



## **This Is Your Life Podcast**

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Michael Hyatt

**Michele Cushatt:** Welcome to *This Is Your Life* with Michael Hyatt, where our goal is to help you win at work and succeed at life. My name is Michele Cushatt. I'm your cohost today, and joining me in today's conversation is Michael Hyatt. Hey there, Michael.

**Michael Hyatt:** Hey, Michele. So great to hear your voice

**Michele:** I agree. I always enjoy our time together. You know, I should just make a note, a point right now that it never feels like work. Every now and then, I have to remind myself that we're not just chit-chatting on the phone. It's actually a podcast.

**Michael:** You know, it used to feel like work. Don't you think? When we were first starting?

**Michele:** I don't know if I should be offended by that or not. I see parts of it as work, maybe preparing the content, but when we actually get to this point where we sit down and talk about the different topics we've chosen, I don't know. Maybe it's because all of the work is done ahead of time.

**Michael:** Well, I think what I was referring to is back in the early days, when we were batch recording, by the time we got to 13 episodes in a row, that thirteenth episode (which we're on today, by the way, for season seven)...

**Michele:** I guess we are.

**Michael:** I was a little exhausted.

**Michele:** Were you? Yeah, I was too. I have to admit that. I was going to make an age comment right there, but I decided not to because that would just be rude for me to make that kind of comment on the air.

**Michael:** Thank you. I appreciate that.

**Michele:** All right. Let's dive into the content for today. Now, a couple of years ago, Michael, you wrote these words: "If you don't have a website, you don't exist." Then you went on to say, "If you don't have a blog, or if you do but aren't blogging on a consistent basis, then you are missing out on one of the greatest leadership tools ever invented." My question for you today before we dive into today's topic is do you still feel the same?

**Michael:** I do. You know, I think a blog is the greatest leadership tool ever invented because it allows you to influence people at scale. In other words, if I'm just going to go around without a blog, I can influence people by speaking. I can connect with people one-on-one. All of those are meaningful. All of those have their place. I don't want to take away anything from that.

But you can't do it at the kind of scale you can when you're blogging. You can literally have a voice like we're doing with this podcast with ultimately... We get 300,000 downloads a month. To influence that many people is amazing. You couldn't do that unless you had a television show or a radio show or a podcast. That's the thing I like about blogging and podcasting and all of these social media tools we have today.

**Michele:** You know, that's an excellent point because I'm in the middle of a six-week stretch of speaking around the United States. Actually, I'm even leaving the United States for one event. I mean, it's exhausting, as you know. Travelling is exhausting, speaking in front of an audience and all of that. I love it, and I'm so thankful for the opportunity, but it certainly takes a toll. Whereas one blog post... I wrote one blog post not that long ago that reached far more people than I'm going to connect with in the next six weeks.

**Michael:** Yeah. It's so true. I think blogging for that reason is just an incredible resource and tool that leaders today really would be wise to consider.

**Michele:** All right. If you're a leader, if you're listening in today and are a leader and don't currently have a blog, you seriously need to reconsider for multiple reasons, and we're going to unpack all of those today. If you are a leader and currently have a blog that you're underutilizing... That's a fancy way of saying you're not writing on there consistently. We've been there and done that before.

We want to really challenge you and encourage you today to step up your game in this one area, simply because if you believe in your message, then you aren't taking advantage of one of the greatest resources that are out there for you to basically get traction for that message that you claim to believe in so much.

Michael is going to give you 10 reasons every leader needs a blog. I think by the end of our time together today, you're going to have a renewed passion for blogging. If you find yourself

at that place of being a little bit burnt out, this is exactly where you need to be, and this is a podcast you need to listen to. Let's go ahead and dive in. Michael, we're going to deliver 10 reasons why every leader needs to have a blog. Give us number one.

**Michael:** The first one is to *improve your communication skills*. You know, this is one of the great, kind of unseen, benefits to me of starting a blog back when I started in 2004. I always thought I was a pretty good communicator, but there is something about writing consistently that helps you sort out your best thoughts, distill the essence of what you're trying to say, and communicate with precision.

