

We blog

Book Blogging Heroes: Interviews with 30 of the World's Top Bloggers; Wiley Publishing, Indianapolis, 2008

Author Michael A Banks

The Big Idea Blogs are a *media channel* in their own right with their own rules for success.

Speed RAP If you think that a blog is simply a time waster, or an easy outlet to express your opinion about this and that, then you've missed the point. You've also missed a big opportunity. Blogs open the door to enable you to lead a conversation and build a community. They are, in essence, a communication outlet; they are a discrete media channel. Blogs are the new face of journalism.

Your Challenge Join the 'we blog' community. Read Blogs. Write Blogs. Step outside the mainstream media channels of TV, newspapers and radio. Start to explore this stimulating medium. The best way to learn about blogging is to write your own. Launch your own media channel today!

RESOURCES : anything you use to generate wealth.

ACTIONS : an act of will, a deed completed.

PROFITS : to gain an advantage or benefit.

Blogs
Channel
Audio Michael
Community Book
Banks
Blogging Heroes
New Challenge Wiley
Radio Interviews
Conversation TV
Newspaper
Write Media
Rapper Video
Magazines

BR Context : Movies and Blogs

Have you ever wondered where the word 'movie' comes from? Usually, when something new is invented, it takes the name of some thing that exists, something that is already familiar to us.

For example, the internet was once called an 'information superhighway'. The 'car' was the 'motor car' which came from 'motor carriage'. Before that, the 'motor carriage' was called a 'horseless carriage'. And, before that we had the 'horse and carriage'.

This *extension of existing terminology* is an effective strategy because this is how our brains work. We literally connect new information to existing neurons.

The term 'movie' is short hand for 'moving pictures' which gives us a clue to where this technology originated.

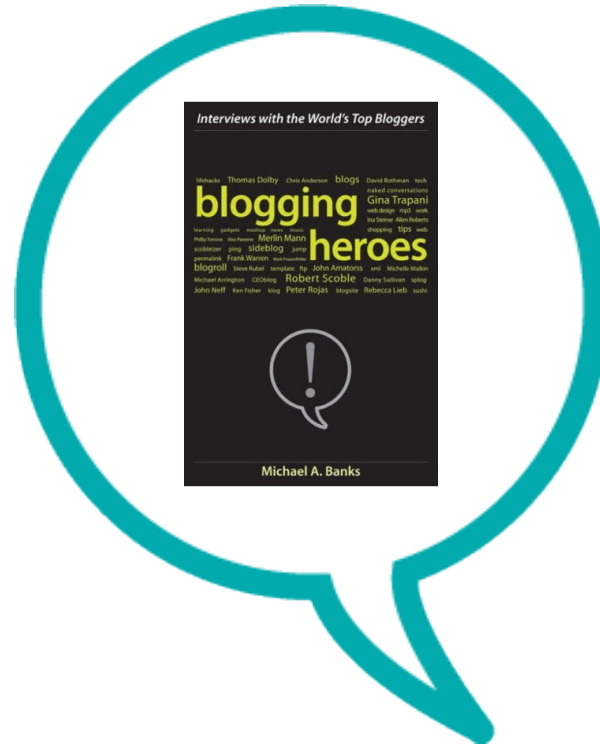
The invention of the camera gave birth to 'still images'. In contrast, when a series of images is strung together in rapid succession we get the illusion of 'pictures moving'.

As a kid, you may have created your own animation this way. Perhaps you drew a series of stick figure on cards and then flicked them in sequence to make your figure appear to move.

So what do a 'blog' and a 'movie' have in common?

For starters, the way these two words got their name. Each one is a shortened version of some other thing. 'Movie' is short for 'moving pictures'. And, the word 'blog' is short for 'web log'. What's a web log? It's a *list of entries* similar to a diary, posted regularly on the internet.

Next up, and more usefully, **movies and blogs are the direct result of acceleration.**



This is a really important distinction because it puts blogs into context. It tells us what they are in relation to websites. It also points to how we can get the best from them, and even a possible future of the internet.

The unofficial patron saint of Wired Magazine, 1960's media guru Marshall McLuhan, flagged that **when things speed up, the effect of the media changes. This means that the way the media operates and performs alters, and this significantly changes its impact on us in our day to day lives.**

His insight is ably demonstrated by the shift from still (photography) to moving images (film). They are two different media with two different sets of results.

