Wishy-Washy Answers

Junior professionals often default to hedged answers, "it depends" repeated until it means nothing, because a firm position feels risky. Clients do not pay premium rates for a shrug. Competence built through real research and repetition creates the confidence to take a position, since consultants who have done the underlying work are less afraid of being

wrong, having already tested their reasoning against the evidence. Competence produces confidence, not the other way around, and writing publicly is one of the fastest ways to build both at once.

Curiosity Needs an Outlet

A well-known teaching principle, sometimes traced to the protege effect in learning research, holds that nobody understands a subject fully until they try to explain it to someone else.2 Writing, thinking, revising and publishing form a loop that is both cathartic and genuinely useful, converting scattered curiosity into a durable, searchable body of work. Blogging gives that loop a destination, rather than letting good ideas evaporate in a notebook or a half-finished draft.

Starting Is the Hard Part

The first post is almost always slow and a little painful to produce, a few hundred words that take hours to finish. That is normal, not a signal to quit. Once momentum builds, finding material becomes easier, and topics multiply: professional tools, career advice, industry trends, whatever genuinely interests the writer, since nobody is assigning the beat. That freedom, choosing the subject rather than being told what to cover, is part of what makes the habit sustainable over years rather than weeks.

Make It Worth Reading

Seth Godin's word for good content is remarkable, meaning genuinely worth a remark.3 Ideas that recycle what someone else already said, without adding a distinct point of view, will not hold attention and do not deserve to. Original work, grounded in real experience and honest opinion, is the only kind worth publishing, and it is also the only kind that reliably attracts readers who return.

Writing Sharpens Verbal Thinking Too

A less obvious benefit shows up away from the keyboard entirely. People who write regularly tend to speak more clearly in meetings and client conversations, because the discipline of organizing an argument on the page carries over into how ideas get organized on the fly, out loud. The connection is not magic; it is repetition. Someone who has practiced

structuring a point, building toward it, supporting it and closing it hundreds of times in writing has simply rehearsed the pattern enough that it surfaces naturally under the pressure of a live conversation.

Consistency Beats Talent

New writers tend to overestimate how much raw talent matters and underestimate how much consistency does. A modest writer who publishes every week for years will, almost without exception, out-communicate a naturally gifted writer who posts sporadically, simply because repetition compounds skill in a way that occasional brilliance cannot match. The discipline of showing up on a schedule, even an imperfect one, teaches editing instincts, topic selection and audience awareness that no single well-crafted post can teach on its own.

Expect a Slow Start, Then Compounding

Early readership is often tiny, a handful of visitors with no particular interest in the topic who stumbled onto the page. That is normal too. Growth in a public body of work tends to follow an S-curve, flat for a long stretch before it compounds, and four or five years of consistent writing adds up to something substantial, effectively a self-authored book built one post at a time. Treated patiently, a blog becomes the clearest public evidence of how someone thinks, which is a far more useful credential than a job title ever was.

- 1Blog
- 2Protege Effect
- 3Seth Godin

Summary

Blogging forces concentrated thinking, builds a public point of view and rewards patience over years, not weeks. Treat it as your new resume: proof of curiosity, competence and voice that a static document cannot show.