I think if you're a leader who's committed to better communication, and all of us leaders need to because we need to be selling the vision... We need to be communicating with people. We need to be helping them. We need to be guiding them. All it takes is communication, but a blog is one of the best ways to get better at communication because you're forced to write and to be clear. Clarity is essential if you're a leader.

**Michele:** Have you noticed how blogging regularly has impacted your public speaking?

**Michael:** Yeah.

**Michele:** Do you see a direct kind of relationship?

**Michael:** Yeah, here's a dirty little secret. I don't know if you do this. I rarely speak on anything I haven't blogged on. Blogging for me is kind of the workbench where I hammer out new content. If I'm thinking about a speech, it's usually best if I blog about it first because it forces me to get really clear on the outline and what the objective statement is and all the rest, and then I can go from there. Plus it allows me to test it. If people don't respond to it or there are crickets, then I know it's not really resonating. Yes, it helps me immensely for public speaking. What about you?

**Michele:** Oh, absolutely. I think what you said is a big piece of it because I do the same. A lot of times, I will test different topics on a blog post and see how it resonates, or I may write a blog post, and when it really hits a chord, I tell myself, "Okay, that needs to become a presentation, a signature presentation," because it tells me the market is asking for it.

The other thing I found blogging does is it helps me to come up with more, what I like to say, pithy or tweetable phrases. It forces me to really think through every single word, and I come up with quotable phrases, tweetable phrases, that really stick in the listener's mind. If it works in a blog post, then it becomes very powerful in the public speaking scenario. I don't know. It

just helps me to just be more intentional about that and ramble less when I am speaking in public.

**Michael:** Yeah. I would just say to any leader who wants to be a better communicator, whether it's public speaking or just in your white papers or your presentations to your board or trying to communicate with your employees, if you blog, you'll be a better communicator, and you'll grow. You'll continue to grow as a communicator.

**Michele:** Absolutely. Okay. The first reason every leader needs to blog is to improve your communication skills. What's number two?

**Michael:** The second one is to *create a repository for your best thinking*. Now this was really the reason why I started my blog back in 2004. I really wasn't concerned with communicating so much with the outside world. At the time, I had 650 employees. I was the president, not yet the CEO, but the president and COO of Thomas Nelson. I was trying to lead this organization that was fairly large. Again, I had 650 employees.

I found myself repeating myself a lot. There were a lot of things, whether it was corporate values or our vision or just some of the workflows and productivity hacks I had learned that I found myself repeating a lot. I thought, "Man, if I could commit all of this to writing and include it in a searchable repository like a blog, then people could access it any time they wanted."

What I found was that in trying to do that, it became a resource not just for my company but for lots of people, thousands of people outside of my company who were trying to tap into that very thing. If as a leader you find yourself wanting to communicate some basic things over and over again...

As a leader, I don't think you can over-communicate. You can definitely under-communicate. Like Andy Stanley says, vision leaks. Just about anything you need to communicate as a leader leaks unless you keep saying it over and over again. A blog is a great way to do that.

**Michele:** Excellent. The second reason you should have a blog is to create a repository for your best thinking. What is reason number three?

**Michael:** The third reason is to *provide thought leadership to your industry*. This is one of the things I also didn't anticipate, but here was the deal. None of my competitors when I started blogging were blogging. Actually, one was kind of, but nobody else really was. None of us had a column like in *Publishers Weekly*. I was in the publishing business, and that was the leading trade journal.

None of us had a column there, so the only influence or thought leadership we could exercise is if we happened to be invited to speak at a trade show or some kind of conference where there were other publishers. There wasn't an opportunity to exercise thought leadership. Suddenly, when I had a blog, I found myself writing on all kinds of industry topics.

For example, when e-books hit, when Amazon introduced the Kindle, a lot of people were wondering about it. By that time, I already had thousands of people a month reading me and wanting to know what I thought about the digitization of publishing. I was seen as a thought leader only because I had a platform. I had a venue to express myself.

All of my colleagues, all of my competitors had thoughts about it. They had opinions, and if they had a platform, they could have expressed them, but they didn't. I was able to express my opinion. I was able to give guidance, and I was constantly invited to speak at industry trade shows and conventions and all of that because people saw me as a thought leader, and people will see you in the same light if you have a blog. You have a way of expressing your thoughts and talking about the issues that your industry is confronting.