Historically, photographs have encouraged *posing* and have promoted the *artificial smile*, whilst movies have warped our *sense of time*, and allowed our *fantasies to come to life*.

Today, photography and film live as overlapping, yet distinct industries. **And now, here's the clincher. Websites and blogs appear to be headed for a similar future: overlapping yet distinct.**

Less than ten years ago, you needed technical skill to create, or update even the simplest website. It was also expensive because you had to pay a web designer by the hour to create or update your site. The cost and the time involved prohibited people from posting updates more than once or twice a month.

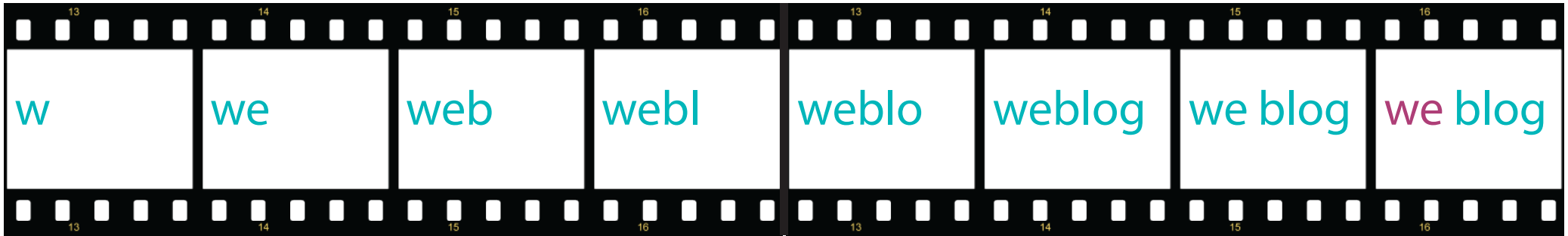
Now, after a decade of internet development we have seen lightning changes. The ease and accessibility of blogging allows anyone with minimal skills to add content to the World Wide Web quickly and with minimal effort. Just ask any school kid!

Technically speaking, blogs are a *content management system*. The key to its simplicity is that it has a number of automated features making it dead easy to update a website. This automation enables a DIY approach to blogging.

And so it follows, that because anyone and everyone can do it, DIY blogging accelerates the frequency that anyone can add a post. And this is the reason why **more than 75 million blogs have appeared in the last ten years.**

Whilst quicker and easier may seem like a modest change, when the acceleration happens at the *right* speed, the net (sic!) effect changes the game completely.
continued over...

BR Context: Movies and Blogs *continued*



For example, movies are displayed at 24 frames per second. This speed is quick enough for the brain to process the individual frames as a single, flowing, moving picture. Any slower and the effect doesn't work. All you see is the individual frames.

And so it is with the *speed* of blogging. When we speed up the overall output of the world wide web, and invite instant input from anyone-anywhere-anytime, we change the communication from a one-way channel to a shared to-and-fro conversation.

This is *the* fundamental shift from the one-way web to our dynamic, interactive, social Web 2.0.

Acceleration of interaction means that information *appears to flow*, some what like a face-to-face conversation. In the same way that moving pictures *appear* to be real, online conversations now *appear to flow* quickly, easily and effortlessly. This illusory perception changes the nature of the internet.

So, just as a movie is an illusion created by still images going faster, a snapshot of the future of the web can be captured in one word: 'faster'. And 'faster' fosters interaction.

Faster means *quicker access-speed* and it also means that we'll access information *more often*. For example, handheld internet devices like the iPhone and the Blackberry enable us to be *constantly connected*.

This *speed-up* of the web already has an offspring; it's given birth to *microblogging*. What's microblogging? It's a facility on a website, that enables short, one or two sentence comments to be posted quickly and often; by the minute, hourly, or daily. Think Twitter and Facebook. Microblogging can be whatever, and whenever, you and your friends/community want it to be.

From a *community building* point of view, microblogs are beginning to overtake blogs. It's confirmation that we now live in a short, sharp, instant, impulsive world. Get ready for a faster future.

Blogs will still continue to be important, of course. Think of them as journalism for everyone - longer articles, more detail and more opinion.

