



**Workshop 4:  
Business Blogging  
&  
Really Simple Syndication  
(RSS)**

**Presented by  
Carlos Moreno and Brad Vernon**

**Sponsored by**

***SpiritBank***  
*Business Resource Center*

**VIZALUTION<sup>™</sup> LLC**  
"The Art of Business Solutions"

# ***part 1: business blogging***

**basics**

**what is a blog**

**weblog = blog = stories in  
chronological order**

**started with LiveJournal**

**formatting differs  
from a news article**

**27% of US Internet  
users read blogs**

**tech readers/writers  
first to adopt**

**what makes a blog a blog**

**posts**

**perm-a-links**

**trackbacks**

**comments**

**blogrolls**

**tagging**

**tag clouds**

**how are blogs used**

**usually niche markets**

**personal (wordpress.com)**

**communities (dailykos.com)**

**linked communities (9rules.com)**

**corporate intranets (sun.com)**

**connect with customers  
in a personal way**

**build a dialog**

**build buzz for event, product,  
project, or company**

**can be one  
or  
many contributors**

**examples**

# MOMMA'S BLOG ... so listen up

## SEARCH:

## CATEGORIES

AS IF YOU CARE  
BLAKE'S RANTS  
CHUCK  
GAMES  
JOE MOMMA'S  
LIFE IN THE RESTAURANT  
MOVIE REVIEWS  
NEWS  
PICS  
QUOTES  
SHAMELESS PLUGS  
UNCATEGORIZED  
VIDEO

## ARCHIVES

SEPTEMBER 2006  
AUGUST 2006

## HELP WANTED

Monday September 04th 2006, 4:51 pm

Filed under: [Uncategorized](#)



Joe Momma's Pizza is now hiring!

We're looking for unathletic, unpopular, anti-social, uninvolved, middle class, mediocre public school students to come make pizzas in a fun and laid back atmosphere.

That's right.



# DOUBLESHOT COFFEE COMPANY

Sunday, September 17, 2006

## Thieves!

Someone stole my bike last night. It was on the rear rack of my car, in the parking lot of DoubleShot. I don't know who did it, but I'm pissed. Besides the obvious madness, I'm upset because this bike was REALLY



M'ali

Originally uploaded by [doubleshotcoffee](#).

expensive to build, and I can't afford another one. Also, I have attachments to this bike. It feels like someone stole my cat. It makes me very sad- I've ridden that bike everywhere (Costa Rica, Moab, Crested Butte, and everywhere in between).

 [AA Cafe Podcast Feed](#)

 [DoubleShot Blog Feed](#)

Email

[Brian@DoubleShotCoffee.com](mailto:Brian@DoubleShotCoffee.com)

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### Links

[the cappuccino review blog](#)

[Ambergris Espresso Blend](#)

[Espresso Reviews](#)

[CoffeeReview Boutique Espresso](#)

[CoffeeGeek](#)

[portafilter](#)

[CoffeeGeek Discussion \\*\\$ v DoubleShot](#)

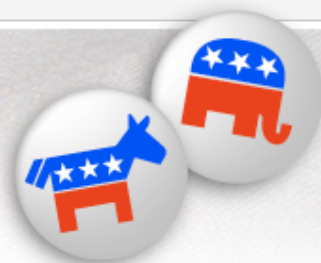
[Discuss Starbucks v DoubleShot at CoffeeGeek](#)

[Order Coffee](#)

[DoubleShot Coffee Company](#)

# The Caucus

Political Blogging From The New York Times



SEPTEMBER 26, 2006, 7:32 PM

## Intelligence Update

BY KATE PHILLIPS

President Bush agreed on Tuesday to release “key judgments” of the National Intelligence Estimate, entitled, “Trends in Global Terrorism: Implications for the United States.” The report was produced in April, and Mr. Bush complained that various segments had been leaked to reporters at the height of the mid-term elections. You can read the segments Mr. Bush ordered declassified [here](#).

SEPTEMBER 26, 2006, 2:43 PM

## Look-Back This or That

BY KATE PHILLIPS

Finger pointing or not, President Bush was himself a bit combative on Tuesday in his news conference with President Hamid Karzai of Afghanistan, leaning into the lectern and lecturing about how he does not have time to finger point.

Search This Blog


[All NYTimes.com Blogs »](#)

### About The Caucus Blog

Kate Phillips and The Times's politics staff are tracking the midterm elections and looking ahead to 2008.

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**building readership**

**not going to happen over night**

**tulsa: not quite ready...**

**post regularly**

**be honest and transparent**

**think more personal,  
less formal**

**allow comments (good or bad)**

**answer questions by readers**

**how to get started**

**read other blogs**

**find others in your market**

**read the posts and the  
comments**

**setup a blog**

**hosted: blogger.com,  
blogspot.com, wordpress.com**

**own domain: MovableType,  
pMachine, TextPattern,  
WordPress**

**pick a title that  
matches your content**

**start writing posts  
on regular basis**

**get the word out**

**tell your friends**

**register on [Technorati.com](http://Technorati.com)  
[claimid.com](http://claimid.com)**

**comment on other blogs**

**give trackbacks**

**encourage tech-savvy to use  
rss feed**

# the future of blogs

**vlogs are coming**

**zefrank.com**

**focusontulsa.com**

**more important each year**

**being integrated into mainstream  
(msnbc.com, nytimes.com)**

**impact on political  
and social events**

**best advice**

**be yourself**

**questions?**



***back in a few  
with part 2:  
Really Simple Syndication (RSS)***