

# To Blog or Not to Blog

*Better yet, lets just learn how to do it and get with the times*

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## What is a Blog and How Blogging Will Help Your Business

- The weblog, or blog is simply a application that allows users to post written text that gets immediately posted to the web, like an online journal of sorts.
- It is meant to be as easy to use.
- Your blog posts can be updated in real time {immediately}

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## Why Blogging is So Popular

- Name one person that doesn't like to share his or her point of view.
- Basically, everyone likes to talk about themselves, and what they are up to, even if they say that they do not like doing so.
- Especially your customers whose favorite radio station is WII~FM

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## Why should you have a blog?

- It's faster than putting up a web site.
- You can do it yourself.
- You [or your business] can build credibility
- You can get internet traffic
- You can use it for additional sources of \$\$

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## What does it take?

- A domain name
- A web hosting company with C panel
- The Blog software

• Note:

- While you can use a service like <https://www.blogger.com> or [www.wordpress.org](http://www.wordpress.org)
- But you should really host your own blog so that you have full control and can brand yourself at the same time.

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## Recommend Software

- Wordpress

- It's free at [www.wordpress.org](http://www.wordpress.org)
- Most c-panels have automatic installs under the "fantastico" tab
- It's open source whereas there are lots of people developing different plugins that work with wordpress.
- You have lots of control over the software

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## Here a a couple of my Blogs in the works

- Patrick, please log into the following sites:
- <http://www.gkiceastbay.com/blog.htm>
- <http://gotnoproductyet.com/>
- <http://www.sanfranciscoomi.com/>

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Example of a money making blog



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If you would like additional in-person information on Blogs, my meetup group is this Thursday November 8th 7pm @ The Hilton Garden Inn 510 Lewelling Blvd, San Leandro

- <http://entrepreneurmeetup.com/953/>
- GKIC Glazer-Kennedy Insiders Circle Eastern Bay Area Chapter
- Ricardo Keppard [ricardo@bayareagkic.com](mailto:ricardo@bayareagkic.com)

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