To compare blogs and microblogs to traditional web pages, or their forebears the magazine article, is inaccurate. Better, to compare blogs/microblogs to the phenomenon of teenagers (and increasingly their parents) texting each other throughout the day.

Are you getting the picture here? Can you 'C' the fourfold future: *Constantly, Connected, Conversational Communities*.

And here's an interesting spin-off from blogging/microblogging: *the way we listen has changed*. No one wants to listen to a biased, subjective, one-way, sales pitch (rant!) any longer. We'd all far prefer to join in a conversation and, be part of a community in which we can actively participate. It's more inclusive, and that's important. This dramatic shift in the way we communicate was flagged by Seth Godin in *Meatball Sundae* (see **Book Rapper Issue 3, Marketing Now-How**).

We fragile human beings thrive on connection and inclusion. And now, thanks to our exhilarating digital media, these basic human needs are easier to meet across all social and cultural groups. Anyone and everyone can join in. This is one small step for the web; one giant leap for mankind. The future is looking bright!

Just in case you're starting to panic, rest assured that, like still photographs, static websites will continue to play a major role in building your brand and selling your product. However, to fail to include a *fast-response mechanism*, like a blog, on all your websites would be to misunderstand the Web 2.0 medium, and how to ride its evolutionary wave.

In this **Book Rapper** issue we dive into the intoxicating phenomena that is the blog medium, and tease out how you and your business can profit from it. Oh, and remember to have fun!

RAP1: Blog Why?

PROFIT : As William Shakespeare might have said (if he'd been alive today), "To blog or not to blog: that is the question". If you want an online voice for yourself, your business, or your organization, your blog is your personal newspaper, radio and TV channel rolled into one.

Expression
Links Consumer
Communities Blog
Self Connection
Conversations Write
Read Channel
Voice Producer
Media Quality
Human

Self Expression

It's been estimated 75 million blogs have been created in the past decade. How many of them are any good? That depends... what's tickles your taste buds? Whilst only a hundred swimmers will win gold medals at the next Olympics there are millions of us happy to paddle about in the pool. So it is with blogging. We challenge ourselves, exercise our faculties and express our opinions, emotions, beliefs and interests. Of course, the quality of blogs naturally varies, the good news is... human expression is alive and well!

Media Channel

Last century, TV networks, radio stations and newspapers were owned by media moguls and publishing barons. They employed professional journalists, editors, producers and presenters to provide mainstream content for us to consume. Now, we have the opportunity to change our diets through the humble blog. We can not only choose from a widespread range of niche topics to read, we can become content creators too! Text, images, audio and video. You're now in charge of your own radio station, newspaper, TV channel... Your own media channel, Channel You!

Connection To My Species

The internet is based in one simple principle: connection. At the technical level, the hyperlink is the glue that holds the web together. It lets you link from one page to another. Blogs rely on links too! Firstly, when you publish a post you can easily link to other web content on your site, your blog or to one of the other billion or so pages on the web. More significantly, these links also build social connection and, social connection is the glue of the human family. Blog posts give readers the opportunity to comment on what you say. They prompt conversations with people from around the world; people you've never met. Link up enough people and these conversations build communities. Many people dismiss blogs and social networking sites like Facebook as time wasters. Instead, consider them as social glue.

Action : What's your reason for blogging? Is it to put out your thoughts and ideas? Forward your business or organization? Or simply to connect with fellow human beings? You could write a Statement of Intent as your first blog post.

Action : If you were head of your own media channel, what would you present? Would it be music? Video? News? Photos? Map out your media mogul goal and start blogging. Apply this to your business or organization.

Action : Who do you want to connect with? What do you want to build a community around? Your family? Your friends? Your travel journal? Your business? A social cause? A hobby? An idea? Invite people to play.

RAP2: Blog Medium

PROFIT : As a media channel, a blog doesn't follow the same rules for success as a magazine, newspaper, radio station or TV channel. Understanding the nature of the blog medium will enhance the results you produce.

INFORMAL If print media is like giving a formal speech, then blogging is like having a chat with your friends. It's style is more relaxed, conversational, and intimate. Be provocative and ask questions to encourage feedback and build the dialogue.

NICHE It's my media channel and I'll cry, rant, share and gossip if I want to! Pick a topic that means something to you. Remember, you have a potential world wide audience so your focus can be as quirky, distinct, unique, and personal as you'd like it to be. There'll probably still be an audience for you. Yep, even for you!

