

# **Conscious Blogging**

The blogging process mapped on the enneagram

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## Introduction

This e-book is the first in the 'Conscious Living' series published on the **Vertegram.com** website. Conscious Blogging is intended as a presentation of a different and effective way to understand blogging.

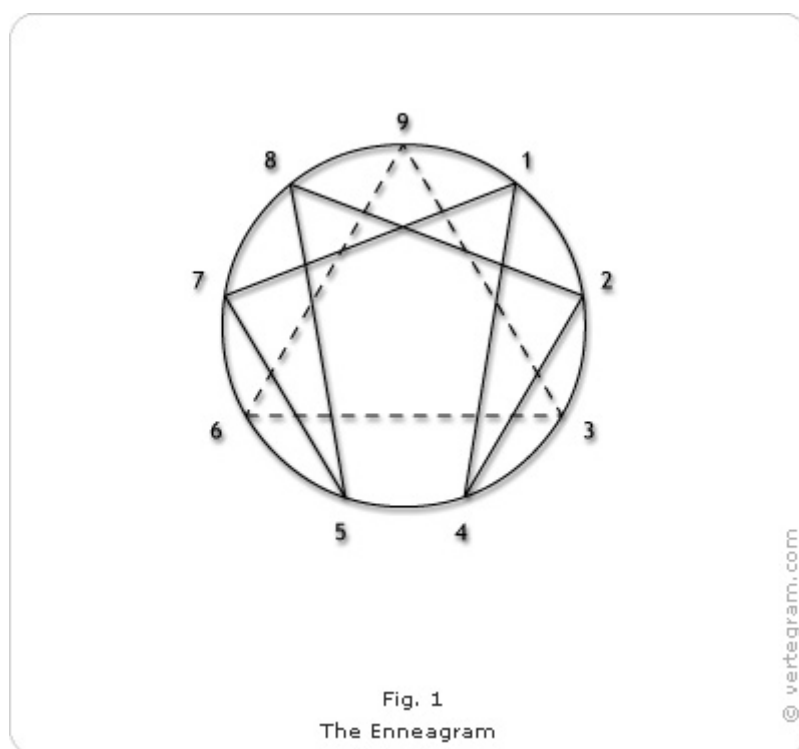
Blogging seems to find its place among the other forms of online media. The existent, more rigid structures of online publishing have tried and are trying to minimize the significance of blogs. Not for long. More and more people are reading them, more and more people are getting involved in them. It is easy to start a blog, it is easy to communicate through a blog. It is hard to write quality content, it is not easy either to build up a community of readers around your blog.

This e-book will show you a completely new approach to the blogging phenomenon. If you are curious and bold enough to read it through, you will be given an effective tool that will always help you in keeping up your writing effort as a blogger.

# 1. Modeling your blogging activity

Have you ever wandered about the unseen mechanisms behind your blog? Were you ever looking for a tool to map your blogging framework? I am going to give you answers to these questions in this e-book. And also introduce you step by step to an effective tool in mapping and understanding processes called 'the enneagram of process'.

## Easy modeling with the enneagram



What is the enneagram? Many of you have probably already heard of the enneagram, but you're more in luck here if you haven't. Due to the big hype around the nine personality types it generates, its exciting property of mapping processes and systems is left in the backgrounds.

Studying and experimenting with the enneagram is one of my favorite ways to get insights on different phenomenons. When I first came across this tool, for about ten years now, I was perplexed by its efficiency. Never before I had a tool like this to map whatever I intended to do, or whatever I desired to better understand. Since my first endeavors with the enneagram, I realized many ways to use it for various purposes. Here I am going to share you my thoughts - filtered mainly through the enneagram at this time - on blogging as a process. I hope you will find this reading a refreshing mental exercise.

## **Do you really know what you are doing?**

Blogging is all we are doing here. Countless number of blogs exist and the number is increasing exponentially every day. What bloggers and potential bloggers are missing at the actual stage is a clear overview of the phenomenon of blogging. Many are striving to find appropriate definitions, but still, envisioning and understanding it - is more desirable then ever.

