

Blogging Resources From BetterECM

Starting a Blog Checklist

1. Register a domain name with your name and redirect to your blog. This is recommended but not required.
2. Get a "Creative Commons License"
Creative Commons (<http://creativecommons.org/>) makes it easy to assign a license for your online content. I use a license called "Attribution-NonCommercial 2.0"
This means (in english) You are free to
 - a. to copy, distribute, display, and perform the work
 - b. to make derivative worksUnder the following conditions:
 - i. by Attribution. You must attribute the work in the manner specified by the author or licensor.
 - ii. Noncommercial. You may not use this work for commercial purposes.
3. Get a feedburner account and direct feeds through feedburner
Most probably your blogging software will automatically provide an RSS feed capability. However, chances are that you may not be able to track how many readers are subscribing to your feed. By burning your feed via <http://www.feedburner.com>, you can get those statistics.
4. Implement subscription chicklets. People use variety of RSS readers and you want to make it easy for them to subscribe to your feed from those RSS readers. Feedburner provides scripts to create those subscription chicklets. I suggest that you should take a look at the available options and add those chicklets to your blog site.
5. Enable search. Search should be a standard feature for any website. Your blogging provider would normally provide the feature. You just have to find out how to enable it for your blog.
6. Claim your blog at Technorati. By registering yourself at <http://www.technorati.com> and claiming it, you have an ability to put your photo with your profile. When people search for stuff on technorati and your blog comes up in the search results your thumbsize photo appears with the search result. Every single thing helps.
7. Allow users to get your blog via email. Many people want to read your blog via their email. It's easy to set that up. You can get a script to do that by registering at Feedblitz.
8. Link to your profile. Write up your introduction "elevator pitch" and link it from your blog. People want to know who you are.
9. Link to your photo album if you have an online photo album with a service like Flickr. Link to that as well.
10. Announce your blog to the world. The first thing that you can do is to use a service like Pingomatic (<http://pingomatic.com/>) to ping a few servers. Of course, you should write compelling content that would make others link to your site.
11. Provide a way to contact you. Other than posting comments on your blog, provide a way (email, phone or both) for your readers to connect with you.
12. Link to your bookmarks. If you have an account with del.icio.us and are tracking some interesting websites, you can link to your bookmark page.

13. Create meaningful categories and chunk content. Very soon you will have a lot of content on your blog and your readers will get confused where to go. One option is to create meaningful categories and file content appropriately. That will be a great service for your readers.
14. Put your photo on the home or about page. Blogs are a conversation that you are having with your readers and it becomes more personal with a photo.
15. Ensure that your RSS feeds are OK. Simple way is to subscribe to your own feed in your RSS readers. Other way is to use FeedValidator (<http://www.feedvalidator.org/>) to check if everything is OK.
16. Include a blog link in your email signature. Even people who you know may not know that you have a blog. Best is to include the link to your blog in the email signature.
17. Register at Findory. Findory aggregates some of the finest blogs and they recommend content based on users' interest. So if a user is reading an article in another blog that has similar content, he or she may be presented with your blog to consider reading.
18. Register at blogwise. Blogwise is a directory that is created manually by a bunch of folks. You can submit your blog for inclusion and someone over there will add it to the directory if they find the content appropriate.

Ten Rules of Good Blog Writing Style

1. **Use descriptive headlines** that reveal the point of the article without further reading; the key here is to create micro-content that can fare well on its own. (An example of a good title is "Edit Captions in Picasa Web Albums" used at the unofficial Google System. An example of a bad title is the official Google blog's "Greetings, Earthlings!") Keep in mind the headline may be read in an RSS reader, a news portal which aggregates content, a search result, your blog archive, a bookmark and so on, and it may be surrounded by dozens of other headlines.
2. Write in **inverted pyramid** style: first get to the point and mention the core ideas, then fill in the details in later paragraphs. The first and second sentence should allow people to decide if they want to continue reading this.
3. The **first link** is the one most people click on, so it should also be the main link for your article. Also, too many links too close to each other diffuse your point and make you less of a filter, and a (news) blog should always be a filter for others.
4. In each longer post, **re-introduce core ideas** you mention because your readers come from all walks of life and may not be up-to-date (e.g. they may read your archived post half a decade from now coming from a search engine). It's better to say "The Electronic Frontier Foundation yesterday announced ... the EFF also said that ..." than to say "The EFF announced... the EFF also said that ...".
5. **Use lists, images, tables, sub-headlines, examples, indented notes, indented quotes, icons, colors, bold and italics** to lighten up your article and make it easier to scan it. Don't expect everyone to cling to every of your words; instead, you can expect a large part of your readers to sit at the office, a coffee in one hand and the mouse in the other, trying to get up to speed at 9 in the morning.
6. With a **global audience** it's never a good idea to only use sophisticated words not everyone may know. Some of your readers may speak English only as second language. They may want to learn new words, but it shouldn't come at the price of missing your post's point. (If you only speak English as second language to begin with, following this rule might be much easier.)
7. **Credit your sources** with a mention and link. As opposed to mainstream news posts, bloggers usually tell where they got the story from.