MULTI-MEDIA Blogs don't need to be just words. Any digital mode works. To create interest add images, your own video or link to others on YouTube. Your blog may be a single format or a combination of several. For instance, post a fresh photo one day and an audio track or, vlog (video log) another day.

TIMELY Magazines are stuck in time; they rely on deadlines. Once a deadline has passed the opportunity to update is gone - until the next issue. By contrast, blogs are instant publishing. Write it now, press 'publish', and the world can read it. You can update any time, and as often as you want. Blogs live in real time, not artificial deadlines. Bonus: A reader might reply immediately. Instant feedback!

FREE How much does it cost to publish a magazine? A TV channel? Any other business? A blog can be created for free – you don't even need a computer if you're happy to mozy on down to the local library. Blogging software and hosting for your posting is also free. No excuses now!

GLOBAL The web is a global phenomenon and so is your blog. Your focus may be local - as in a council issue or, it may be highly niched.

Action : Write your blog in the way that you speak. Or, record your voice and then post the audio file instead.

Action : What do you REALLY want to blog about? Write down several niches that appeal.

Action : What's your best mode? Are you a photo snapper? Do you talk better than you write? Do you have a face for audio? Are cartoons or animations your speciality?

Action : When? How Often? What's your plan? To avoid writers block, write when you're hot, and keep a couple of posts up your sleeve for when you're not.

Action : Time is the price you'll pay to build your blogging empire. How much time are you willing to invest?

Action : You'll get lost in the blogosphere if you don't focus on something. Be clear about who is your intended audience. Let this audience focus shape your content.

Audio

Automate

Energy

Niche

Conversational

Push Pull

Timely

Digital

Provocative

Local

Vlog

Global

Free

Update

Quirky

Audience

Chat

Multi-Media

Rant

Images

Instant

RSS

RAP3: Blog Money

PROFIT : Whilst your blog can be a labour of love, it can also be a profit centre for your business or the centre piece of your entire business. It's all depend on the makeup and stats of your readership. Here are some strategies to consider in order to make money from your blog.

Blog-A-Job

A number of the interviewees in *Blogging Heroes* are paid to blog. If you want a blog job, your personal blog is your advertisement. It speaks to your skills, style and attitude. Bring your blog and your business case to the attention of your current employer or potential new employer. Blogging may be a solo exercise, like a journalist running their own newspaper. As in the case of *Autoblog* , the job-bloggers are part of a 24 hour global team posting new content on the hour.

Action : To give yourself a shot at job-blogging define you area of focus, create a professional looking site and refine your writing skills. Develop a business case to market yourself within your organization or to potential clients. For instance, better customer service.

Promote

Your blog may be the seed that builds the audience that sells the product/service, that builds your brand. Did you know that Chris Anderson wrote his book *The Long Tail* as a blog? During the process he invited comments from the readers of his blog. He has acknowledged that this reader, or community, involvement enhanced and enriched the subsequent book. It was a smart move. As Anderson wrote and published more posts, he built up his audience. When his book was finally published it was to a large, warm and receptive audience. Be willing to learn as you blog - and share what you learn as you learn it.

Action : What are you building? Write down what you want in the future. For instance, if you're writing a book, your future desired outcome informs what you write about today.

Educate Share
Solo Brand AdSense
Promote
Learn Value
Conflict Free Content
Sell Advertise
Team
Job Book Business Case

Advertise

Free content paid for by advertising or sponsorship has been the basis of TV, radio and, to a lesser extent, newspapers (subsidized cost) for many years. This strategy may also work for your personal blog. A good place to start is to check out Google AdSense. And then, when you really start drawing attention to your blog you can confidently approach bigger fish. The key question to ask with regard to advertising is: "Will it undermine my content?" The right advertiser may add credibility to your blog, whilst others may create a conflict of interest.

Action : Time to decide. Am I going to advertise now, or not? Will I advertise in the future, or not? Make your intentions clear from the beginning as it can shape the loyalty of your readers.

Sell

Write your blog to promote your current product or service. It's a smart thing to do – provided it's not simply a bunch of one-sided press releases that brag about how good you are. That'll never work. No audience there buddy! Whatever it is you want to sell, you need to educate and inform to attract an audience. Don't sell to them.