## **Think of blogging as a cyclic process**

This cycle produces a new blog posting at each passing round. When a posting reaches the reader, the cycle is completed and it returns to its starting point for a new posting to be written and published. I know I am oversimplifying, but for now all that our quest is about, is the writing and publishing part of a blog,

just until it gets feed-backs from readers.

Blogging can be considered a process as it involves certain steps which are unfolding in a time period. Also, a blog is a self fulfilling process. Its starting point

→ from having the needed tools to write and publish, to actual writing and communication skills

and its end point

→ the goal of the blogger, the purpose of the blog

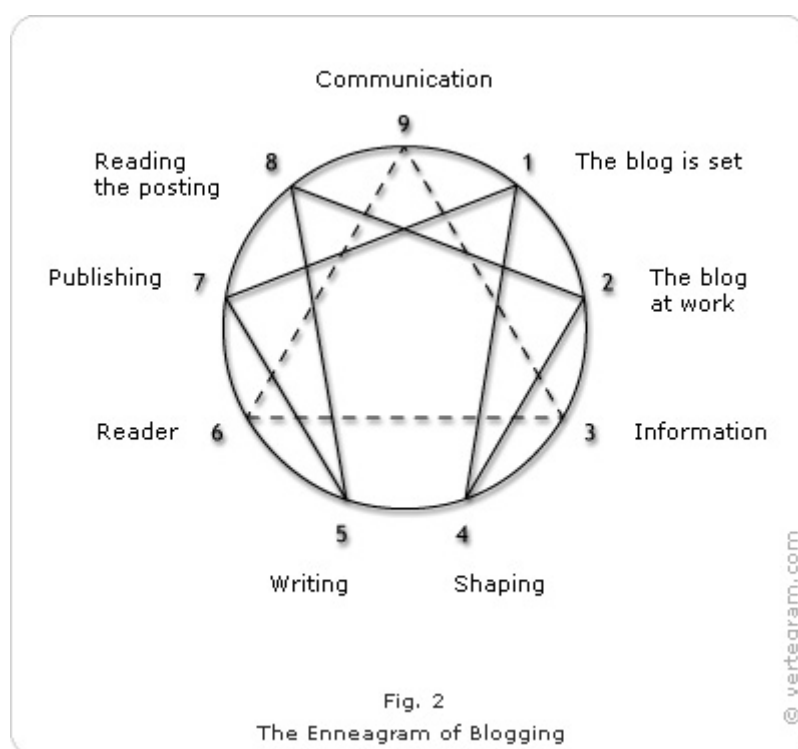
both can be clearly defined. This can be seen as a cycle too. After writing and publishing, a blog produces feed-backs in different forms, and it generates social, personal or material values.

## **Clear overview through mapping**

Understanding comes when you find an appropriate frame for the object of your comprehension effort. Understanding a process seems to be more difficult than understanding a concept. The mentality to which we are used to likes to reduce things, to simplify things to their bare components. Although there are other possible approaches to this – and I plan to write about those too – we are going to proceed the same way when mapping a blog on the enneagram.

## 2. Unveiling the secrets of blogging

Straight to the point, here is the final enneagram figure which presents you the mapping of the blogging process:



You can see nine steps around the circle, each pointing out a major phase in the process of writing and publishing a blog posting. In an instant I am going to start the explanations on this and you will see how amazingly simple it is to have a complete overview of your own blog with the help of the enneagram. But first a warning.

This enneagram of the blogging process shows only the process of creating a blog posting and recreating your blog by writing newer posts in repeating cycles. This will not show you how to gain the social, personal or material rewards out of your blogging, just pointing out the exact moment when they happen. You need to understand here, that the feed-backs and rewards phase

is a next level of the blog process and I will probably cover that in a future article.

And now, let's start our big quest in realizing how our beloved blogs work behind the scenes.

