



5000bc Presents

Do Blogs Work?

Chris Garrett speaketh

SD: Hi my name is Sean D'Souza and we are from 5000BC as you know. We do an interview each month with an expert in a certain field. Well today we are speaking with Chris Garrett. Now Chris is a full time blogger and as he calls himself "an online media geek". He has been helping people develop and build online businesses since 1994 and he has worked from mom and pop businesses to multinationals, such as Procter and Gamble and Heinz Corporation. Now today what we are doing is we are talking to Chris about blogs. I have never been a big fan of blogs and I'm in the process of being converted, if I will be converted at all, but Chris is pretty sure that blogs work and so today we are going to grill Chris about blogs and how they work.

Essentially the 3 main topics that we are going to cover are: -

- How do you get customers on blogs?
- What's the difference between a blog and a website to start with?
- Then how do you get customers, how do you make money and how do you create fame?

Essentially this is what most businesses are looking to do. They have already got a website at some level. Why bother with a blog? Tell us Chris. Chris first of all welcome to this interview.

CG: Hello Sean. Thank you for having me.

SD: You're sitting in which part of the world Chris?

CG: I am in probably the furthest part of the world you can get from you right now. I am in the UK. I am in northern England.

SD: OK. So tell us Chris, what's the difference between a blog and a website. Why should I even bother with a blog?

CG: OK. Well the best way of describing what a blog is, is to compare it against a standard website. A blog has all the attributes of a normal vanilla website with some extras. If you take a normal website, a visitor will go to the homepage or drop into a deeper page from a search engine, have a look around and then they will leave. What we as marketers tend to do is to try and get them to come back and we do that through a promise of something happening in the future, "please come back later because ..." or we get them to sign up to a newsletter. But all these things are the things that we try to persuade the reader to do or the user to do and it's not a natural part of a website, it is something that we add on, an incentive. Blogs on the other hand are websites that people are trained to visit regularly as a natural part of the way they work. So the first aspect of a blog is that they are like your newspaper, you go to them regularly but they are expected to be updated. The whole idea is that there is fresh content on them all the time. The second aspect of a blog that makes a difference from a standard website is the content is not just available on the blog, it tends to be syndicated. It is put out on an RSS feed. You can add an RSS feed to any website but blogs are the ones that are at the forefront of that syndication idea. So on my desktop I haven't got a web browser open

but I have got feeds coming in. I have got news items coming in all the time and when I see something I am interested I will click through and I would read the full thing. Are you with me so far?

SD: Yeah. What kind of audience are we looking at? Are we just looking at geeks? Who is actually reading RSS, who is going to blogs 15 times a day? Is this your small business owner? What kind of profile are we really looking at blogs? Is it just a kind of myspace kind of thing where people just go to pass their time? What exactly is it?

CG: Well it started out that way and a lot of the blogging action still is in the geek sort of arena. I mean that's where probably a lot of people hear about blogs first, they probably hear about them through the local tame geek but actually the biggest blogs right now, if you look at the Technorati 100, a lot are political blogs. Politically minded people that just lap this stuff up. There is a big election coming in America and you can see the blog world just heating up on that already and that is just debating who's going to be running, who's said what, what the latest scandal or news is. Politics is probably as big as tech right now and then there are all the things like gadgets, and celebrities are huge. A lot of stories are first run on blogs now - especially gossip, because the traditional media, a lot of them are scared to run some stories even if they believe it is true. So in terms of what is being put out, it is not just geek stuff and the audience is responding to that. But I would say a good half of people, maybe more, don't even realise they are reading a blog when they do it. Syndication, using feed readers, that is still pretty much a geek minority but that is changing due to online tools from Google and Microsoft.

SD: Ok. Now you are saying that people might be reading blogs and not even knowing they are blogs. What do you mean by that?

