

Communicating Credibility With Your Blog and Klog

If they believe what you are saying,
they will buy what you are selling!

- Achieve business success showcasing your expertise
- Enhance your image and your reputation as an industry guru
- Attract clients and build business with your blog
- Make yourself known in your blogosphere niche
- Capture and convey critical company knowledge with a klog

Alicejane Lippner, MD, JD

Boca Raton, FL

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info@communicatingcredibility.com

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Part I.

Introduction

Blog for credibility

Searching for an effective way to boost your business, enhance your career, increase your visibility and credibility in your field? If you're an industry executive, professional practitioner, small business owner, or academician looking for a new way to promote you and your business—you've found the answer—blogs!

Curious to know what blogging is all about? Need some information? Considering a business blog? Want to learn how to get started? Want to know what the issues are for business blogging? With the tools and techniques in this guide, you can quickly and easily enter the blogosphere. I've put together this guide to tell you what blogging is, why it's important to your business, how you can begin blogging and create your own company blog, how to get people streaming to your blog, what blogging can do for your bottom line, how to use klogging within your company.

About half of survey responders consider blogs at least as credible, and sometimes more credible, than various other commercial information sources (e.g., television, radio, online ads, and even magazine articles). Most of these blog readers want to see a distinction between commercial versus non-commercial content, so they know which is which. These bloggers are interested in the personal opinions of the blog authors. They expect quick responses to their questions and comments posted on business blogs.

Your customers and competitors are blogging

Blogs are hot! Everyone's talking about blogs. Blog was designated the most sought-after word for the year 2004 by the dictionary publisher Merriam-Webster. Blogs are the current killer app (killer application) because they help tell your story. They provide information to your audience that's focused, useful, interesting—information your readers want. Blogs facilitate information sharing.

About two-thirds of blog readers are blogging for news and information they can't find in other ways—in niche areas. About half form their opinions about products and businesses on the basis of the blogs they visit; and half visit product and company websites as a result of their blog-reading activities.

All these bloggers represent millions of eyes, watching the world, watching you and your competitors. Your customers are blogging. Your competitors are blogging. Mainstream media are blogging. They can spread the word about you and your business, too—almost instantaneously. The strength of blogs is the dialogue between the company and the rest of the world. Blogs offer a non-intrusive, non-threatening interactive way to gather business information, as well as spread it—and, to communicate credibility as an expert.

Are blogs mainstream yet? No, but they're getting close to it, considering the number of new blogs and bloggers each day. You can't ignore blogs. They're affecting your business and their role is going to keep getting bigger. People are looking to blogs for information before they make important decisions. Business owners need to find ways to capitalize on how people search online. People now routinely turn to the Internet to make the most important purchase decisions.

What can you do? Publish relevant content on a regular basis, so you'll be appearing high on search engine results pages (SERPs). E-mail marketing is becoming less effective, making your e-mail newsletters (e-zines) and alerts potentially less effective. Blogging can help boost your online marketing results. The sense of community and relationships fostered by blogging can instill trust, too.

Blogs showcase expertise

Blogs display your expertise in your niche and position you as an expert. Prospects and clients are convinced you can guide them. You have the answers, useful, up-to-date information from an expert, from someone who knows and cares, someone they can trust, build a relationship with—someone who communicates credibility.

Enough reasons to start your blog? Why aren't you blogging yet? Cash in on your expertise—the knowledge only you have. No special writing talent is needed to create a blog and write blog posts. Enlist the help of collaborators to develop your content, too. Or, find someone else to be the voice of your company in the blogosphere.

Klogs are internal blogs

Klogs are the internal counterpart of blogs. Klogs allow companies to manage knowledge—to create, gather, organize, analyze, share, and transform knowledge. Knowledge management facilitates how companies maximize their knowledge-based and intellectual assets.

Klogs can showcase your expertise within your company, just as blogs showcase you and your company's expertise outside your company. Klogs allow you to share your knowledge with colleagues, to demonstrate your expertise to your superiors within the company. Collaborate with company colleagues. Learn what's doing within your company. Add your experience.

