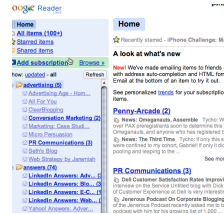


**Ten Steps To A Blog That Rocks**



**Use Google Reader To keep track of your blog 'beat'.**



**Use Blog Search To find the blogs you should track.**



**Write Every Day And you'll enjoy it.**

# Get Yer Blog On

1. Find Your Topic
2. Set Up Your Beat\*
3. Create Your Blog
4. Make a Schedule
5. Clear Your Bloggage
6. Write. Every. Day.
7. Join the Conversation
8. Grab Center Stage
9. Foot ≠ Mouth
10. Have Fun!!!

About Which You Are: Passionate. Knowledgeable.

Using Google Reader & Google Blog Search.

Use Blogger.com or WordPress.com. It's easy!

Follow the 5/30/30 rule. (next page) It pays off.

What on your beat made you agree/disagree/mad/happy?

To generate a thoughtful, emotional response.

Comment, and invite comment. Use RSS.

Get a scoop. Entertain. Teach. Challenge.

Be courteous. Respectful. Be honest. Don't flame.

Think for the long haul. Do what you love!

Doing Your Daily Business

1 insightful post  
really struck home  
ing can really be

Use Links to Give Credit  
To other authors  
when you build on  
their work.

## SCUMBAG

007  
a Friday afternoon  
I have been so r

It's OK to Get Mad  
Just think before  
you publish.

INTELLECTUAL LINT

0007

Intel Kicks Ass, Takes Names

I don't regret back  
in 2008 when I wrote  
a scumbag and  
saw other people do  
the same thing.

I'll Kick Your Ass!

LINKS  
Who's I Think  
I'd Pin Blog

PREVIOUS POST  
Madness Kicks As  
s. Responses to Con  
Marketing  
Dinner World do  
Don't push pins, be  
Creative  
Book: The Book of

Experiment!  
Have some fun.  
Play with new  
ideas.

# Get Some Writing Done

1. 5 minutes/day

2. 30 minutes/week

3. 30 minutes/day

4. What made me...

5. How can I...

6. What should...

7. Link to the original

8. Thoughtful, Emotional

9. Come back later

10. Ping

To review your blogging  
beat, and take notes.

To review your notes & set  
the weekly calendar.

To write each entry.

...agree? Disagree? Mad?  
Excited? Write it down!

...improve it, change it, let  
others know? Write it down!

...my readers do after  
they read this?

If you're writing about another  
post, include a link to it.

Response is what you  
want to generate.

To review before you publish.  
Especially if you're mad.

Don't worry, your blogging  
tool already does this.