Action : Make a list of what you might sell via your blog. This might be obvious or it may present a whole host of new opportunities. Be willing to look. No one said you only had to sell your own products...

RAP4: Blog Traffic

PROFIT : With so many blogs on the net, who's going to read yours? And, how are they going to find you? In this RAP, we explore how to attract an audience and build a readership.

Content

The best thing you can do to attract readers is to write good content and post it regularly. That's it. Do it!

Links

The web is based on linking and your blogging success is connected (sic) to this idea. As others link to you, you'll attract and expand your readership.

SEO

The story of Search Engine Optimisation for blogs can be summed up in four words: Some do, some don't. Some bloggers swear by it as a means to building an audience. They're happy to buy traffic whilst others refuse to have anything to do with it because they believe good content will suffice. You choose.

Participate

As in life, it's not who writes the best blog that wins, it's who has the best friends. The blogosphere is a chance to meet and interact with like-minded souls. We can learn from them, and maybe even learn to love them. Connecting with other bloggers can be good for you and, for your traffic.

Participate Discuss Comment Friends Read Traffic Readership SEO Keywords Connect Social Networking

Offline Titles Publish Search Write Well Cross-promote Link Newsworthy

Actions : Write Well

Stick to your niche, passion or interest. Be consistent and reliable. Focus on your topic.

Be timely and 'newsy'. Comment on current events and top of mind topics.

Take a stand. Be provocative. You have a licence to speak your mind. This will help you stand out from the crowd.

Make it visual. Your posts will look way more interesting if you include photos, illustrations or diagrams.

Actions : Connect

Read other blogs. Comment, refer, expand, refute, or promote your online sources by providing links to them.

Cross link to your earlier posts. This will draw readers to other content you have written.

Link to things you reference. For instance if you're talking about Barack Obama, link to his page on Wikipedia or his website. Connect the dots for your readers.

If you write well, other bloggers will be far more inclined to link to your blog.

Link to people offline also. Tell them about your blog; stick your blog address on your email signature and business card.

Actions : Strategize

Typically, blogs gain traffic more than most websites because they add new content regularly. Even if you only post a few blog entries you may still get minor traffic from Google.

Links from other bloggers are the key to SEO (Search Engine Optimisation).

Improve your rankings by filling your blog titles with keywords.

Actions : Make Friends

Start making new connections. Comment on other peoples' blogs.

Ask a question in your posts that invites comments and feedback. Build a discussion forum to extend the conversation.

Build a network of blogging friends and build up a link list between you.

Cross-promote via Social networking sites. For instance, form a group around your niche on Facebook.

RAP5: Blog Being

PROFIT : As in any good conversation your way of being in the world shapes what you say and the response you get. In the blogosphere, the same applies. Here's a list of personal qualities that you can use to enhance your blogging success.

Be Opinionated

Most people view blogs as mere opinions and this could be your strength. Remember, our newspapers have opinion pieces in them too! Simply be interesting and express yourself clearly.

Action : Being opinionated can get you noticed and drive traffic to your site. Caution: Writing a blog is not a licence to be an asshole. Think before hitting 'publish'.

Be Passionate

To succeed as a blogger will take time, persistence and commitment. Choose a topic that you're passionate. Your enthusiasm will fuel the journey and help to attract an audience. A lack of enthusiasm will dampen your blog. Dedicate yourself to your blog. Progress will happen, it will simply take time.

Action : Commit to your blog for a specific time frame and create a production schedule. However, be disciplined with your time, blogs can be addictive.

Be Original

A blogging business can be founded on unique content. Research and write original content where possible. When referring to other blogs, add a link rather than repeating what is said elsewhere.

Action : What do you know more about than anyone else? What's your unique perspective on the world? Write about this.



Be You!

The most important quality you can have is to be yourself. Every other "being quality" on this list stems from being 'you'. By all means learn from others, and then, be true to yourself. Authenticity is better than imitation and perfection.

Action : Find your voice. Experimenting with your style and content. Once you're comfortable with in your blogging-voice, this you'll gain strength to promote your blog.

Be Regular

Post regularly to draw a loyal audience. Also, write in a consistent tone that will allow your readers to get to know you. Your consistency is the key to a consistent and regular readership.

