**5 Reasons Why You Need To Start A Vlog Today**

If you are thinking about starting a vlog but are not totally convinced yet then this article will explain the best reasons for starting one. A vlog is a big commitment so you need to be determined and constantly motivated to start one and keep it going with new content. So take a look at these powerful reasons for starting a vlog.

**1. People Like Videos and what is happening in Other People’s Lives**

The rise in popularity of vlogs should not come as much of a surprise to most of you. There have been several studies that confirm people would much rather watch a video then read text on a website. Also people like to know what is going on in other people’s lives. The viewing figures for reality TV certainly show this.

So here you have a powerful combination at work. The power of video combined with the power of curiosity. Yes people like to know what celebrities are doing but they are also interested in how other ordinary people live their lives. So give them what they want.

**2. Vlogging is Fun**

Well vlogging certainly should be fun. If it isn’t fun for you then don’t do it. With a vlog you have the opportunity to share your life experiences, your knowledge and a lot of other things with people all over the world that you have never met before.

Planning videos for your vlog is a lot of fun. Getting everything ready and shooting the footage and then editing the whole thing afterwards so that only the best bits appear in your video is a real blast.

Also you will get a real buzz from people subscribing to your vlog channel, liking your videos, sharing your videos with people that they know and leaving you nice comments. Watching the popularity of your vlog grow is very fulfilling.

**3. Reach a Wider Audience with your Vlog**

If you are in business and want to promote your products and services then a good vlog is a great way to do it. You will be able to reach people in different parts of the world that you never thought was possible. Of course your vlog needs to provide value and not just be a series of ads.

We will always recommend using YouTube for your vlog. It has the biggest reach of any video site with over 1 billion users. Each day it receives 4 billion page views from all over the world and there will definitely be people looking for the kind of content that you provide on your vlog.

**4. You will create a Better Connection with your Audience**

People will want to see you and find out as much about you as they can. This is easy to achieve with a good vlog. It is a lot easier to persuade people to do the things that you want them to do using video rather than the written word. They will not only respond to your words but also your body language too.

**5. You can Make Money with your Vlog**

There are many cases of vloggers making a fortune from doing something that they love. They make money from brand sponsorships, promoting their own products, promoting affiliate products and other monetization methods.