CG: Because a blog in the browser is a website. Blogs are websites. And as I have said before the main thing that alters a blog from being just a standard website to being as blog is "regularly updated articles" (any website could have regularly updated articles, it is just more likely on a blog), "syndication", and I would say the third thing which is probably the key factor in making blogs what they are is "community". The addition of being able to respond, the comments facility, because on a normal website and even a newsletter in most cases, the marketer is talking to their audience. The audience consumes what the marketer says and that is it. There might be a feedback form or you might reply to the email. A lot of newsletters you can't reply to the email because it's a robot sitting there, it's not a human being. With a blog, the "third dimension" the way I'd put it, is "I want you to respond to what I have said", by you responding you are adding to the whole, you are making it what it is. I get more ideas; you get to know me better. It's a conversation. It's not just a soapbox. It's a conversation.

SD: Ok. Now when we look at blogs, so many blogs out there, what we are starting to see, is yes there is a conversation but usually a conversation of, a lot of blogs have absolutely no comments on them, a lot of blogs have very few, you know 3 or 4 comments and some of them will have 40 or 50 comments. But the ones we are looking at which have 40 or 50 comments, usually have you know blog readers of 30,000 or

upwards. We are going to talk today about how to create this attraction to those people. How to have this conversation. So are you ready to go deep into that?

CG: Into how to attract your readers?

SD: Yeah. What we are going to do is we going to take these 3 parts. The attraction, the how to make some money off the blogs and how to create fame. But just before we go into that. If someone was to start a blog today versus start a website, which one would you recommend and why?

CG: To sneak out of the question by the back door, I would say both. I would say blogs are for a certain purpose, websites are for another purpose and they can be on the same domain, the same host and they can even be the same site but they're aspects of what you are doing as a marketer.

SD: So what would you say is the blogs purpose and what's the websites purpose?

CG: The way I would run a campaign now if I was starting from scratch. I would use the blog to get publicity, exposure, community and a relationship. All of the good permission marketing things that we have been doing for years and years and years. I would attract interest through the blog and then I would funnel them to the same systems that you have got set up now. You have got a newsletter, you've got landing pages, you've got conversion sites, and you've got your funnels already there. That's the website for me. So the blog pulls people in, keeps them coming back, builds up a relationship and trust and credibility and authority. When they are ready to tip over, you throw them onto your website to get their credit cards out.

SD: Ok. Now let's talk about attraction. First of all how do you attract customers to your website? Sorry, your blog. Yeah, we're talking blogs.

CG: Well as I've said it could be the same thing. First of all you have got to attract customers to your blog. You attract people to your blog that maybe converted into customers. The main blog audience you will have will be prospects. They will be your target audience but they are not necessarily customers yet. You can very well service your existing customers and keep them warm and fuzzy and turn them into advocates but the main thing you are going to want to do is get your new prospects in through your blog and reach out to people that haven't heard of you yet and get them sucked into your magnetic personality. So we have to look first at on your blogs they are probably not going to be customers. The main thing with the whole blog traffic set up is you have to start with a point of view that blogging is a conversation that you are joining. The conversation is already taking place and you are coming to it late. So instead of setting up your sandwich board and megaphone, shouting your message, you have to tread a little lightly and get to know people. So the first point of getting traffic to your blog is actually to go onto other people's blogs to make comments and get to know people and actually add value to the chatter that is already taking place. If you go with the point of view that you are going to help other people and give ideas to other people and may be

even congratulate and thank people for the good work that they are doing. It is going to be a better response than if you say right, here's my stake in the ground, this is my patch and I am going to tell everybody how it is and you are all going to give me your cash. So the best thing to do is look around your market, your niche and see what people are talking about and see if there is anything you can add. Add comments and talk to the people and basically network, get known because you are going to want them to link back to you and they will, happily, if you have got something good to say and you have been a nice guy to them first. So by commenting you could get clicks because when you comment your name is highlighted as a link and they could click that. You will get your name out there so people remember who you are and remember you for good reasons because you have added a good comment and also you are going to make friends and they are going to link to you and are going to link to your good stuff.

SD: Now this happens automatically. As soon as you put in your name you automatically created a link there or do you have to physically put in a link?

CG: No you are better off not putting in a link because people will get suspicious and think you are spamming. When you put in your name, your email address, which is not usually displayed and your URL and that's automatic. So 99% of blogs they will show your name as a link to the web address that you have put in there and people click those but also the blogger gets to see these names coming up and they recognise that Sean is a nice guy and he is putting good comments in and will have a look at what he is talking about today.