## **It all takes place in 9 steps**

### **The nine steps of blogging are:**

1. The blog is set.
2. The blog at work.
3. Information.
4. Shaping.
5. Writing.
6. Reader.
7. Publishing.
8. Reading the posting.
9. Communication.

Take a look again at Fig. 2 and you will see all steps in place.

## **The obvious and the hidden side of a blog**

The process can be seen either

➔ from a causal, timeline based viewpoint called the objective side

and either

➔ from what is going on in the mind of the blogger which is called the subjective side.

The nine steps can be considered the objective side of the blogging enneagram as they follow each other in temporary order (a.k.a. timeline), in a way that we usually like to call causal. There is a different side of the enneagram which becomes obvious if you consider the connecting lines on Fig. 2. You can see for example that point 1 is connected to point 4 and point 7. This is called the subjective side of the process and it expresses the will of the blogger and his abilities in envisioning the blogging process he is in. Don't worry if you don't get it right away, just have a little patience and think of the wise saying 'all good things come to those who wait'. Enough of theory for now, lets cut down to the point.

### 3. Are you ready to blog and roll?

**Phase 1. The first phase is the one of readiness and preparations. Set up your blogging tools, start your engines.**

#### **Step 1. The blog is set.**

This is the very first step in writing a blog posting. It consists of the presumption that you have everything you need to start expressing your thoughts with your blog. By 'everything you need' I mean all the necessary tools and requirements, like

- ➔ having a hosting space, a domain,
- ➔ having a blog engine software installed,
- ➔ perhaps having text editors, graphical tools at your disposal etc.

Nevertheless, your blogger qualities can also be considered necessary requirements, tools in this case, like

- ➔ knowledge of the topics you are covering on your blog,
- ➔ writing skills from knowing how to use the softwares to your own original writing style.

Also, at this very first step, a major requirement is to have a clear vision of

what your blog is about.

We can consider this clear vision as a clause which you defined primarily for yourself based

- ➔ on the main topics you wish to cover,
- ➔ on the style for promoting your message
- ➔ and on your previous expertise on both the content and presentation sides of your blog.

## **Step 2. The blog at work.**

After making sure that everything you might need to start blogging is in place, there comes the next step, called 'the blog at work'. The accent here is on 'making sure'. But how can you be sure? Now take a look at Fig. 2 and check out the connecting lines between point 1 and point 4. In order to make sure you have everything to start your blogging experience, you have to foresee somehow the idea that is going to get formed under your fingers to get a proper shape (4) according to your blog's specifics (1). This is called the mental projection from point 1 to point 4.

Once the decision is made on what the core of the post – the idea, the information – will be, you can select your utensils for it to be shaped according to your desire. This is called "The blog at work", the phase of selecting the proper tools like a text processing software or maybe you'll want to write directly on the administration interface, also digging out your best knowledge on the selected idea.

There is also the possibility here to project yourself mentally at point 8 and try

to realize - as realistic and honest as possible, - which are the demands of your readers, what they might expect. The interesting part here is that you yourself can be also the reader of your own posting, you have the possibility to set demands on yourself and be critical.

## **Here enters the meme into the process**

### **Step 3. Information.**

At the third point enters into the process the raw material that will be processed and transformed into a blog posting. There are so many ways for this to happen. You can get inspired by your own mental associations or some other mental activity. Or you can get inspired from the outside world by events or other people's thoughts.

Theory says, that at this point any process suffers a deviation from its causally sequenced steps. This is significant as you need to keep control over your blogging process. What is most important for now to remember is that the information entering here is considered raw data, ideas that need to be shaped according to the blog's specifics.

## 4. The art of transforming ideas into postings

**Phase 2. The second level of transformations starts here. It is time for craftsmanship and artistry.**

### **Step 4. Shaping.**

Starting from here, your blogging effort is getting to another level. At this level the actual transformation of your idea is starting to happen. After the input of data, you need to start molding it. At this point you can start drafting or start directly to write (which often turns out to be still a drafting). The main thing here is that at this very step the idea gets cleaned down according to the prerequisites defined at point 1 and by the means of the selected tools at point 2. Check out the connection lines of this point with points 1 and 2.

