



Association for Women in Communications

November 30, 2005, 5:30 pm

Bagel Bin – Twelve Corners, 2600 Elmwood Ave

Books, Blogs, and Business

(Cyber-gods willing)

Live ... from
New York ... it's ...



Yvonne DiVita,
President and Founder,
WME Books

a division of
Windsor Media Enterprises, LLC

... with
guest host:
Tom Collins



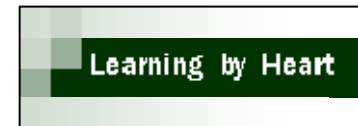
SMART MARKETING
to WOMEN ONLINE



**BUSINESS
BLOGGING
BOOT CAMP**

First, a word about our sponsors.

All these local and national companies generously provided funds and equipment to enable Yvonne to be in two places at once this evening. You'll find links to their sites and blogs at Yvonne's *Lip-Sticking* blog.



Women in Communications

Books. Blogs.

What's in it for you?



Let's see what we can learn from Yvonne's story.



Book publishing options have changed. So have the rewards.

Q: Yvonne, why did you choose to self-publish your book?



Q: What have you gained from blogging?





Q: How did your book and blog
get you to the
Fortune Innovation Forum
in NYC tonight?

This just in!

Yvonne reports that W. Chan Kim, co-author of the best-selling *Blue Ocean Strategy*, says he's learned a lot more from his **readers' feedback** and would have **written a better book** if he'd gathered feedback before he published.

Sounds like a blog-to-book project to us!



Blogs are social network tools:

Graphic headers – simple image uploading allows wide freedom for branding.

Versatile sidebar content – range of text, graphic, and linking tools let you respond quickly to events or maintain less frequently changing information.

Automatic archiving – business level blog tools collect and archive posts both by Author-defined topic Categories (in this example, the post has been assigned to 3 separate categories) and by Date.

TrackBacks – notification system that tells other bloggers you've written about them and automatically notifies you when someone writes about you.

BUSINESS BLOGGING BOOT CAMP
The place to get your **Basic Training** in today's most Powerful WMC (Weapon of Mass Communication) **So, LISTEN UP!**

KATRINA RELIEF:

Help the Hurricane Relief Fund
American Red Cross
Together, we can save a life

CLASS IS IN SESSION ...

First, learn WHY ...
then, learn how.

[Download Boot Camp Agenda](#)
[Get Map to Boot Camp Here](#)
[View & Print Brochure, Registration Info](#)

- > Group rates available
- > In-house sessions can be arranged
- > Contact us for details and dates

[Email Me](#)

CAMPER FEEDBACK

September 04, 2005

Business Blogger Ethics - "Don't Be Stupid" is a good place to start

This post falls in the things-I-found-while-looking-for-something-else category, but it's something we've been meaning to cover for a long time: the emerging rules for business bloggers.

There's the profoundly simple "Rule #1: Don't be stupid" – attributed to Microsoft (but compare [Scoble's 20 item list](#)). We interpret "don't be stupid" as providing a golden rule style guideline: if you wouldn't stand in front of the CEO's office and shout it, don't write it in your business blog. We've argued that nobody ever got fired for blogging; people have been fired for violating Rule #1 on their blog. But they'd have been fired if they did the same thing in any comparably public setting.

You can find a lot more examples and discussion collected at [Charlene Li's blog](#).

The one that prompted this post, however, is the [GM Fast Lane](#) blog's relatively simple, but helpfully more specific than Rule #1:

Blogger Code Of Ethics

1. We will tell the truth. We will acknowledge and correct any mistakes promptly.
2. We will not delete comments unless they are spam, off topic, or defamatory.
3. We will reply to comments when appropriate as promptly as possible.
4. We will link to online references and original source materials directly.
5. We will disagree with other opinions respectfully.

September 04, 2005 | [Business Uses](#) | [Post Content](#) | [Weblogs](#) | [Permalink](#) | [Comments \(0\)](#)

[TrackBack \(0\)](#)

Automated Search Metatags – blog tools turn your blog's name, tagline, and keywords (if you choose), into HTML title, description, and keywords.

Frequently refreshed content – write as often as you like; search engines love it!

Easy web publishing – with no more effort than writing and sending an email, anyone can post their ideas and other business information and share it with the world.

Connecting with People and online Resources – merely by selecting your text, clicking the link tool, and pasting in the URL of your source, you can create hyperlinks to share useful resources with your readers – building trust in your credibility and friendships with those you cite as experts.

Interactive Comments – blogs enable and encourage direct, personal – often lively – public conversations with your customers, colleagues, competitors ...

PermaLinks – every post gets its own, permanent URL, enabling an accumulation of links into your blog – elevating its Google page rank.

Lots of “blooming” footsteps you can follow



Lisa Delman



David St. Lawrence



Scoble-WritingBookOnline



Tom Peters



Rosa Say



Andrea Learned



Dr. Stephanie Siegrist



Dan Gilmore