The minimum viable blog

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A blog is a system that stores and distributes writing. It must:
1. Show a list of your past writings
2. Show each individual thing you have written in a readable way
3. Allow people to sign up to learn about new writings

If you want to get super fancy, it could also:
4. Inform you about how many people have read your writings
5. Allow people to pay you for your writing (per time, or per post)

It follows that the minimum viable blog is isomorphic to a public Google Drive folder, or static unstyled HTML site, holding a bunch of PDF files (one per post, easily exportable from your writing tool of choice!).

To gather subscribers, you can create a Google Form for people to input their email in about 15 seconds. To publish to subscribers, paste those emails into the BCC field in an email you send to yourself, to which you attach the post's PDF.

Say "reply to unsubscribe" in each email, then delete repliers manually. This is better than an automated system, because it trains you not to write bad blog posts, via (1) the pain of personal rejection and (2) the collection of feedback.

(Fancy analytics come for free via your static website provider of choice, and either type of fancy donations can be accepted via a Stripe payment link.)

It further follows that if you ""want to start a blog"" and are doing anything more complicated than this, without already having written and published at least 10-100 posts, you are either lying about your desires or betraying them.

In particular, coding a custom blog website is *never* necessary. If you ever actually need one, you'll be able to afford to (and should!) hire someone to do it for you.