# ESTABLISH CREDIBILITY THROUGH BLOGGING

### ACTION STEPS

1. Start reading blogs within your industry or fields of interest. Bookmark or subscribe to the blogs so that you can keep up with them regularly. Perhaps even comment on a few posts, if you’re feeling brave.
2. Find a friend or colleague who may be able to help you get started with a blogging platform like Tumbler or WordPress.
3. Write down 12-20 topics that you might want to cover. Then, start writing. You can begin drafting posts long before you have a blog to publish them. When the platform is ready, simply copy and paste the posts online.