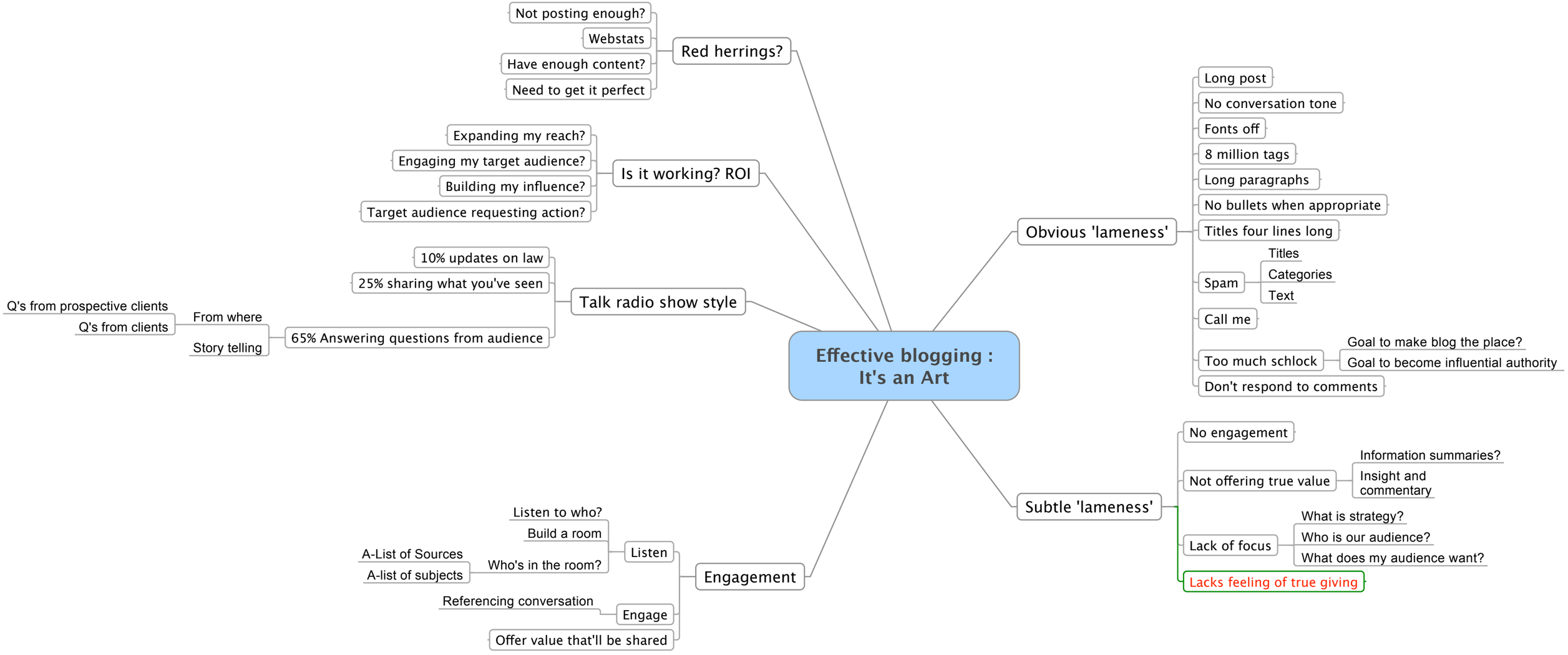
Effective blogging : It's an Art
Red herrings?
Not posting enough?
Webstats
Have enough content?
Need to get it perfect
Is it working? ROI
Expanding my reach?
Engaging my target audience?
Building my influence?
Target audience requesting action?
Talk radio show style
10% updates on law
25% sharing what you've seen
65% Answering questions from audience
From where
Q's from prospective clients
Q's from clients
Story telling
Engagement
Listen
Listen to who?
Build a room
Who's in the room?
A-List of Sources
A-list of subjects
Engage
Referencing conversation
Offer value that'll be shared
Obvious 'lameness'
Long post
No conversation tone
Fonts off
8 million tags
Long paragraphs
No bullets when appropriate
Titles four lines long
Spam
Titles
Categories
Text
Call me
Too much schlock
Goal to make blog the place?
Goal to become influential authority
Don't respond to comments
Subtle 'lameness'
No engagement
Not offering true value
Information summaries?
Insight and commentary
Lack of focus
What is strategy?
Who is our audience?
What does my audience want?
Lacks feeling of true giving