SD: Ok. So obviously what you have got to do is almost like a discipline go to certain blogs, start posting about certain things and they are coming back. Now obviously you have started a blog what is going to be your agenda? Where do you start? Where does someone start with a blog?

CG: A blog is like any business activity, you have to see where the gaps are. What you can make as your own. Who are you? What you are about? What do you have to say? Where can you add value? Your product is your blog. Your blog is your product. If you think about your blog posts, your daily post a day or whatever, that is like a free sample. They are sampling what you have to offer every day. So your starting point has to be, what do I have to offer? What do I have to offer that is different/unique? If you want somebody to talk about you, you have to be remarkable - that is what the word means. You know if you want people to remark on what you are doing you have to be different. So think of your post as being a free sample. A free sample of what? What do you have to offer? I mean for some people, like for yourself, it would be obvious but for perhaps somebody starting out a blog thinking "I hear there is some money in this but I don't quite know what I am supposed to do" it could be very difficult. So for those people I would say stick to what you know and stick to one topic. If you are really good at golf, stick to golf and don't wander into posting pictures of your cat.

SD: Ok. So here we are and we are talking about the fact that you are going to be talking about say, golf and you know you are assuming you are going to have a website, you are

going to have other products or services or whatever. Doesn't that become a big mish mash or things. I mean, what really is the golf, what's it really about?

CG: It could be a mish mash of things but if you keep it clear in your head what it is you are doing it shouldn't be. Using the golf example. The golf guy might sell golf coaching. One thing that a golf coach needs apart from exposure, he needs credibility. Why should I go to this guy and not this other guy? I can look in the Yellow Pages and find 20 golf coaches. What is there to separate golf guy 'A' from golf guy 'B'? Apart from ringing each telephone number in the Yellow Pages or asking around, you are going to go to their websites. When you go to the websites, golf guy 'A' has got a brilliant website that is a lovely online brochure but you don't get a sense of who he is. The second guy has got a blog. You can sit there for 5 days in a row and get a little bit of a picture about what he is about, what his style is, how he approaches things differently, how he has developed his technique over 20 years on some massive cup. I don't know anything about golf. Is it the Ryder Cup? I don't know. He's got a little bit of a story.

SD: Ok. Alright. Let's talk about the advantages of attraction. Now when we talk about search visibility what are we really talking about?

CG: We had a bit of a debate in the blogosphere for a fair while. Are blogs better at search engine optimisation than another website? I would say that blogs do tend to be more visible in a search engine but it is a natural consequence of how blogs are used rather than anything special about blogs themselves. So you could do the same thing with a normal website because it is just a normal website. But the main difference is the currency of Google and the currency of the blog world, it's the same, it's a link. A link is a valuable commodity in both. Google sees things that are linked to the most as being more important than those that are linked to the least. Bloggers that find something important will link to it a lot. So there are natural links happening all the time because I talk about you, so I link to you. I put a comment on your blog, which makes a link back to me, and automatic links called trackbacks. If I link to your blog and you have got trackbacks enabled your blog will automatically link back to mine. Google loves that and it follows those links and that is why the spammers got involved because they saw that they could create some links automatically and get their pills pushed a little easier. But blogs through the behaviour of bloggers link a lot and search engines love it. But also each individual post, when it is written well, is on a single topic and all those comments are naturally worded text and if somebody is going to be searching for something they are going to use human language. They are not going to use search engine optimisation speak. They are going to say, "I want my golf tips". You know, they are going to speak as human beings do and the comments are filling up the pages with human speak. So all the things that searchers and search engines like happen automatically in blogging and it is a self fulfilling thing. It is self reinforcing. The more something gets linked to, the higher up the search rankings they come, the more they are found, the more people refer to it. One of the reasons Wikipedia is number 1 search result on many topics is because everybody refers to it. So if you create something of value it is self reinforcing, eventually it is going to become insurmountable. Nobody is going to be able to knock you off that perch and it is just through lots and lots of links.

