

What everyone should know
**ABOUT BLOG
DEPRESSION**



What is Blog DEPRESSION ?

It's a mood disorder that affects bloggers of all types and all ages. it can lead to:

LOSS OF PLEASURE in the internet

FEELINGS OF SADNESS, disappointment
anger, self loathing, hopelessness, dementia

PASSIVE AGGRESSIVE moaning and a steady
lengthening of the interval between posts

**MOST BLOGGERS
FEEL DOWN AND FIND
THEIR OWN BLOG
SICKENING NOW AND THEN**

- it's a natural reaction to the self
induced and largely imaginary
pressures of blogging.

**BUT WHEN THESE FEELINGS
ARE SEVERE OR PROLONGED,**

- the blogger may lose all sense of
proportion, becoming angry and bitter
about an undertaking which was totally
voluntary and which does not directly
contribute to his or her continued
survival, on this, our planet earth.

note: this booklet is not a substitute for an
honest personal assessment of your own
motives and goals as a blogger

BLOG DEPRESSION CAN AFFECT ANYONE

at any time.

COMMUNITY BUILDERS

"got plenty of visitors, so why is no one commenting? stupid asshole lurkers!"

META-BLOGGERS

"christ! another *pulp book covers* post! that's it i'm sucking a tailpipe!"

JOURNALERS

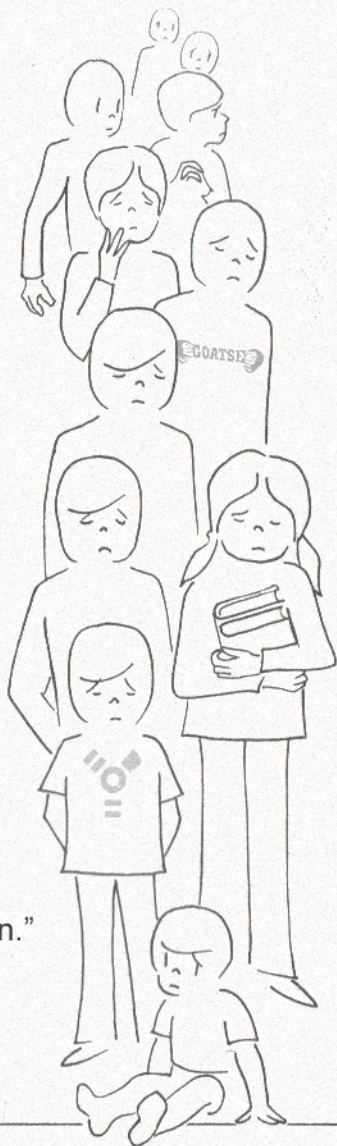
"why doesn't anyone seem to care about my crushing self-doubt? guess i'm just too unique. better post about it!"

VETERANS

"HEY!! i posted that two years ago! now it's on *boing boing* and suddenly it's all popular? fuck this man! time for a redesign."

NEWBIES

"why am i still ranked only 148,926 on technorati?! it's been 3 months."



fact: meta-bloggers

may experience particularly severe blog depression when they realize everyone is continually posting the same crap, on every other meta-blog, over and over and over. the realization that meta-content is never "owned" can be painful.

fact: blog readers

want to be entertained. the vast majority will do so passively. you are like a tiny television network to them. if you do not blog for your own pleasure you're in for some serious blog depression. ask yourself honestly: why do i blog?

SYMPTOMS OF SEVERE BLOG DEPRESSION

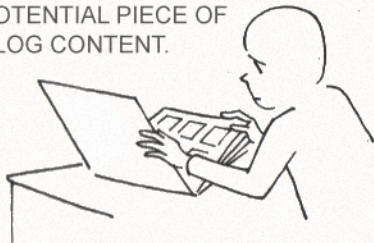
BIOCHEMICAL RESISTANCE

IF YOU'VE TRIED TO OFFSET YOUR FEELINGS OF DREAD AT BLOGGING WITH CHEMICAL SUBSTANCES, INCLUDING BUT NOT LIMITED TO: BEER, WHISKEY, JELLY BEANS, SLEEPING PILLS, BLACK BEAUTIES, OR ANTI-DEPRESSANTS BUT HAVE FOUND NO SOLACE IN ANY OF THEM, YOU MAY BE IN A "BLOG HOLE."



CONTENT ANXIETY

IF THE SIMPLE ACT OF READING A MAGAZINE FILLS YOU WITH A DEEP SENSE OF DISQUIET, IF YOU BREAK OUT IN HIVES, OR FIND YOURSELF INEXPLICABLY WEEPING, IT MAY BE CONTENT ANXIETY, IN WHICH YOU SUBCONSCIOUSLY EQUATE EVERY PIECE OF INFORMATION AS A POTENTIAL PIECE OF BLOG CONTENT.



SELF LOATHING

IF YOU DESPISE YOURSELF MORE TODAY THAN WHEN YOU BEGAN TO BLOG THERE MAY BE A DIRECT CORRELATION. BUT REMEMBER, NO ONE CARES ABOUT YOU'RE BLOG AS MUCH AS YOU DO. THEY PROBABLY HAVE THEIR OWN.