**Michele:** I would imagine it also forces you, to some extent, to do your research, right? To make sure you are upping your game and staying on the front edge of whatever new technology or new develop in the publishing industry or whatever. It really probably pushed you to be excellent at what you do.

**Michael:** Well, it did because it's one thing to have an opinion; it's another thing to have an informed opinion. You know, you might make a comment if you're attending a trade show, but it might not be an informed comment, and it doesn't really matter because you're talking to somebody one on one or to a small group, but suddenly, when you're putting it into print, so to speak, even if it's only digital ink, it has more gravitas. You have to be more careful. You have to be more thorough. If you don't, your competitors and everybody else will correct you.

**Michele:** Oh, it's so true. There are some who are waiting to correct.

**Michael:** There are. On some of those issues that were specific to our industry... I remember when we as a company pulled out of the largest trade show in our industry because we just didn't feel trade shows served us any longer. They were a very, very expensive way to connect with a handful of people.

We decided we would introduce an alternative where we flew in our top dealers, our retailers into Nashville and met with them in a smaller group, and we had their full attention. You know, I had to defend that on my blog, and it was a great opportunity to do that, but boy. I

had to do my research because I had a lot of people, including *Publishers Weekly* and others, coming after me. I had to do my homework.

**Michele:** All right. Absolutely. So far, we've talked about three of the reasons why every leader needs a blog to improve your communication skills, to create a repository for your best thinking, to provide thought leadership to your industry. What is reason number four, Michael?

**Michael:** That's to *raise your organization's visibility*. Now, this can be important because we've all tried things like conventional advertising. Heck, you might even buy billboards, depending on the industry you're in. Paid advertising is very different from earned coverage or earned publicity.

The thing I like about a blog is that it raised the visibility of Thomas Nelson Publishers when I was leading that organization because in the publishing world, the publishers are generally not recognized by people outside of the industry. If I ask you to name the most recent book you read, you might be able to because you're kind of a book geek, but most people couldn't tell you who the publisher is. Right?

**Michele:** Thank you.

**Michael:** It's just like record labels. If I ask you, "What record label was Prince on?" most people couldn't tell you. It just doesn't matter. There's a lot of talk about Prince as we're recording this. But I had people writing to me like crazy after I started blogging and saying, "You know, when I go to the bookstore, now I look for the Thomas Nelson logo on books because you personalized it. You humanized it for me. It now means something."

If you want to raise the visibility of your organization, a blog is a great way to do that. That's why I think... My board of directors didn't really see this, particularly at the beginning, but that's why if I were in the board of directors of almost any company, I would insist that the CEO blog or the leadership blog because it's a great way to get free advertising and visibility for your brand or for your company.

**Michele:** This is true for solopreneurs as well. It doesn't have to be just big organizations. If a solopreneur has some kind of product or message or presentation they offer, you're still...

**Michael:** Yeah, totally. I mean, how else are you going to do it? You're going to hope to get coverage somewhere. You're going to pay for it.

**Michele:** Well, in the olden days, we would mail postcards or go to different conferences and hand out thousands of business cards. It's different now.

**Michael:** Yeah. It's really different. Again, with some of those things, we're not saying it's either-or. Some of those things can still be important, and some of those things ought to be a part of your strategy, but why would you avail yourself of a medium that costs almost nothing to start, that gives you access to potentially thousands of readers and listeners and fans? To me, it's a no-brainer.

**Michele:** Absolutely. It's not limited by geography or location or anything. It's really pretty profound. Number four was to raise your organization's visibility. What is the fifth reason every leader should have a blog?

**Michael:** To *share your organization's vision*. You know, you would be surprised as a leader how little people know about your organization. You're swimming in it. You know what it's about. You know what your vision is. You know what your strategy is. You know the full catalog of all of the products you offer. You know why it's important. You know why people need to be buying from you.

Guess what? Outside of the echo chamber of your own office, people don't generally know. A blog gives you an opportunity to talk about the things that are important to your organization in a way that other people can link to, in a way other people can share, and in a way that makes it absolutely clear what your organization is about. Let me give an example.