### **Step 5. Writing.**

After the continuous effort to clean down your idea and giving it the touch and feel of your blog's own style, it is time to perfect your work. Here you are writing your blog posting. It is not a draft any more. Now it has all the characteristics of your blog. It contains an idea that is pertinent to your blog's niche. This is what's going on on the obvious, the outer side of the process.

On the inside, this point is connected to 7 and 8, so you can project yourself

using your imagination and envisioning abilities. You should realize here if what you have been writing is understandable and presentable. This might include even a previewing moment, if your blog is letting you do that, to see how it is going to look when published.

**At this point enters another major influence on the process, the community.**

### **Step 6. Reader.**

For whom the whole thing is about. Similar to point 3, this is a moment of interference in the blogging process. At this point the process is getting an independent appreciator of what you have created. The reader or, to put it on a larger scale, the community formed by the readers of your blog represent a stimulative factor for your blog. This stimulative factor that comes from the outside performs a qualitative change in terms of for whom the writing work was done. If your work was successful, it is going to provoke a change in their state of mind.

## 5. Is your posting good enough to ring the bell?

**Phase 3. This phase is all about the change in the minds of your readers. Get influential, get persuasive.**

### **Step 7. Publishing.**

With the knowledge of whom are you writing to, now is the moment for publishing your posting. It is time to let your readers know about it, whether they are an established community around your blog or potential readers. Your effort here is on letting them know about your post by all possible communication channels, on the web, by syndicated content, e-mail alerts or other.

On the inner side you can see the connection with point 1, which means you can put back the blogging process in its original state for a new cycle to begin. You can now sit back and wait for people to read what you have published. Also prepare yourself for another round of writing a posting.

### **Step 8. Reading the posting.**

This is a step where you are not acting at all. The process is moving on by itself, it is spreading your message in the world. They are reflecting on your written posting, on the properly shaped and presented idea. The third major stage of the blogging process which started at point six provides the stimulation for your blog and thus to yourself in correcting or improving the way you communicate your ideas. This can be seen on the inner line that goes to point 5 where you have finished your posting.

### **Step 9. Communication.**

This is the point when the 'why' is answered. Why you, the blogger, are writing your blog? To fulfill your need for communication, for self expression. Whether you are writing, podcasting or vlogging, these are all powered by the desire for social dialog.

The final phase of the blog writing process is reached here. Communication is defined as the purpose of blogging, in the sense of its utmost significance. Communication is what the will of the blogger expresses through the process of blogging. Thus he pursues one of the primary needs of man as a social being, the need for social interaction.

**The utmost goal of blogging is communication and self expression.**

At this final point the blogger is getting the rewards for his effort. Bringing down the utmost goal – communication - to a more tangible level, we can say

that getting feed-back on your writings, having a community of readers, building up a reputation or even getting paid for your effort are the most desired rewards of every blogger.

## **Final considerations**

Now you know how to map your blog with the enneagram. You have a tool that helps you gain full control over the process of blogging. Maybe it seems a little difficult at the first time, but your effort will be rewarding for sure. To show you that it's easier than you've thought, try the following experiment:

- ➔ Take a pen and paper and create your own enneagram of blogging. Choose one of your existing postings and put it in on the enneagram. You can see now what was the raw material, the basic idea that popped out from your brain. It shows up at point 3. Try to write it down as clear as you can. If you do that, you will see the kernel of your posting. Interesting, huh? You never thought of it that way.
  
- ➔ Now take a look at the responsiveness phase, the 3rd phase. Do you think it got the response you were expecting? Were you able to communicate your idea the way you wanted? From your sincere response you can see how vital is your beloved posting and how efficient a blogger you are.

Happy enneagramming! Happy blogging!

*You can read more about the enneagram and other special ways to use it on*

**[Vertegram.com](http://Vertegram.com)**