PRESSURE !!!!

IF YOU FEEL OVERWHELMED WITH A CRUSHING PRESSURE TO POST TO YOUR BLOG, A PRESSURE SO ACUTE AND STRONG THAT YOU CANT POST ANYTHING AT ALL, TRY TO REMEMBER, NO ONE CARES. YOU TOOK UP BLOGGING OF YOUR OWN ACCORD. STOP TORTURING YOURSELF! YOU SILLY BASTARD.



SOME ACTION YOU CAN TAKE

to make life run smoother
if you or someone you know
is a depressed blogger:



GET A GRIP

try to remember a blog is
elastic and open ended.
unless you are selling
something it has no specific
purpose. so relax damn it.

TAKE A BREAK

go ahead. the world wont
end just because you've
stopped contributing to the
vast info-detritus of the world.
have some donuts. chill.

ASK YOURSELF

what am i trying to achieve
by blogging? what am i after?
what is my goal? what do i
have to gain? is it worth
sinking countless hours into
such an amorphous undertaking.
do i have anything better to do?

DON'T BELIEVE

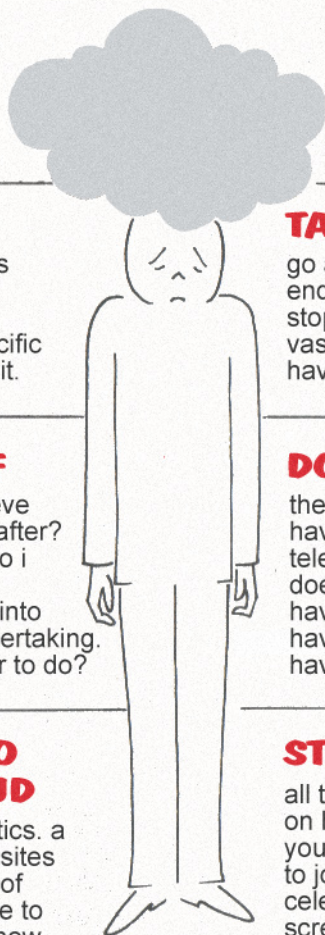
the hype. just because you
have heard the word blog on
television countless times
does not mean you need to
have one of your own. do you
have anything to say? do you
have anything better to do?

STOP BEING SO DAMNED PROUD

we've all seen the statistics. a
huge percentage of websites
fold before one full year of
operation. you don't have to
"beat the odds" just to show
you can. do you like blogging?

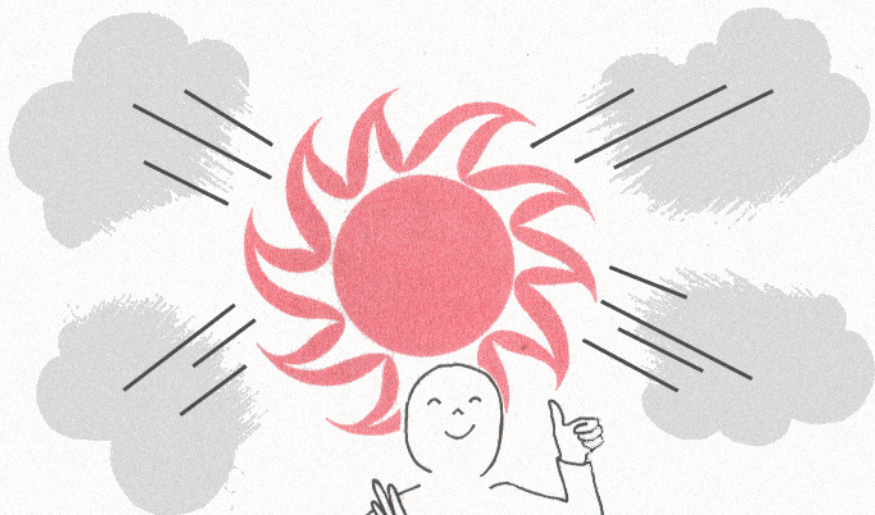
STOP READING

all those tips from other sites
on how to "have a great blog."
you are doing this for fun! not
to join some cult of backwater
celebrity... right? RIGHT? oh
screw it, do what you like.
suck cock for higher google
rank, just stop whining.



So...

LEARN ABOUT BLOG DEPRESSION.



- **UNDERSTAND THE FACTS!**

no one put a gun to your head. blog for your own enjoyment or you're in trouble.

- **RECOGNIZE THE SYMPTOMS!**

are you sick and tired of the whole damned thing? the endless repetition with no end? then make a change. it's your blog isn't it?

- **KNOW WHEN TO FOLD EM'**

hey, if it's not for you, then close up shop. call it quits. let it go. no shame in that.

- **GO OUTSIDE**

perhaps there are more important things? maybe it's just a waste of time in the long run? you're not getting any younger are you?

**IT NEED NOT RUIN LIVES
OR WASTE PERFECTLY
GOOD URL'S**