Action : Write often to encourage readers to return to your site. Readers get used to tuning in with regularity, be it daily, weekly, monthly or quarterly. Create a schedule that works for you. Train your readers in the habit of clicking of your consistently regular blog.

Be Transparent

The principal feature of the web is connection. Every thing is just a click away. This means you can't hide things in the way you might have in the past. Be transparent, honour your sources, and admit your mistakes. We'll find out anyway!

Action : Rather than steal or plagiarise other peoples work, simply link to it.

Be Strong

Expect criticism. Accept it. The more popular your blog the more likely you'll get some less than generous feedback. You're not trying to please everyone on the planet - the goal is to satisfy an interested readership. Be strong, and take a stand for what you believe in. Be generous and acknowledge others.

Action : When you receive criticism take a deep breath and ask yourself, "Is this useful criticism?" Then decide how to respond - constructively.

RAP6: Blog About

PROFIT :What should you blog about? Whatever. There's a global readership out there and a virtual market for every topic. Just get started! Here's a dozen clues to narrow your focus and heighten your arousal, well, your readers' arousal levels.

Helpful
Top 10

Trends
Burnout

Special

Lists
Comments

Celebrities
Weird

Updates
Search

Long
Revisions

Wacky
Short

Problem Solving
Interview

Multi-Media

Features
Regular

One Thing That Works

Eric T. writes Internet Duct Tape. Having made Technorati's Top 100 Favorited sites with two different blogs he's well qualified to know what works. His number one tip: "I find the one thing that almost always works is helping people." (P253). Mmmm... too obvious?

Rock your socks off

What floats your boat? What spins your mind? What flutters your heart? That is what you should be writing about. Start here and work it up. You're in charge, it's your media channel, you decide what to blog about.

The Long and Short of It

Mix up your posts. Avoid the temptation to snow in your audience under a avalanche of words. Vary your post length from say 100 to 500 words. Split a long post into several posts and increase your links at the same time.

Regular Features

When you flick through a magazine you'll notice that they have a bunch of regular items that pop up each issue. For instance, there may be: an editorial, cover story, stats, interviews, photo spread, etc. Identify your regular features.

Special Features

Every so often write a special feature. This might be a summary of previous posts, a cover story for future posts or a hot topic. A common theme might be to have a 'Top 10' or 'Best of' list. Not all blog entries are equal – some are designed to draw special attention.

Media Swap

You can cover a lot more in five minutes of audio than in five minutes of reading text. Use different media to vary your content and provide a fresh perspective on your blog. Link to a cartoon, show a photo, add a video, or a slide show.

Problem Solving

If you have a problem, consider making it a blog post. This will invite comments and foster community. Einstein once said 'coming up with the right question was more important than the answer.'

Updates and Revisits

Make it a habit to review your previous posts and update them with new information. This builds consistency and shows your attention to new information, whilst also building your cross-links. It also gets people talking - back.

Interview Me

An easy source of original content is the interview, eg *Blogging Heroes...* If you know a guru or regarded person ask them for their opinion on things. It may be unique. You can present it as edited text, an audio file, or in video form.

Scour the Web

Relief! You don't always have to write the content of your blog yourself. Spend some time sourcing new content on YouTube, Google Images and Flickr. Simply referring others to great content can be a great service in itself.

The Weird and the Wacky

We've all got friends who forward to us the weird, the wacky, the hilarious and the downright stupid. Don't you love it? The mundane fades into the background whereas the unusual leaps out and begs for attention.

Trend Spotting

Read any comments on your site carefully. They may carry opportunities for future posts. Try and monitor patterns that may help you spot trends.

BOOK
RAPPER

RAP7 : Blog Life

PROFIT : Will blogging take over my life? Maybe. Deborah Petersen of *Life in the Fast Lane* says “I eat, sleep and breathe my blog.” Here’s how to manage your life as a blogger.

Full-time Blogging

To quit your day job and take on a new life as a full-time blogger is possible. However, be warned. The full-time bloggers interviewed in this book aren’t merely posting a couple of lines every so often. They’re working at it. Or should I say they’re living it! Some 10-12 hours a day and may be seven days a week.

Action : Do you really want to quit your day job? What would you need to pull this off?