8. **Mark updates and changes** (and do update and change when readers find something wrong in your writing).
9. **Spell-check your posts, and read them for clarity** once or twice before posting. An error now and then isn't bad but the less fewer errors, the more quickly people will be able to read and understand your article. (This rule, of course, is universal in writing and doesn't just apply to blogging.)
10. To practically all of these rules there are **exceptions**. For example, when your post is very humorous in tone and has a punch line, you may specifically not want to give it away in the title. Or when you're writing a longer essay, you'll just have to live with the fact that you won't be able to "cut to the chase" in the first paragraph. Another exception is that it's not really necessary to mark every change, e.g. when you fix a typo somewhere in the text, or when you just posted 10 seconds ago. Not every post needs an image, etc. etc. And sometimes, breaking the rule is a conscious style element (e.g. **this style of linking** - not sure if it has a name - intentionally breaks rule #3).

Essential Books For Bloggers

Blogging

- [Blog Marketing](#)
- [Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers](#)
- [The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right](#)
- [Blogwild!: A Guide for Small Business Blogging](#)
- [Blogging for Business: Everything You Need to Know and Why You Should Care](#)
- [Buzz Marketing with Blogs For Dummies \(For Dummies \(Business & Personal Finance\)\)](#)
- [Money For Content and Your Clicks For Free: Turning Web Sites, Blogs, and Podcasts Into Cash](#)

Copy Writing

- [Zen in the Art of Writing](#)
- [Write It Right: The Ground Rules for Self-Editing Like the Pros](#)
- [1000 Most Important Words](#)
- [Line by Line: How to Edit Your Own Writing](#)
- [On Writing Well, 30th Anniversary Edition: The Classic Guide to Writing Nonfiction \(On Writing Well\)](#)
- [Rules for Writers](#)
- [Choose the Right Word: Second Edition](#)
- [Advertising Secrets of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy from One of America's Top Copywriters and Mail Order Entrepreneurs](#)
- [Breakthrough Advertising: How to Write Ads That Shatter Traditions and Sales Records](#)
- [The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells. Revised and Expanded](#)
- [Hot Text: Web Writing that Works](#)
- [Advertising Secrets of the Written Word](#)
- [Tested Advertising Methods](#)
- [Ogilvy on Advertising](#)
- [The Story Factor](#)

Business

- [The Art of War: The oldest military treatise in the world](#)
- [Raving Fans: A Revolutionary Approach To Customer Service](#)
- [Never Eat Alone: And Other Secrets to Success, One Relationship at a Time](#)

- [The Long Tail: Why the Future of Business Is Selling Less of More](#)
- [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#)
- [The Cluetrain Manifesto: The End of Business as Usual](#)
- [Power of An Hour: Business and Life Mastery in One Hour A Week](#)

Marketing

- [All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World](#)
- [The Little Red Book of Selling: 12.5 Principles of Sales Greatness](#)
- [Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising](#)
- [Lovemarks: The Future Beyond Brands](#)
- [Purple Cow: Transform Your Business by Being Remarkable](#)
- [Gonzo Marketing: Winning Through Worst Practices](#)
- [Permission Marketing : Turning Strangers Into Friends And Friends Into Customers](#)
- [Waiting for Your Cat to Bark?: Persuading Customers When They Ignore Marketing](#)
- [Advertising Headlines That Make You Rich](#)

Creative Thinking

- [Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas](#)
- [Lateral Thinking: Creativity Step by Step \(Perennial Library\)](#)
- [Artist's Way: A Spiritual Path to Higher Creativity](#)
- [Thinkertoys: A Handbook of Creative-Thinking Techniques \(2nd Edition\)](#)
- [A Technique for Producing Ideas \(Advertising Age Classics Library\)](#)
- [Six Thinking Hats](#)

Miscellaneous

- [Getting Things Done: The Art of Stress-Free Productivity](#)
- [The Economics of Attention: Style and Substance in the Age of Information](#)
- [Freakonomics: A Rogue Economist Explores the Hidden Side of Everything](#)
- [The Elements of Style, Fourth Edition](#)
- [A Rulebook for Arguments](#)
- [Discovering Arguments: An Introduction to Critical Thinking and Writing with Readings \(2nd Edition\)](#)
- [The Art of Looking Sideways](#)
- [Communities Dominate Brands](#)
- [Influence: The Psychology of Persuasion](#)
- [Don't Make Me Think: A Common Sense Approach to Web Usability \(2nd Edition\)](#)
- [The Tipping Point: How Little Things Can Make a Big Difference](#)
- [Syndicating Web Sites with RSS Feeds For Dummies](#)
- [Join Me!](#)
- [Rivers of Revenue: What to Do When the Money Stops Flowing](#)
- [The 80/20 Principle](#)
- [The Wisdom of Crowds](#)

Conferences

Business Blog Summit: <http://blogbusinesssummit.com/conferences/>

Blog Business Summit 2006: The 2006 Blog Business Summit will take place on October 25-27 in Seattle, WA at the Bell Harbor Conference Center.

BlogHer: <http://www.blogher.org>

What: BlogHer Business '07

When: March 22nd and 23rd, 2007

Where: New York, New York

What: BlogHer Conference '07

When: July 27th and 28th, 2007

Where: Chicago, IL

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