SD: Ok. What I am beginning to understand with what you are saying is that somehow blogs have a natural linking system which is not like a website. Supposing you want to link to my website you actually have to go onto your website then upload something then put in a URL and do all that kind of stuff. Whereas blogs you just put it in it's there on the blog in a few seconds and then someone is linked then to your blog. Is that where you are saying?

CG: Exactly and if I was going to try and get a link from you, from your website - how could I do that? The best chance I have was asking you for a link and 99 times out of a 100 you are going to say no and you are going to delete the email without even reading it. How could I get a link off of you if you don't have a blog? It is going to be nigh on impossible but bloggers link to bloggers all the time. It's just part of what happens. You know if you think about some gurus like Seth Godin, if he just had websites that sold his books you would never get a link off him but because he needs material everyday to put on his blog he links out a lot and if you link to his blog post about the topic of the day, he has trackbacks set up, so he will link back to you. So you can get a link off Seth Godin. But it's not just bloggers talking to bloggers. The BBC has a website that is massively popular. The BBC News actually links to bloggers when they are saying something interesting. It's the same with a lot of the News sites around the world they are actually taking notice of what bloggers are saying as the voice of the people. So you can get links from massive, massive websites just by saying something interesting.

SD: Ok. So let's talk a bit about trackbacks at this point in time. How do trackbacks actually work?

CG: What happens, I link to your blog. If I link to the blog homepage you are not going to get a trackback. You have to link to a specific post and when my blog posts the message up onto your host, part of the mechanism is to go looking for a specific page on your site that handles trackbacks and it says to that trackback mechanism I have just posted this on my blog, this is what I wrote about, this is the link that will be appearing, please link back to me. If your blog is set up to do that (and you can turn it off or some systems don't even have that facility, the older ones) then it will all happen automatically. You don't even have to worry about it. And because people do get spam trackbacks they can all be moderated, you can delete them and not even approve them. On mine I use Wordpress. It appears as a comment and I don't have to have them appear. I can delete them just as I would a nasty comment.

SD: So is this a lot of maintenance? Just maintaining the comments or the trackbacks.

CG: It's not a lot of maintenance and if you do get a lot of trackbacks that's all good because you are getting a lot of links. You don't have to have the comments appear if you don't want to and it's not really a hassle to maintain them because as I say it is a good thing, you are getting links and it's very easy to maintain. If you do nothing they don't appear in most cases. If you have it set to moderated they don't appear and you can just ignore it, they are just ignored.

SD: Ok. So we have talked about blogs as an attraction factor for search engines. We have talked about social media. Where people come there and they start to have a conversation with you. You also mentioned click through traffic. Now how does that cause attraction? Or how do you actually use click through traffic, or what do you mean by click through traffic to start with?

CG: Well the main source of click through traffic is going to be, I have written something so interesting that you have to link to it and when you link to it you send me visitors. That is the main thing and that is what a lot of people spend their time doing. They try to get what's called the "A-list", the top trafficked blogs, to notice them and actually the more effort they put in to getting noticed the less inclined people are to link to them, but they stand there jumping up and down on the spot with their hands in the air going "notice me, notice me, please link to me". But that is where a ton of traffic is going to come; click-throughs. If one of the top bloggers, say Robert Scoble, links through to you he is going to send enough traffic that your blog could slow down. Arrington, the Techcrunch guy, he has got a massive web 2.0 blog talking about start ups and web 2.0 services. If you get a link from Techcrunch he could take your site down for days. It's that much traffic that it almost becomes a denial of service attack. So your main traffic is going to come through if you can get someone to link to you in a good way. If somebody says "go check out this article because it is really interesting", you are going to get a flood of traffic. Obviously the most common source of links you are going to get is when you comment on their blog and that is small but it still adds up.

SD: Ok. So when you are starting up there is no way you are going to go to the blog owner and do the same thing that you would do with a website which is, "I've got this really good information". Would a blog owner actually respond to something like that at all?

CG: They would but you've got to be very careful with your pitch. For the most part bloggers get inundated with these requests but there are people out there that are hired to just do link requests and most people are wary of it and you know if it doesn't end up in your spam box they are going to be very cynical. So you have to treat it like pitching to a magazine editor. Why should they be interested? Please put my article, link to my article because it would really help me, isn't going to work and appealing to their better nature is not going to work. You have got to say this is why you and your readers would be interested in what I have to say and you would have to pitch it like you were going to pitch a magazine editor or a newspaper columnist.