We went through a whole process when I was at Thomas Nelson of identifying our five core values. Now, for most organizations, if they go through that process, they come up with a list of generic core values that they put on a plaque, hang in their lobby, and promptly forget about.

We decided at Thomas Nelson that we weren't going to do that, that these five core values were going to be integral to the way we did business, to the way we thought about our culture, to the kinds of employees we recruited, to the way we did leadership development, to the way we did annual employee reviews. We wanted it to permeate our organization, so we identified the values, then we identified the behaviors that expressed those values. Then I went to town, and I blogged on each one of those values on my blog.

It was amazing. People connected with that. People wanted to do something similar in their organizations, so we were seen as a pioneer. People began to shape their vision about who Thomas Nelson was based on those kinds of blog posts. I did another series on the history of



Thomas Nelson. Again, something we were very familiar with because we had been in business since 1798.

I shouldn't say I was personally familiar with it, but I read about it. I blogged about the history of Thomas Nelson. Again, that gave people a much more three-dimensional nuanced version of our company that they connected with emotionally. I believe it ultimately translated into sales and new businesses for our company because they got who we were and what we were about.

**Michele:** Well, I think it probably impacted your employees as much as your customers or your potential customers because they were reading that as well. You're not just reinforcing the vision externally, but you're doing it internally too.

**Michael:** That's exactly right.

**Michele:** All right. So far, we've talked about five of the ten reasons. every leader needs a blog. Those five reasons are to improve your communication skills, to create your repository for your best thinking, to provide thought leadership to your industry, to raise your organization's visibility, and to share your organization's vision.

We have five more to come. All of these are so important. Our aim is really that at the end of this, you are thoroughly convinced of the value of a blog if you're a leader, but also a secondary aim for us is if you are falling out of love with blogging or are overwhelmed by it, that you would get a renewed passion and inspiration to stick with it and dive back in.

Before we dive into the second half of our show today, Michael, I think all of your readers and listeners would love an update on *Living Forward*. It has now been almost two months since *Living Forward* released. How is it going? I know as an author that when a book comes out, the work has just begun.

**Michael:** Yeah, that's really true. Here's the good news. The good news is that the book hit the *USA Today* bestseller list. It hit the *Wall Street Journal* bestseller list and *Publishers Weekly* as well as the Christian bestseller list. That was awesome. It did not hit the *New York Times* bestseller list, but that's okay. We can't quite crack the algorithm.

It certainly sold more than almost all of the books on the *New York Times* bestseller list that came out, but for whatever reason, the people at the *New York Times* decided not to put it on the list. Regardless, the thing that I think has been the most important to me is the reviews. Last I looked, which was about 10 minutes ago...



**Michele:** Side note. Just so you know, I actually looked at your book and the reviews. I get so excited to see you succeed. I actually just looked at them last night.

**Michael:** Yeah. Right now, it's averaging 4.8 on a scale of 5 stars on Amazon. It has 282 reviews. Most of them are five-star reviews. A couple of them aren't five-star reviews. That's okay. I think I even had a one-star review and a couple of two-star reviews, but you know, you're not going to please everybody.

**Michele:** Of course not. But 4.8... Let's just take a moment and just hang out there for a while because, my goodness...what an accomplishment. That means you're meeting the needs of a real audience.

**Michael:** Well, thanks.

**Michele:** Well, it has been very exciting for me to watch *Living Forward* succeed, watch and hear from so many different people who even contact me and tell me how it has impacted the way they are choosing to live and the intentionality they're living with.

**Michael:** Well, thank you.

**Michele:** I'm just so happy for you, Michael. Those of you who are listening right now, if you haven't read *Living Forward* yet, be sure to go to Amazon and get your copy as soon as possible, and then let us know how it goes for you. We would love to hear your stories about how *Living Forward* is truly making a difference in your day-to-day life. That's the whole point of the book, right Michael?

**Michael:** Absolutely. I have to tell you one story. Literally before we came on the podcast to record this today, I just got an email from our mutual friend Ken Davis, and he just read the book, and he said, "I'm totally creating this life plan based on what you said in the book. I know it's going to be a game changer for me." I know it will be for him too.

