



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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RealTown.com

TheREALTYgramBlogger.com

RealTownReport.com

TheFatLadyBlog.com

HistoricHomesBlogger.com

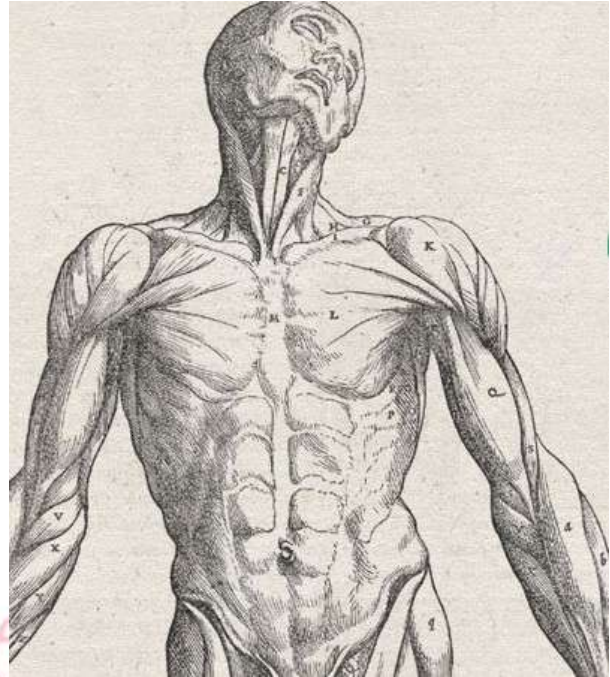
Anatomy of a Blog

Skeleton: Blog Platform offers the infrastructure to develop the blog.

Brain: Content will drive readership.

Heart: Creating the blog, writing content, and finding your voice will make blogging a joyful exercise, NOT a tedious task!

Nervous System: Inbound and outbound links and subscription vehicles will generate readership.



When we have all the parts in place for a healthy blog we have a Web vehicle that will give us a better quality of life in our business.

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

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 theme or particular theme or business niche 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?

Other sites mentioned in the call:

Social Networking Sites:

<http://Facebook.com>

<http://MySpace.com>

<http://Squidoo.com>

<http://Ning.com>

