

Do you think up blog posts in the shower?

The son of a great scientist became very frustrated in college when he couldn't comprehend a series of important formulas. He went to his Father and asked,

"Dad, I just can't solve this equation." So his Father asked him a series of questions, showed him a few tricks and then finally asked him,

"Do you think about it in the shower?"

"No," his son replied.

"Well than you probably aren't meant to be a scientist."

Just like science, writing and blogging take work- but I am becoming more and more convinced that is also takes a special talent. In football they say "you can't teach speed" and in basketball "you can't teach tall" but is it possible that in blogging you can't teach passion? There has to be a natural combination of talent and passion for it to really work. So how do you know if you or someone in your organization has what it takes to start blogging?

I had a discussion with a very prominent and prolific law blogger last week who mentioned he receives email almost on a daily basis asking him, "how do you think up this stuff?" "Where do you get your material?" He admitted to me that the ideas just comes to him. For those of you that are passionate about your topic- I'm sure you know the feeling. You are laying in bed half-asleep or in the shower when the ideas hit you. When the ideas hit me, I have to get them out. So I sit and I write to silence to the voice in my head.

What if the voice in your head has gone silent?

What if you don't think about blog posts in the shower?

Is it worth the effort to blog if you don't have the passion?