SD: You know, the more you speak about blogs, the more they sound like a newspaper to me because they are always moving just like newspapers everyday. You are pitching to them like newspaper editors. It almost sounds like that they are talking newspaper editorial. Before we move on to this whole point of newspaper editorial which is obviously if you are going to run a newspaper you have to make some money but there are conversion advantages. When we are talking about attraction, we are still talking

about you getting attracted and then you have a conversion advantage. Now what's this "drip, drip, drip factor" that you talk about?

CG: What I mean by "drip, drip, drip" is in very, very few cases, I come to you with a proposition and you say yeah ok I'll buy that. Very few occasions that happens. In most cases you need to be exposed to an offer over and over again, and in part this is because people are lazy. They don't want to respond on the first instance, even though they are interested. Yeah, it sounds like a great offer. Yeah, you can enlarge me by 150%, that sounds good but you don't do anything. Laziness is a big part of it but also trust. I don't trust what you have to say - in fact the bigger promise you make me the less I am going to trust you. I need to get to know you first. It is just like walking into a bar, striking up a conversation with somebody you are attracted to and saying "do you want to go back for coffee" after 5 minutes. It happens to other people but it wouldn't happen to me. You have got to get to know somebody, you've got to start up a conversation, you've got to give them reasons why they should like and trust you. Blogs are perfect for that because as I said before it is a part of why they are there. You are going to go back repeatedly. You're readers are gonna pull down your message everyday. It is not like an email newsletter where I am sending it to you and it appears in your inbox and you either do something with that email or it clutters your inbox up. You could post 100 times in a day but the reader can sit back and read them at their leisure and go through them as they like and that builds trust over time because you have got a conversation, you've got a relationship that spans time rather than being a one hit affair.

SD: Ok. So we have talked about search visibility, social media, stickiness and personality and obviously the blog can go viral when some decides to talk about your blog. We talked a bit about conversion advantages. Looking at the future, we are looking at something like mash ups, RSS, aggregation, syndication. What are mash ups? What is all this terminology?

CG: With blogs being websites the exciting things aren't actually happening in the blog software. What's happening is what can we do with the data, the content, that we couldn't do before and the jargon of mash ups, RSS, aggregation, all it is is how can we use the data in a way that the publisher and creator didn't anticipate. The examples are Google Maps. You go to Google, you can have a look at a map, you can see where you live and the streets around where you live. With a little bit of extra data, the geo data, you can see people around you, little pin marks where people are. That is a mash up. That is 2 sets of data. It is mashing up the data of the Google geographic data and location data of people. Locations of people in your neighbourhood. When you take data and mash it together you create new things. So you have got Flickr, which can expose your picture data, you've got Google Maps and Yahoo Maps, you've got geo location data, so you have got pictures by people in locations. That is a mash up of 3 different types of things. But then you can have content. You could have a pin marked in Starbucks and you could have a look at the Starbucks and see that it is on a certain street, in a certain place. Here are the pictures of what happened there and here's what people are talking about. There has just been a conference, South by South West, happening in America and one of the massive things that came out of that was people started using a

new thing called Twitter and what Twitter is sounds absolutely pathetic but it is people saying what they are doing right now and on the screen in South by South West they put on a big 42" plasma screen what people were saying and that's using raw data from a web 2.0 service and projecting it up on the screen. There's a ton of things that people are doing with the data and it is just exploding right now. The only thing is it's geeks that are doing this for other geeks because it is quite hard to do.

SD: Yep. That's the whole feeling that came across even when you were speaking. It almost seems like these are college students you know with way too much time on their hands. What happens if we were to encapsulate the whole concept of attraction just for a small business owner who are already quite busy, what would you say they would need to do to get their blog up and running and to start the attraction factor?

