



Blogging: What, How, Why? Abstract  
Worker Bees

## **Blogging: What, How, Why?**

### **Introduction:**

Blogging is a hot topic and was Webster's #1 search term for the year 2004. Everybody seems to be blogging, and this seminar is designed to help anyone get in on the action. You'll learn what a blog is, including what it doesn't have to be. You'll learn how to get started easily and economically. And you'll learn why you should blog. There are numerous applications for the blog construct, and this seminar will help any individual or business figure out what application will contribute to their specific goals.

### **Outline:**

- 1) **What** is (and isn't) a Blog?
  - a) A blog definition
  - b) Blogs vs. Web sites
  - c) Blogging rules & terminology
  
- 2) **How** to get started
  - a) Blogging tools
  - b) Comments and counters
  - c) Hosted vs. non-Hosted
  - d) Getting traffic...the right traffic...to your blog
  
- 3) **Why** Blog? 5 Ways to Use Blogs:
  - a) Self-publishing
  - b) Personal Networking/Communication
  - c) Marketing/Customer/Investor Relations
  - d) Project Management
  - e) Education/Training

### **Take Away:**

Some say that blogs are a conversation. If so, then blogs have the potential to be a more economical and efficient tool for conversations than emails, conference calls, intranets, IMs and the like. To be beneficial, blogs don't have to get 500K hits per day; as long as they're getting the *right* 20 hits! This seminar will help individuals and business decide how they could use blogging to their best advantage.