Online Journalism

Is blogging the future of journalism? Blogging is fast, intimate and conversational. It’s instant publishing and is also suitable for scoops - if you have the right sources. You also need the resources to chase those sources. Online journalism is a specialist field.

Action : Define your blogging business model. Are you a dedicated journalist? Energetic Amateur? Or, god forbid, an opinionated Bore?

Blog Home

Blogging can happen anywhere. Most bloggers probably do it at home. However, with the addition of a laptop, or a smart phone, you can add to your post from anywhere. This isn’t just for professionals, all anyone needs is an internet connection.

Action : Define the lifestyle you want from your blogging escapades.

Team Sport

Consider forming an alliance with others writing on similar topics. This could be as separate blogs or as a single blog. This gives you more reach to attract more traffic.

Action : Find the blogs of three potential alliance partners. Read their work, comment and test the waters.

Automate

There are a bunch of actions you’ll need to do each time you write and publish a blog post. You can save considerable time when you automate your processes.

Action : Use RSS feeds to have the blogs you read sent directly to your in-box.

Action : Use widgets & blogging tools to streamline your writing and publishing process.

Action : Check out Firefox Add-ons

Read Blogs

A number of bloggers interviewed read a lot of other blogs. For instance, Chris Anderson tracks 220 blogs as sources of information. Read a few blogs from other writers to explore the medium. Review and cull regularly; maintain a tight fabulous list to conserve time.

Action : Read other blogs for ideas, formats, style and tips you can use in your blog. Link to them when you borrow their content.

Blog Bank

Cardinal sin territory. Never, never post to meet a deadline or fill a gap. Poor blogs can dent audience attention. They’ll go walkabout.

Action : Write when you want to write. Create a file to store your extra posts for your ‘days off’. Bank your spare logs and you’ll always have a scintillating post.

Partner

It can be tough to keep coming up with new perspectives on a niche idea. Two brains might be better than one...

Action : Liaise with other bright sparks to bring alternate views to your blog. Consider interviews, co-author, guest authors, links to other people’s blogs or articles, links to YouTube videos or slide shows. Also, google ‘What is Carnival Blogging’ for more insight.



RAP8 : Blog Resources

PROFIT : Learn from the legends. Start to read some of the best blogs in the business. Here's the list of 30 interviewees from *Blogging Heroes*, plus one.

Dave Taylor	The Intuitive Life Business Blog	http://www.iblogbusiness.com/detailed/55.html
Chris Anderson	The Long Tail	http://www.thelongtail.com/
Gina Trapani	Lifehacker	http://lifehacker.com/
Ina Steiner	Auction Bytes	http://www.auctionbytes.com/
Mary Jo Foley	All About Microsoft	http://blogs.zdnet.com/microsoft/
Dave Rothman	TeleRead	http://www.teleread.org/index.php
Frank Warren	PostSecret	http://postsecret.blogspot.com/
Mike Masnick	Techdirt	http://www.techdirt.com/
Mark Frauenfelder	BoingBoing.net	http://boingboing.net/
Robert Scoble	Scobleizer	http://scobleizer.com/
Peter Rojas	Engadget	http://www.engadget.com/
John Neff	Autoblog	http://www.autoblog.com/
Ken Fisher	Ars Technica	http://arstechnica.com/index.ars
Deborah Petersen	Life in the Fast Lane	http://www.lifeinthefastlane.ca/
Joel Comm	JoelComm.com	http://www.joelcomm.com/
Brian Lam	Gizmodo	http://gizmodo.com/
Kristin Darguzas	ParentDish	http://www.parentdish.com/
Chris Grant	Joystiq	http://www.joystiq.com/
Scott McNulty	The Unofficial Apple Weblog	http://www.tuaw.com/
Philipp Lenssen	Google Blogoscoped	http://blogoscoped.com/
Brad Hill	Weblogs, Inc.	http://www.weblogs.com/
Steve Rubel	Micro Persuasion	http://www.micropersuasion.com/
Rebecca Lieb	ClickZ	http://www.clickz.com/
Deidre Woollard	Luxist	http://www.luxist.com/
Gary Lee	An Internet Marketing Web Site	http://www.mrgarylee.com
Richard MacManus	Read/WriteWeb	http://www.readwriteweb.com/
Eric T.	Internet Duct Tape	http://internetducttape.com/
Victor Agreda	DIY Life	http://www.diylife.com/
Steve Garfield	Steve Garfield's Video Blog	http://stevegarfield.com/Site/Welcome.html
Grant Robertson	Download Squad	http://www.downloadsquad.com/
Geoff McDonald	Book Rapper	http://www.bookrapper.com/blog.html

