

Blogging for More Business

NSA-Oklahoma Power Idea
Rhett Laubach



Web 2.0

Change of Scale

Content Creation

Cheap and Fast

Collective Intelligence

Core Values

Community

Conversation

Connection

Cumulative Learning

***Source: Web 2.0, Strategies and Lessons
for Business Leaders***





Blogging for More Business

Why Blog?

- Reach current/potential clients
 - *They learn from you and about you*
- More expert positioning
- Drive traffic to your website
- Move up on search engines

Why Not?

- Requires constant attention
- Content is out there more
- Not widely popular for biz use

Understanding Blogs

- Web log = Blog
- Contained on one web page
- Updated regularly (posts)
- Specific content/audience
- Reverse chronological order



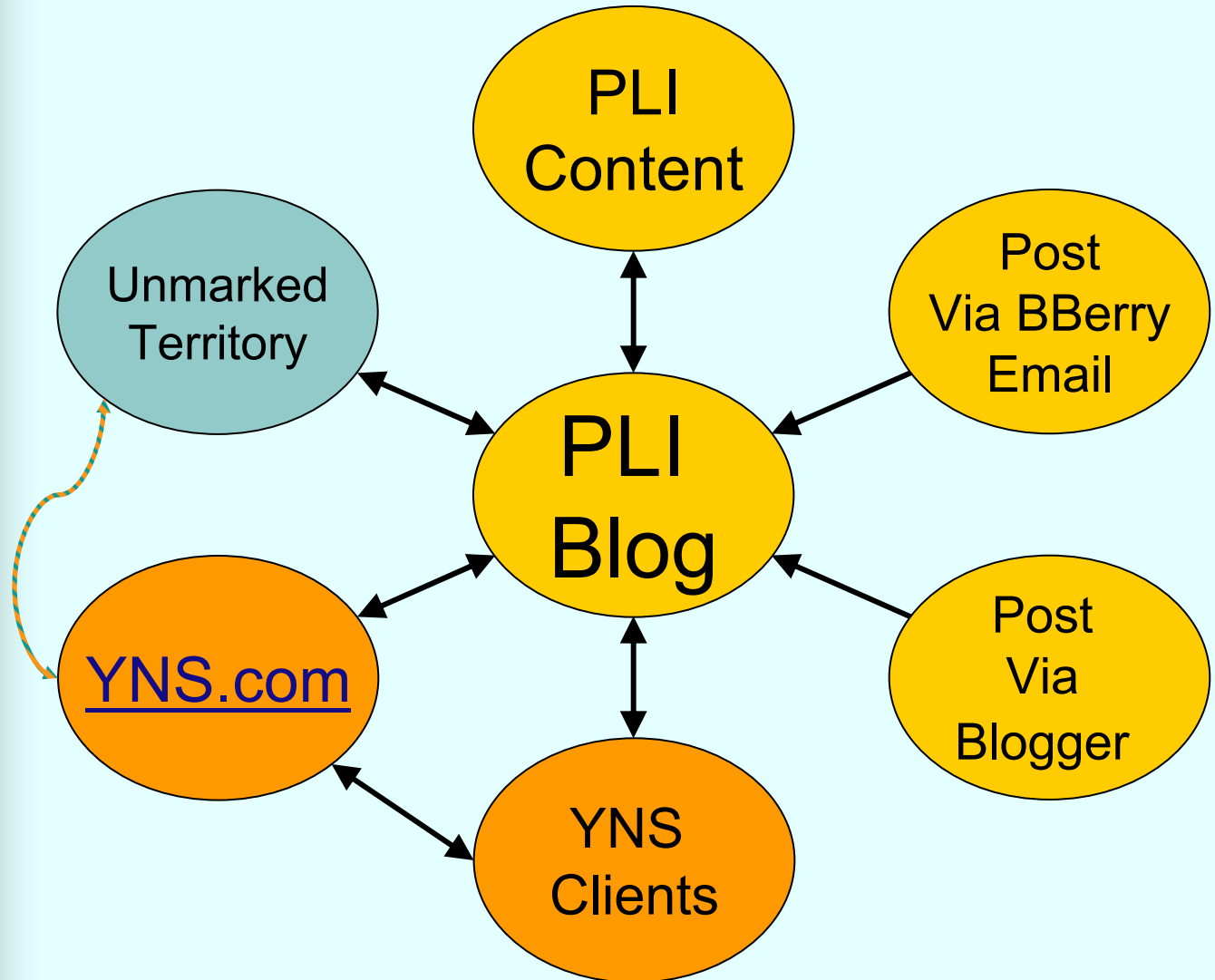
Blogging Stats

- 75,000 news blogs every day
- 11% of internet users read
- 61% of readers are over 30
- 92% of bloggers are under 30
- 5,000 corporate blogs
 - *Source – Technorati, Perseus*
 - *Updated Fall 2006*

Blogging Set-Up Basics

- Decide on content focus
 - *Example: PLI structure*
 - pliblog.yournextspeaker.com
- Quick/free set up via a blog host
 - [Blogger](#), [WordPress](#), [TypePad](#)
- Post regularly
 - *Daily or multi-weekly*
- PR your blog initially
 - *If it is worthy, it will PR itself*

Rhett's Blogging Experience



Rhett's Seven Blogging Tips

1. Passion-Driven Content

Personal Leadership Insight

2. Post Regularly

... about finding meaning as a leader in our private and public lives. If you are a leader, learning to lead or leadership... devour daily.

3. Organized Content

FRIDAY, FEBRUARY 16, 2007

Innovative: Ask the Hard Questions

I traveled to a small town in Oklahoma today called Adair to encourage about 450 high school students. Thanks to the "DeLozier twins" for not only inviting me to ... also for creating a phenomenal leadership development environment school and your student organizations ([FCCLA](#) and [FFA](#)). The message

... the most of the opportunities in front of you ... use wisely what you get excited about

3. Aim high in life because you will get what you shoot for
4. They can get everything in life you want if you help enough other people get what they want.

A bonus of today was that I had a travel companion (most of my trips are solo). My travel partner was a client of mine that is passionate about helping students grow and develop into positive, productive leaders. His current position allows him to make an impact, but he sought my help and advice in creating new opportunities within his organization for student development. They have good programs now, but they could have ... and starts to ask the hard question ... Why do we have people in the wrong place to use their strengths? Why are we facing ... years ago?

4. Conversational & Correct Grammar

Innovation is ... start seeking out the answers to tough questions. Once that one hurdle is overcome, many other things can fall into place.

So, what questions do you and your peers need to be asking today to take things to the next level? Engage in dialogue... check your egos and baggage at the door... create some cool!

5. Short Posts



6. Link to You and Business

About me

» I'm Rhett Laubach
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My profile

Email Rhett

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7. Invite to Subscribe



Blogging Resources

- Quick/free set up via a blog host
 - [Blogger](#), [WordPress](#), [TypePad](#)
- How to succeed as a blogger
 - [Pro blogger.net](#)
- Learn how to blog for business
 - [DailyBlogTips.com](#)

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