Klogging can help you get promoted as you become known beyond your team, your department. Klogging can establish you as an expert, someone with solutions, a skilled team player. You're the guru in your specialty. You communicate credibility within your company.

Let me guide you

Why should you read what I have to say? I'm a small business owner—an infopreneur and professional writer with marketing experience. I've practiced as a physician and an attorney, followed by experience in the corporate world as a medical director at a major pharmaceutical company. When I left my corporate job, where I had extensive marketing experience, I began freelance writing. I've also further developed marketing expertise as a small business owner, including creating, marketing, and distributing my own alternative medicine products.

As an information marketer, I've combined two of my passions—writing and marketing. I'd heard about blogs, but had only a vague idea about what they were and what they could do. I quickly latched onto blogging. Being an avid writer and marketer, it's only natural I create a new infoproduct—about business blogging for communicating credibility, building a business.

Even the technologically-challenged can blog

I'm technologically-challenged. My children (I'm a single mother of 6) try to help me with my technology questions, but they've been unable to make me tech-savvy. Yet, I've learned what I have to know about blogs, without an in-depth understanding of the technology. If you're looking for a book full of technology, this isn't the one for you. I give you the essentials you need to know, the basics of how blogs work.

My focus is on the information itself—particularly, the content of your blog and klog, more than the technology. Your content, how you write and present it, update it, and use it are what will bring you the most benefits from blogging and klogging. I show you how to get your business blog created quickly, easily, painlessly—using a 3-part process. Discover tips for writing great content to keep your readers coming back for more, while you enhance your online presence and recognition as an expert in your niche. I discuss the many ways you can use a blog for your business. Concerned about the possible risks of blogging in a business environment? The section dealing with the liability issues will show you what can happen and how you can protect yourself.

Read how you can make money with your blog, both indirectly and directly. Look at the methods for driving traffic to your blog, so the world finds out about you, what you have to offer—so you can communicate credibility—so they'll believe what you're saying, buy what you're selling.

Ready now to start blogging? Begin your entry into the blogosphere by getting a feel for blogging. Study other blogs to help you decide what you want your blog to be like. Use this guide to help you along the path to a successful business blog that communicates credibility, boosts business. If you want more in-depth information on special areas (e.g., technology), see the books and websites I provide for you in the resources section of this guide. Look at the Steps to Blogging Success to see what's ahead.

Steps to Blogging Success

- (1) Develop your plan for your entry into the blogosphere.
- (2) Take care of the technology needed to start blogging.
- (3) Lurk at some blogs in your niche to get a feel, find models.
- (4) Add some comments to blogs you're following, exchange ideas.
- (5) Focus on your niche market and its needs.
- (6) Decide why you're blogging, what it will add to your business.
- (7) Do your prewriting planning and assessment.
- (8) Handle the potential business blogging issues and craft your blogging policy.
- (9) Choose the company blogger, whether you/CEO, employee, freelancer, etc.
- (10) Think about the type of blog and format to create.
- (11) Jot down ideas for your blog as you think of them, plus note links you've found.
- (12) Use mind mapping, modeling, and multiple resources to assist you.
- (13) Pick your topic idea and do your research, based on your CORE.
- (14) Construct your blog structure, your post templates.
- (15) Craft a descriptive, catchy title with keywords and benefits.
- (16) Pick the writing techniques that work best for you.
- (17) Start writing rapidly, conversationally, no editing.
- (18) Ensure content is information-packed, useful, fresh.
- (19) Fill in information gaps and add links.
- (20) Perform your editing and get constructive feedback.
- (21) Test the functionality of your blog, your links.
- (22) Implement your distribution, including publication via RSS feeds.
- (23) Supplement with podcasts and vodcasts, other features.
- (24) Use multiple methods to direct traffic to your blog, to generate money.
- (25) Promote yourself, your business with your blog.
- (26) Leverage how you use your blog to communicate credibility, boost profits.
- (27) Build your klog to maximize company knowledge assets.