CG: The first thing would be they need to start small and not have too big expectations about it. Blogging, to do it well, you don't have to spend masses of time over it but what you do have to do is do it carefully and do it consciously and always have in the back of your mind what is in it for your reader. Not what is in it for you. You can very quickly start a blog, like Wordpress.com you can start a blog in 5 minutes. The only problem is your flexibility going forward is going to be reduced compared to having it on your own site. If you sign up to a host like DreamHost, there's tons of them, BlueHost. They have one-click installs of WordPress that to me is a better way to go. You chose the domain name, pay your \$7 a month or whatever it is, click a button and they will set WordPress up for you. My advice to anyone starting a blog, the first thing they need to do is read a ton of blogs, get to know what blogging is about from a readers point of view first of all because then you are going to have your consumers best interests are heart. Secondly, know why your blog is there for the reader. Set in your mind, this is what I am going to help people with, this is the problem I am going to help with or the advice I am going to give. This is the benefit to them. And the third thing is, is to not to be too uptight about it. Have fun and take it easy and have fireproof underpants on because you will get good and bad comments back. The main thing is, is to relax and take it one step at a time because it takes a while to get going really.

SD: So what we have done, we have covered the concept of attraction. Now we are looking at some level of conversion in terms of money. Maybe not conversion to buy products or buy services but essentially can you actually make money off a blog? We are going to the second section now, which is how do you make money off a blog.

CG: You can make money off blogs. People do make money off blogs. There are big expectations now because of people hearing about others sat in their underpants writing what they feel like writing about, making money. It isn't quite as easy as people would have you believe but you can make money at it. Since 2005, my income has been 100% dependent on my blogging but I do not make money directly off of my blog. I am what you might call an indirect problogger. I blog for money but the money doesn't come directly from my blog. My money comes from consulting or leads or networking that happens through my blog. The direct forms of income from blogs are almost like the newspaper analogy that you mentioned before, advertising, commission from selling

products. So they might not be your products but you get a kick back. If I sell a teapot or a car, I get a percentage. And then there are things that are pretty much unique to blogs like there are a couple of review services. If I review your product you pay me \$250. That happens a lot in the magazine world but not quite as overtly. In a magazine you might do advertorial. It's not quite the same thing but ReviewMe and PayPerPost will actually attract advertisers who will pay you to write about their product. Then there is sponsorship, Tip Jars. I liked your articles so I will give you \$5 in your PayPal account but the biggest money earners are advertising and there is Google AdSense, where you get paid per click. There is affiliate advertising where you get paid for a conversion or a lead. There is Chitika, which is kind of an automatic product based advertising that senses what your blog post is about and tries to match the products to it. They all tend to be copy and paste this piece of code into your template and forget about. So they pretty much run themselves but if you want to make money out of the affiliate marketing you really have to work hard at it. It is not a copy and paste and go sort of affair. But that is the direct route.

SD: Ok. Yeah. That is what I was about to say. That's a direct route. Is there another route?

CG: Well, I personally make all my income from the indirect route, which is building up your celebrity status if you like within your niche. So we are not talking about being Tom Cruise but within your small part of the niche, if you get well known and you get a bit of credibility and write some things that people like you get a bit of authority then you can use that to get work, to get book deals, to get speaking gigs, to get consulting gigs. You can use that to basically earn money because of the reputation you have built through what you have written about. And there are lots of people who do that. I don't really don't know how to pronounce her name, Gina Trapani of LifeHacker. She got a book deal, basically a publisher said we like your stuff, make us a book. Aaron Wall, he's a guy that I know quite well, he's a really good bloke. He's got a Search Engine Optimisation eBook and he sells that through his blog. So on his blog every day is his advice and thoughts and ideas about search engine optimisation. People get to know him, they get to know his style and like what he writes and they buy his book. Joel Spolsky, is a very famous programmer and he writes his opinions about programming that attracts an audience of geeks and he sells his software to the geek market that he has attracted. David Krug, is another guy that I know quite well. He buys and sells websites and earns quite a fair amount of money through doing that because even quite a small blog like my little photography blog, it could be valued at several thousand dollars. If you get tired of building your blog you can sell it. There is a market for them. Ranging from the value of the domain name through to how many links you have got coming in, what sort of income you have got coming in and everything can add value to a blog. Just a template is valuable in some cases. Another guy, a photographer, he is a photo journalist, called David Hobby. I think it is Baltimore Sun he works for. He became an expert on using small camera flashes for photography, not needing the thousand and thousands of dollars worth of studio kit. He just uses the small portable flashes. Started writing about it on his blog and now he does workshops around the world, where people pay to listen to him talk about his techniques. And I could go on. All those things are indirectly because of

the blog not from the blog. And it is all about leveraging your credibility and the small amount of fame that you can create.

