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.

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**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 can't 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.

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?

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?

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.

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 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.
SOO...

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 repitition 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