

[My 14 Year Blogiversary: The Benefits of Writing Online](#)

In August 2006, that is 14 years ago, I started this blog.

Writing online has been one of the best things I started in my life. In the early days, it led to founding my influencer marketing startup [Trigami](#).

These days, it's a tool for clarifying my thinking and sharing ideas with the world. A creative process that is very satisfying to me.

It also helps me to stay in touch with thousands of people, leading to friendships and fruitful intellectual exchange I enjoy a lot.

Two ways of writing online

There are two ways of writing online. You can create a website around *one specific topic*, or you can create a *personal website*.

The topic-specific approach is more like a magazine. The personal one is more like a public diary.

I enjoy the personal format better, because it gives me the freedom to explore any topic I am interested in.

If you intend to generate income from your blog, it's probably better to focus on one topic.

Most popular posts

In 2019, I started to take my writing more seriously, publishing on average one article per week. This seems to be a pace that is sustainable for me.

Here are my most popular posts in the last 12 months:

- [What I Learned at Warren Buffett's 2019 Berkshire Hathaway Shareholders Meeting](#)
- [The Best Habits I Started in 2019](#)
- [What People Don't Understand About Tesla](#)
- [Unlocking the Subconscious Mind](#)
- [What I Learned About Sales](#)
- [My Ultimate Reading List: Books I Revisit Often](#)

My most popular posts tend to be the longer ones.

While I still enjoy writing light-weight posts, I might take this feedback into account and write more longer pieces in the future.

And lastly, thank you for being a reader. It means a lot to me.

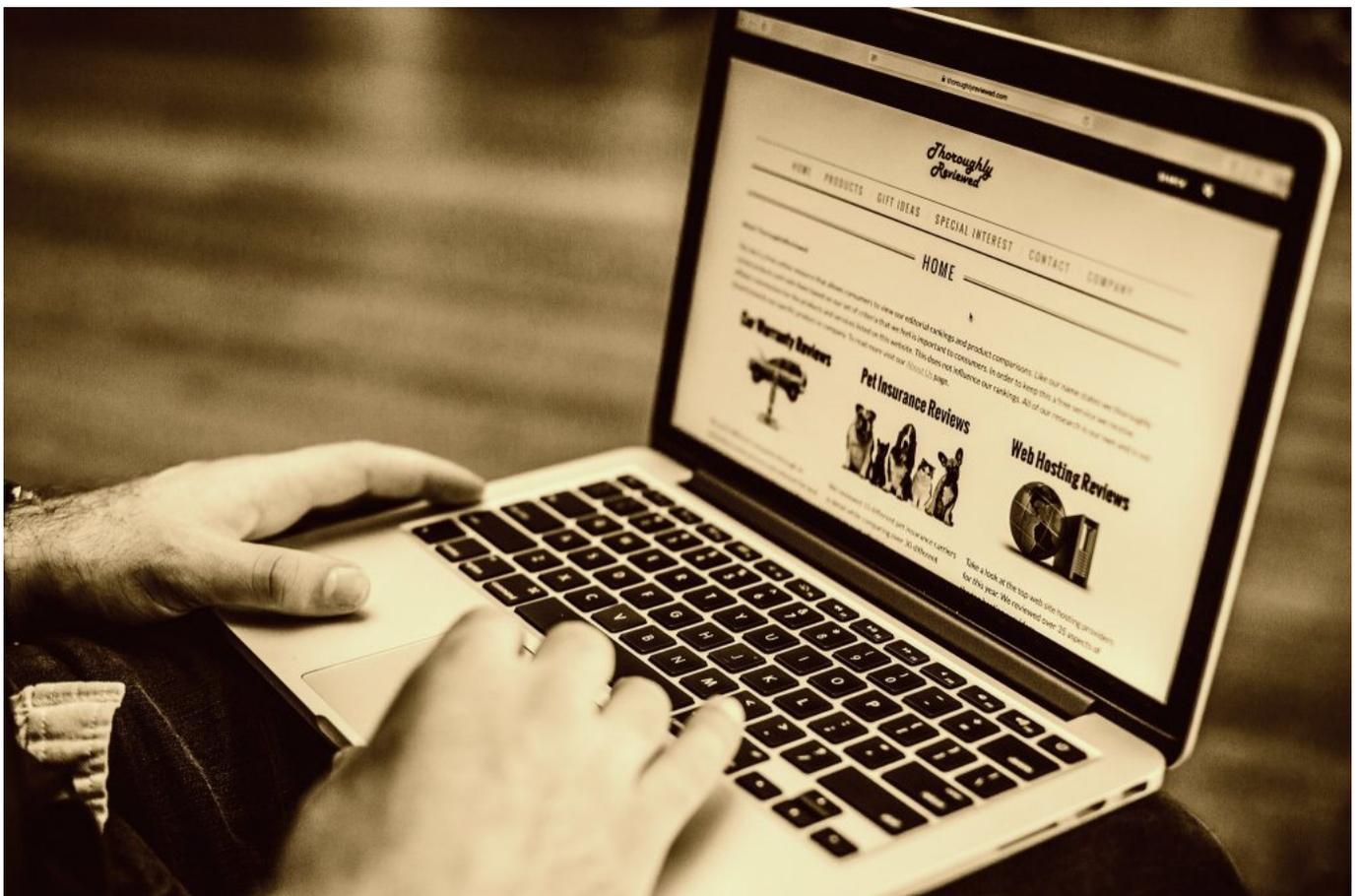


Image by [ThoroughlyReviewed](#)