Action : Ten Blog Questions

- 1 To blog, or not to blog?**
(a) I'll Read blogs (b) I'll Read & Write Blogs (c) I'll stay Blog-free
- 2 What is my blog purpose?**
(a) Self Expression (b) Media Channel (c) Connection to my Species
- 3 What results do I want my blog to produce?**
(a) Personal (b) Business (c) Social Cause (d) Entertainment
- 4 What will I blog about?**
(a) Anything (b) Everything (c) Whatever (d) My defined niche
- 5 How often will I post?**
(a) Monthly (b) Fortnightly (c) Weekly (d) Daily
- 6 How do I want to blog?**
(a) Part-time (b) Full-time (c) Solo (d) With partners (e) Carnival
- 7 Which blogs will I read?**
(a) Book Rapper (b) Book Rapper (c) Book Rapper
- 8 What media (format) will I use in my blog?**
(a) Text (b) Photos (c) Audio (d) Video (e) Some/All of these
- 9 How will I make money from my blog?**
(a) Advertise (b) Sell (c) Promote (d) Blog-a-job (e) No thanks
- 10 When will I post my first (next) post?**
(a) Today (b) This week (c) Some time soon (I mean 'never')

More info...

About the Author

Hi folks! Thanks for reading **Book Rapper**. I think we've all got our own special genius. Mine is to take a whole bunch of information and distil it into some simple yet co-ordinated pattern. I used to be an architect. And, for me, tracking trends and working out how they fit together is just like designing a building.

Cheers, Geoff (McDonald)

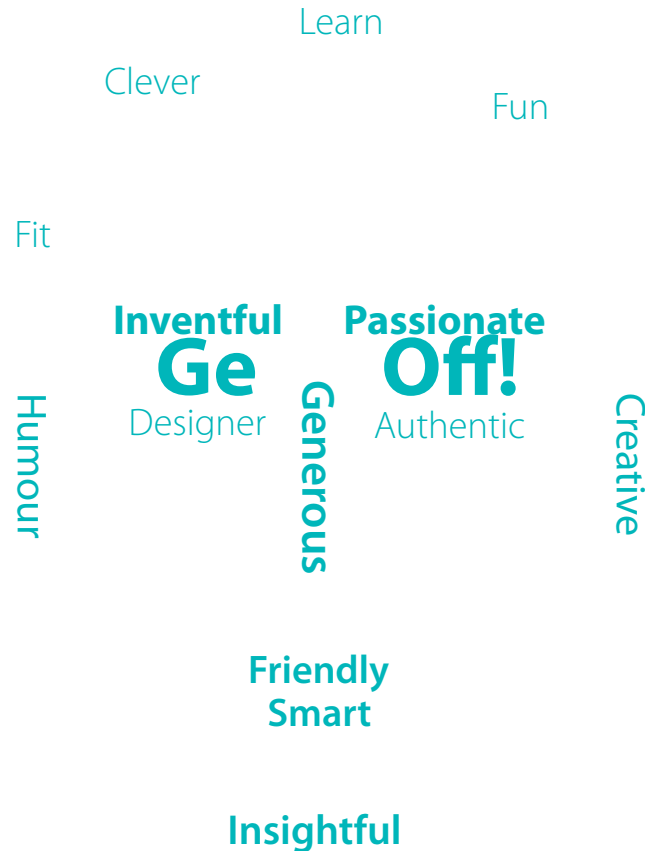
About Book Rapper

DIY : This document is our 'DIY' solution. We suggest the actions you could take and you personalize them to your situation.

Custom : We also design custom solutions for your unique situation.

Delivery : This can be delivered in a variety of ways depending upon what you need. This might be one-on-one coaching or mentoring, or group events such as keynote presentations, facilitating strategic planning meetings or creating projects to achieve specific outcomes.

Home Base : We're based in Melbourne, Australia and with the clever use of technology we can virtually be anywhere.



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