

“The Business of Blogging”
San Diego North Chamber of Commerce
Tuesday, July 22, 2008, 7:30 - 9:00 a.m.

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What About Clients? www.whataboutclients.com

- 100 Most Informative Blogs in the World (**No. 60**), Carnegie Mellon (Nov. 2007)
- 2007 Best Business Blog, American Bar Association (Jan. 2008)

A. Stats (from Technorati.com)

1. About 70 million blogs worldwide
2. About 120,000 created each day (1.4 new blogs every second)
3. Japanese is the #1 blogging language; English is second.

B. 5 Rules

1. **Write to match business goals.**
2. **Only the “right” people at your shop should blog.**
3. **Do short posts (compelling titles).**
4. **Post regularly.**
5. **Be provocative and brave.**

C. Seven Great Blogs

1. **News/Commentary.** *InstaPundit*, Glenn Reynolds, Knoxville www.pajamasmedia.com/instapundit/
2. **Personal.** *Minor Wisdom*, Ray Ward, New Orleans <http://raymondward.typepad.com/rainman2/>
3. **Business.** *Blog Maverick*, Mark Cuban, Dallas <http://blogmaverick.com>
4. **Arts.** *Paris Parfait*, Tara Bradford, Paris http://parisparfait.typepad.com/paris_parfait/
5. **Travel.** *My Marrakesh*, Maryam, Morocco www.moroccanmaryam.typepad.com/
6. **Business.** *Groovy Like a Movie*, Brent Altomare, San Diego www.groovylikeamovie.com/blog/
7. **Business/Law.** *Real Lawyers Have Blogs*, Kevin O’Keefe, Seattle <http://kevin.lexblog.com/>

D. Resources

1. Technorati: www.technorati.com
2. AllTop: www.alltop.com (Guy Kawasaki)
3. ProBlogger: www.problogger.net
4. www.blogsearch.google.com

E. Blog platforms

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|-----------------|----------------|
| 1. Movable Type | 4. Blogger.com |
| 2. TypePad | 5. Tripod |
| 3. WordPress | 6. SquareSpace |