

# 7 Important Reasons to Publish a Blog Post Each Week

## Why You Should Keep Writing When You Feel Like Giving Up

It is almost nine o'clock on a Sunday evening, and I want to wind down instead of writing. But here I am in front of my computer.

I must keep my commitment. Every week, I publish an article on the FlareMark blog, whether it is convenient or not. I do this because I believe it matters.

### **What keeps you going when you want to stop writing?**

1. List three reasons you started writing.
2. Reflecting on those reasons, do they still apply today?
3. Reach out to three people who could benefit from your writing and ask them for content ideas.
4. After rconnecting with your reasons for writing and with those that will benefit, how do you feel?
5. If this article helped you, tell Harvey about it at [harvey@flaremark.com](mailto:harvey@flaremark.com).