SD: Ok. So we are talking about fame which obviously takes us to the third part. We started off with how you attract people to your blog. We went on to the next section which was how do you make any money off the blog and the third thing is we look at, can we actually create credibility and fame. What's your opinion?

CG: It depends on your definition of fame. Like I said before you are not going to be, well you might be, but it is unlikely you are going to become Brad Pitt because of a blog but people have become blog famous and it helps if you choose a niche that hasn't got that much going on right now. I mean David Hobby when he created his blog, you'd have been ill advised to start a new photography blog. Everybody and their next door neighbour that has got a digital camera was posting pictures up, writing about photography, doing photography tips but he created a new category of photography blog. The camera flash dude. So his blog, which is Strobist.com, became massive overnight because it was unique. It was credible from the word go because this is what he was doing in his work. This is what he does. His content was really, really good. It was stuff you could use and people got results from it and they could see that he was getting results from it. So he became famous overnight by fulfilling a need that people didn't even realise they had. There is another guy called Robert Scoble. He became famous because he was a Microsoft blogger. A lot of people credit him with actually changing the reputation, subtly but changing Microsoft's reputation for the better. They were seen as evil and they are seen as not quite as evil now because he gave them a human face, a warmer side. Gave people an insight into what was actually going on rather than what people were saying about Microsoft, he was giving the real scoop and he was honest about it and straight forward and through that he created a huge network of contacts and friends at the highest levels of some of the most exciting companies. So now he doesn't work for Microsoft but he is still famous. People still talk to him and he interviews people that you just can't get access to and so he has become famous in his own right as being the go to guy. He is the guy you want to interview you. He is the guy that everybody reads because he knows these people. So you can become famous but you might not be walking down any red carpets anytime soon.

SD: OK. So you say some people become famous for being famous. Some people just join in the thing, you know join in the crowd like sheeple. It's what I call sheeple, which is sheep people. We are looking at, you know, that fame is a very strange thing but if we were to kind of wrap up this interview what would you recommend that small business owners do? What would you start off with, what are the pitfalls you have with a blog that you would tell them to avoid completely?

CG: Well I would say that the pitfalls are giving up on it too soon or on the other hand, burning out. When you launch your blog you need to have some posts already up there before you start letting people know about it. I'd recommend 10 because most blog home pages, they show 10 posts and that shows that there is somebody home and that you are open for business. If you start promoting a blog that all it has is a coming soon or is this

thing switched on sort of post, a hello world post. People say why bother. It's a minute of their life that they are never getting back. But if you have 10 really good posts that are very valuable to people, actually help or advising or entertain in some way, then they are going to come back because they are gonna like what you have done. So the thing to do is start with something there and make sure you can keep it up. So 10 posts sounds like a lot but you have got to keep this going for a long time, so you might end up with a 1000 posts or 2000 posts. So get into it if you think you can keep it going and don't be disheartened if you are not becoming famous overnight because it takes a little while and it takes a lot of getting out there and talking to people and networking is a big part of. So the main pitfalls are people giving up too soon or burning out thinking that they have to do too much and just going crazy with it.

SD: Ok. What we have done is we've actually come to the end of this interview and we have got a lot of information. We started out with attraction, we looked at search visibility, we looked at click through traffic, we looked at it as a social media, we looked at the stickiness. We saw that a blog actually brought personality and was viral and it gave you authority and credibility and then we looked at conversion advantages which had created a drip, drip system, created trust and you know, created archives that people can start looking through and attract. Then we moved onto money, we talked about advertising, affiliates, links, reviews, sponsorships and also we looked at little tips and how people often pay you to review once your blog starts to become more famous but you can also put in affiliates but don't get your hopes up. We also looked at indirect things like Gina's blog and we looked at David Krug and David Hobby and all these little niches that have exploded simply because they are so effective instead of just being another run of the mill blog. And then we talked about fame. You know we debated whether fame was really fame to start with and how famous do you need to be. Essentially you can be famous in a pretty quick and easy way if you decide to stick to the niche and you start to follow the rules and avoid the pitfalls that Chris just mentioned. So first of all I am going to thank you for being on today's call Chris. Tell us a little bit about what you do and how people can get in touch with you. Now you also build blogs don't you?