I don't care what age you are. You still have a future. You're alive for a reason, and part of what we help you do in *Living Forward* is to stop drifting and start designing the outcomes you want in every area of your life. That's what the book is about, and I would love for you to get a copy.

**Michele:** I love that. Well, thanks so much for giving us an update. I know you are still working hard to carry on the message of *Living Forward* even now, so we appreciate how much heart and effort you and Daniel put into that tremendous book.

**Michael:** Thanks.

**Michele:** Today, we are talking about 10 reasons every leader needs a blog. Michael has already done a great job building a strong case for why you and I not only need to have a blog but actually need to write on it, to actually use it and be consistent with our blogging. You've already heard the first five reasons. Let's dive right into the last five reasons. I really believe that if the first five weren't enough to convince you, these last five will. What is reason number six?

**Michael:** The sixth reason is to *network with people who can help you*. I've been amazed, Michele, over the years that I've blogged at how many people I'm in business relationships with right now I met because I had a blog. People who contacted me... Maybe I was looking for something or some information or some other resource, and they connected with me in the comments of the blog, and they were the very people who could help me accomplish something.

Some of my friends today are people I wouldn't be connected with except for the fact that I have a blog, and we connected through that. There are people who are out there. The problem is they don't know who you are. As a leader, when you have a blog, eventually, some of those people are going to find you, and those people are people who can bring resources, knowledge, help to your business and can help you succeed, and they want to help you.

**Michele:** It really is. Blogging really is a conversation. It's a dialogue. As a blogger, you initiate that dialogue or conversation via your site, but I agree with you. I have made some tremendous relationships simply from the blog, people who were brave enough to leave comments and join the conversation and share a bit of their story, and that's been a tremendous gift for me.

**Michael:** Yeah, me too.

**Michele:** All right. To network with people who can help you. What is reason number seven?

**Michael:** It's to *build trust with prospective customers*. You know, people do business with people they know, like, and trust. One of the things a blog can do is, first of all, we talked about how it gives you visibility. It allows you to express your personality. Especially when you're an institution, people don't have a lot of love typically for institutions.

You know, they're nameless, faceless institutions, and a lot of people are kind of anti-institutional. But when you put a face on your business by blogging and being public with who you are, it connects people to you, and it gets people to be able to trust you. When you're

adding value to them, you're not just over there tooting your own horn, but you're actually adding value, solving their real problems, giving them inspiration, education, all the rest, then they begin to trust you.

When they see your product or have an opportunity to buy your product, then it creates... There is that kind of trust that is the foundation that enables sales to flourish. I think that's probably the biggest benefit I've had from blogging, is just to enable me to create trust with hundreds of thousands of people who buy my products. I don't know of any other way I could have done it. People typically tend to distrust things online, but when you blog and give information and add value, they come to trust you.

**Michele:** I think that's such a powerful phrase, what you said at the beginning, that people only do business with those they know, like, and trust. I just wanted to repeat that because I think that's pretty profound. It's interesting that blogging is a strange mix of both professional and personal and personality as well. Three P's.

You have to mix all of those in order to create trust on those different levels. Do you find yourself very intentional about making sure you're blending this kind of professional, practical help with personality and personal stories and things like that?

**Michael:** Yeah, absolutely. I think stories are one of the great ways to do that. Being authentic, sharing your failures, sharing the good, the bad, and the ugly. Nobody just wants to hear about all of your successes, but when you share failures, when you share where you're struggling, that creates a kind of humanity or a humanness to what you're doing that makes people connect with you. Yeah, I think blogging is huge for that.

**Michele:** Yeah, I agree with that. If we only share our successes, we don't have much credibility because everybody knows it's not real, which really only leads us into reason number eight that every leader needs a blog, which is...

**Michael:** To *build authority in your niche*. You know, to be able to influence people, you have to have some level of authority with them, especially online. You know, you can tout your degrees or your experience and all of that, but that doesn't create the kind of authority that writing creates online.

Again, when you're solving people's problems, offering them real help, you will be seen as an expert, as an authority in your particular niche. Blogging is better than anything else. The only thing that is maybe even better is writing a book. That will establish your authority in a niche too. Just short of that, I would say blogging is the next best thing. Of course, blogging can lead to getting a contract for a book as well.

