



NO BLOGGERS LEFT BEHIND

JOEANN FOSSLAND AND FRANCES FLYNN THORSEN

WEEK ONE:

Develop a Blog Business Plan

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ADVANTAGE GROUP SOLUTIONS

Blog.Joeann.com

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Sociale**bb** Strategies and Solutions

TheREALTYgramBlogger.com

RealTownReport.com

TheFatLadyBlog.com

WebWomenGivingCircle.com

Blog Platforms

- NOTE: RealTalk is a listserv, it is NOT a blog!
- www.Blogger.com
- www.RealTownBlogs.com
- www.ActiveRain.com
- www.Typepad.com
- [**www.Wordpress.org**](http://www.Wordpress.org)
- RealEstateBlogSites.com
- Trulia.com

There are also blogs built into other web platforms. An excellent example of this is www.Point2Agent.com offering blogs with their web sites.

Compare Blog Platforms

- Price
- Where are they hosted? Will that contribute to traffic?
- Community or non-community Blog?
- Is the site designed around a real estate theme or is it a general blogging site?
- Do you need multi-author functionality?
- Is the site customizable?
- How easy is it to customize the site?

The Language of Blogs

Over the course of the Webinar series we will expand our cyber lexicon.

- **Blogger** – A person who blogs
- **Bloginar** - A seminar that is contained within a blog entry. [Example here](#)
- **Vlogging** – Video Blogging
- **Podcasting** – Audio component in blog
- **RSS** – [Really Simple Syndication](#)
- **Syndication** – distributing content to multiple channels via single interface.

Social Networks – General Consumer

- [Facebook.com](https://www.facebook.com)
- [MySpace.com](https://www.myspace.com)
- [Squidoo.com](https://www.squidoo.com)
- [Ning.com](https://www.ning.com)

Social Networks – Real Estate

- [RealTown.com](https://www.realtown.com)
- [ActiveRain.com](https://www.activerain.com)
- [Trulia.com](https://www.trulia.com)

■ Add your Blog to 5 directories. List them here with Username and Passwords for each.

1. Directory: _____

a. USERNAME _____

b. PASSWORD _____

2. Directory: _____

a. USERNAME _____

b. PASSWORD _____

3. Directory: _____

a. USERNAME _____

b. PASSWORD _____

4. Directory: _____

a. USERNAME _____

b. PASSWORD _____

5. Directory: _____

a. USERNAME _____

b. PASSWORD _____

- Keep an IDEA NOTEBOOK

- www.LiveInLosGatos.com

- Read Blogs (which ones do you like to read regularly?)

- Make Comments on Blogs