CG: I build blogs and I help people blog. It's something that people can't stop me talking about, so I love doing that. The best way of seeing what I do and get to know my approach to things is just to visit my blog which is <http://www.chrisg.com/> and that will tell you everything you need to know. If it doesn't tell you everything you need to know then I am doing something wrong and please tell me.

SD: So that is chrisg, 'G' for Garrett and you will find chrisg.com and you can find Chris there and get in touch with him at any point in time. Thank you again Chris. It was great having you and we hope to have you at some point in time, as blogs change and evolve and things start to get more busy than ever before.

CG: Thank you Sean.

SD: Thank you.

Resources

Psychotactics' Sequential Training System

If you've bought a product from PsychoTactics or have read through a free report, you'll be keen to learn if there are more goodies in the Psychotactics collection. Heck, sure! Not only are there more products and training courses, but here's a little helping hand guiding you along the sequence you need to follow to get the maximum advantage. On this page, you'll find the sequence that has worked best for most clients. On the pages to follow you'll get other resources, training systems and consulting options.

Step One: The Brain Audit

If you're wondering why clients seem to back away at the last minute, there's a darned good reason why? You haven't taken off all the bags off the customer's 'conveyor belt'. Each customer buys (or doesn't buy) your product, because of a specific set of reasons. If you want to guarantee sales time after time, you need to know exactly what's going on in the brain of the customer. The Brain Audit, helps you look inside the customer's brain and literally anticipate what the customer is going to say or think next. Don't struggle with declining sales and yo-yo profits. The Brain Audit shows you exactly what you need to do to improve your conversion rate. [To find out more click here.](#)

<http://www.psychotactics.com/hiddenlinkarticle.htm>

Step Two: 5000bc Membership

Imagine a place where like-minded professionals just like you meet each day. Imagine where topics from consulting, Internet marketing, speaking strategies, copywriting, direct mail, new technology, graphic design are explained in great detail. Imagine where you can find detailed and incisive critiques on websites. Imagine where learning is a whole lot of fun. Well, you can stop imagining. If you have read the Brain Audit, your next step is 5000bc.com. Membership is restricted to just 1200 members. When 5000bc reaches 1200 members, the membership will be closed. If you'd like to find out how to get to 5000bc before the doors close, click here to get to <http://www.5000bc.com>

Step Three: The Brain Alchemy Masterclass

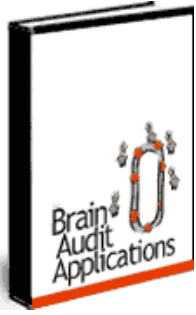
Have you ever wondered how to get, keep and grow clients with a very specific, step-by-step strategy? The Brain Alchemy Masterclass shows you how to avoid the minefields that most businesses run into -- and how to create a business that literally runs itself over time. It's no fun struggling day after day, week after week. Learn powerful core strategies that will give you business structure and immense leverage. And learn at your own speed with 19 Audio CDs + The Brain Alchemy Comprehensive notes on how to implement the system. If you're serious about getting your business not just to the next level, but several levels up, then then [click here to read more about the Masterclass.](#)

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Books and Self Study



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If you've read the Brain Audit, you'll want to take a very close look at the Applications of the Brain Audit. The Applications book takes you deep into the world of emails, speeches, websites, presentations, direct mail and dozens of other applications, where you can see HOW the Brain Audit is being used — and how you can use similar ideas for your own marketing material. Judge for yourself, by clicking on this link (<http://www.psychotactics.com/baapplications.htm>) and seeing how the Applications of the Brain Audit can help you right away. If you have already bought the Brain Audit or are a 5000bc member, email me and I will send you a special link.

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