**Michele:** Yeah, that's an interesting thing because I know you've had sales of your books in the thousands and thousands and thousands, but most authors are lucky to sale 10,000 copies of their book. If you are consistent and intentional and strategic about your blogging, you can actually reach more blogging with one blog post than by selling 10,000 books.

**Michael:** Yeah, that's true, and it's probably because it's a low barrier of entry because people don't have to pay, generally speaking, to read your blog post. You're going to get deeper with a book, obviously. You're going to get deeper even more than a book with a course or a membership site and all the rest, but I think a blog is a great first step, and it can lead to all the rest of that, and it certainly has in my case and in the cases of hundreds of bloggers who I know and associate with.

**Michele:** Reason number eight is that every leader needs a blog is to build authority in your niche. What is reason number nine?

**Michael:** If all of the other reasons didn't exist, this would be enough. It's to *gather feedback from your constituents*. The problem is, most of us in leadership, over time and as we move up in the organization, get isolated from the very people we're trying to help. It's just the demands of administration, the demands of the business.

The thing I love about blogging is it keeps you connected with the very people you're trying to help. I get blog comments every single day from people who are real customers, who are real readers, who are real listeners, who will tell me exactly what they think. I don't know how I would run my business without that kind of information. It's just huge.

**Michele:** So true. Yeah, it's massive. Basically, a blog becomes like... I kind of think of it like the entryway inside my house. The door is open, and people can come in. It may not be quite as personal as the family room. A book becomes more like that. But it's that entry point where people feel like they can ask questions and give feedback and tell you what they need or what they think. First of all, if you and I aren't interested in or asking what people need, then we shouldn't be in this business at all.

**Michael:** Yeah, that's right. I mean, even when I get complaints, which happens occasionally, I've learned to embrace those. By the way, a book I'm reading right now that I'm absolutely loving is Jay Baer's new book called *Hug Your Haters*.

**Michele:** Oh, that sounds great. I like that.

**Michael:** I just interviewed him from Platform University. Killer interview. One of the things he told me was how he handles negative book reviews on Amazon. I did this. For those

negative book reviews, I went in and said, “First of all, thank you so much for taking the time to read the book. I’m sorry my book didn’t meet your expectations, and I would like to send you an Amazon gift card to cover the cost of the book, just my small way of saying, ‘Thank you,’ and reimbursing you for the expense.”

I did that with about five people, five negative reviews on Amazon. You can go read them at the *Living Forward* page. I haven’t had one take me up on it yet, but one of the things he says, “If you don’t respond to the negative ones, then their record stands as kind of the last word.” I thought that was brilliant advice, but even negative comments can inform me. There is usually a little grain of truth in whatever anybody writes.

Occasionally I get people who are just drive-by haters who are going to say something ugly because their dog bit them that morning, but in most cases, there is something there that can be useful. What’s that feedback?

**Michele:** That’s great. I love that. We’re going to make sure we have that resource in the show notes today for those who want to know what that book is. It’s called *Hug Your Haters*, and we’ll make sure we have a link to that. I love that because you’re not only open to the feedback, but you’re letting them know you’re open to the feedback, which I think both are important, to have that kind of presentation of safety.

You let people know, “Hey, you’re allowed to your opinion. I would love to hear the way you think because I’m not the ultimate source of knowledge on everything.” It has a very humble approach. All right, so number nine is to gather feedback from your constituents. What is reason number 10 every leader needs a blog?

**Michael:** Well, this is one I feel acutely and a lot of what my brand is about, but to *mentor the next generation of leaders*. You know, I think it’s a way... I talked about a repository for your best thinking, but it’s a way to pass that on like a baton to the next generation so they can get the benefit of your wisdom.

You know, in life, there are two ways to make mistakes. You can make your own, or you can learn from the mistakes of other people. One of the reasons I like to write is I’m trying to help people avoid making the same mistakes I made. They’ll make their own mistakes, but they don’t have to make the same mistakes I’ve made.

