

Begin Blogging With A Whisper Strategy

If you are not familiar with blogs begin with a three-step Whisper Strategy.

1. Subscribe to a news aggregator/reader
2. Read/subscribe to blogs
3. Join the conversation - comment on blogs

After reading blogs for a couple of weeks you'll begin to see the rhythms of different bloggers. You'll discover styles that you like and those that you do not. Before long you'll be ready to develop a blogging strategy that will help you connect with your customers, prospects and stakeholders through online collaboration, communication and cordiality.

Blogging Tools & Resources

There are many blog platforms. Some are free while others or have a minimum cost making blogs a low-risk entry to having a web presence.

Blog software:

- <http://www.blogger.com> - free
- <http://www.squarespace.com> - fee-based
- www.typepad.com - fee-based
- <http://home.blogware.com/> - fee-based
- <http://wordpress.org/> - free
- <http://www.sixapart.com/movabletype/> - free
- <http://www.sixapart.com/livejournal> - free
- <http://www.pmachine.com/> - free and fee-based
- <http://360.yahoo.com/> - free
- <http://reger.com/about/index.log> free and fee-based
- http://www.ojr.org/ojr/imagesblog_software_comparison.cfm



Comparison chart

Aggregators/News Readers

- <http://www.bloglines.com/>
- <http://www.newsgator.com/Home.aspx>
- <http://www.sharpreader.net/>
- www.myyahoo.com
- www.mygoogle.com

Blog Search Engines

- www.technorati.com
- www.feedster.com
- www.icerocket.com
- <http://blogsearch.google.com>

"A real live blogger." "Business blog evangelist" that's what people have called Toby Bloomberg. Toby is president of a strategic and social media consultancy based in Atlanta. As one of the most recognized consultants in this space, now Toby's passion is helping organizations navigate the blogosphere and developing social media/blog strategies that support their business goals. To help get you started subscribe to Toby's blog Diva Marketing www.divamarketingblog.com and then drop Toby an email tobyb1@gmail.com for Diva Marketing's 20 Quick Tips To A Successful Biz Blog Strategy.