One of the values I can take from writing is mentoring. You know, I get asked all the time, several times a day from people, if I would mentor them. The tagline for my blog is, “The virtual mentor.” I wish I could. I wish I could have coffee with every one of these people who

writes in, but I can't. It just doesn't scale. There is not enough of me to go around, which some people say, "Thank God."

There is not enough of me to go around, but when you blog, you're able to pass that on. You're able to pass on your wisdom, your expertise, your knowledge, your skills to people you will never meet, to people who live in countries you will never visit, in time zones you're never awake for, and all of that can happen through a blog. The opportunity to mentor the next generation is a huge motivation to me.

**Michele:** Has there been any thought on your part... Granted, you have thousands of followers and readers, but I guess it's combining this repository with this mentoring the next generation, but simply having a place where your family, your children and grandchildren, would ever have kind of this wealth of information too. Does that ever cross your mind?

**Michael:** It does occasionally. Yeah, it has crossed my mind. Of course, I keep a personal journal too.

**Michele:** Of course, you do that intentionally every day.

**Michael:** Yeah.

**Michele:** All right. Let's go through these 10 reasons again why every leader needs a blog. If you have resisted blogging up until now, we want you to very much reconsider for these reasons. If you've kind of lagged on your consistency in blogging, we just really want to encourage you to dive back in and do it, and these are the reasons why.

First of all, to improve your communication skills. Second, to create a repository for your best thinking. Three, to provide thought leadership to your industry. Four, to raise your organization's visibility. Five, to share your organization's vision, which is both for the external audience as well as the employees of your organization.

Six, to network with people who can help you. Both Michael and I have built so many great relationships simply from blogging. Seven, to build trust with prospective customers. Eight, to build authority in your niche. Nine, to gather feedback from your constituents. Ten, to mentor the next generation of leaders.

Before we wrap up today's program, Michael, I would love to know who you think is just hitting it out of the park when it comes to blogging right now. With regard to these 10 reasons a leader needs to blog, who is doing really well?

**Michael:** Man, there are so many people. I think our mutual friend Jeff Goins does a great job with blogging.

**Michele:** Ironically enough, he was a name that was on my mind right now.

**Michael:** You know, it has really been fun to watch his writing develop over the years, and he has become, I think, a master craftsman. Ray Edwards is doing a great job, although his podcasts are also killer. He's also doing a great job there. Those would be a couple of names that would come to mind. Michele Cushatt. When she does blog, she's amazing.

**Michele:** Yes, I know. I know. Actually, I'm getting much, much better. Now that I'm healthy, I can blog a little bit more frequently.

**Michael:** Awesome. You're a very good writer.

**Michele:** But I do have a little Michael voice in my head that shames me and tells me I need to blog more often, and he talks incessantly. It's so annoying.

**Michael:** I don't want to shame you because shame is of no use.

**Michele:** Well, it's a positive shaming. It's a loving shaming, but it's like, "Michele, you need to blog."

**Michael:** That's awesome.

**Michele:** I'm getting much, much better at it.

Well, if you have enjoyed today's episode, you can get the show notes and a full transcript at [michaelhyatt.com](http://michaelhyatt.com). In addition to that, you can also watch the video, if you would prefer to watch this conversation online as well. Do us a favor before you go. This is so important. I know I've asked you many, many times, but I cannot emphasize it enough. Please take just a few moments to head over to iTunes and rate this podcast.

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Any final thoughts today, Michael, before we go?



**Michael:** No, I would just say to give it a shot. It's like most things I do in my leadership journey. I do a 30-day experiment. I tried that with Periscope. I tried it initially with podcasting. I would say with blogging, just decide that you're going to try it for 30 days, and then evaluate the results.

If it doesn't serve you, if you have a unique situation where it doesn't make sense, fine. At least you can say, "I tried that," and speak with some authority as opposed to just being an armchair philosopher who has never tried it but has an opinion. Give it a shot. I think you might be surprised.

**Michele:** All right. You heard that, everyone. Give it a shot. No excuses anymore, including me. We need to dive back in because the truth is we have a message we believe in that is bigger than us, and it's worth us doing the work to get it out there. Thank you all of you who have listened and joined us today.

Until next time, remember your life, your one and only life, is a gift. Now go make it count.