



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)



Your New Media Marketing Journal

Transcript of:  
**Blogging: BOOM or Bust?**

*Why the experts are wrong and  
why business owners win either way!*

**Advanced Business Blogging Podcast**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)  
February 20, 2006

Presented by Your Coaches:  
**Deborah & John-Paul Micek**  
Founders of: RPM Success Group Inc. ®



Reach Your Coaches  
Internationally: **(808) 237-1008**  
Toll-Free in the US: **(888) 334-8151**  
[mwbb@RPMsuccess.com](mailto:mwbb@RPMsuccess.com)  
[www.MarketingWithBusinessBlogs.com](http://www.MarketingWithBusinessBlogs.com)



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

(00:00:00)

Coach Deb  
& Coach JP:

***Aloha!***

*Welcome to the **Advanced Business Blogging Podcast!***

Coach Deb: Today we're going to look at Blogging, Boom or Bust, why the experts are wrong and why business owners win either way.

Coach JP: This is a real important topic. It's something that's really been bugging me lately.

Coach Deb: JP's been venting, so we thought we'd do a podcast. ☺

Coach JP: It's much easier for me to podcast than to put it all down in writing. This is real important because a lot of business owners we work with and people I met back on the mainland on a recent trip are really confused about blogging as business owners and what that means. So, that's why we're doing this!

Coach Deb: Clear up the confusion! What do you mean by experts? Who are the experts?

Coach JP: Basically there are two camps. There's the ancient, or mainstream media who are one group of experts. Then there are the blogging evangelists. They could be people who are full time bloggers – in other words they blog for dollars; that is their business – or they're just evangelists for blogging.

Coach Deb: *Blog-evangelists? (smiling)*

Coach JP: Yes.

Coach Deb: Do you see both of these camps coming with a bias?

Coach JP: Definitely. The ancient media sees themselves as self-appointed royalty, but the royalty who are responsible for distribution of information.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

Coach Deb: I want to clarify “ancient media”. Do you mean old people in media?

[Laughter]

Coach JP: No. I mean the mainstream media. The alphabet channels – **ABC, NBC, CNN.**

Coach Deb: You get your news at night, the half-hour show at night. That’s the mainstream media.

Coach JP: Exactly.

Coach Deb: Okay.

Coach JP: That’s the ancient media. They see themselves as royalty and you don’t have to look any further than last week’s tantrums by David Gregory with the White House Press Corp. They see themselves as being equal to the executive branch of government. That’s how they’ve positioned themselves in their own minds.

Coach Deb: So what I’m hearing is they see themselves as pretty powerful.

Coach JP: Yes, and they have bang because there has been nothing to oppose their position or the way that they slant the “news” that they’re giving out.

But now with the blogosphere, with political bloggers, and the new media which incorporates talk radio – talk radio really spawned off the blogosphere – and the two work together as an alternative to the ancient media or mainstream media. That’s one camp and they have a little more malicious bias, if I can say, on the intentional side.

What I mean by that is the political bloggers are their main target. In their zeal to discredit or knock down the respectability of political bloggers, they attack the whole blogosphere. For example, a recent article by **Clive Thompson in New York Magazine -- “Blogs to Riches”**,



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

highlights entrepreneurs who started businesses on blogging. They monetized their writing. Or, they brought together partnerships and then sold off those partnerships.

The discrediting of the political blogs is a back-door discrediting that's taking place there. They're going after the news bloggers and the political bloggers, but doing it in a back-door way by insinuating in that article, or an article by **Daniel Gross – "Slate on Line, Twilight of the Blogs"**, that the blogosphere is falling apart. I've even heard some from the mainstream media talk about how the blogosphere is like the internet bubble and is going to burst.

In their dreams!

Coach Deb: What you're describing almost sounds like a monopoly that wants to crush their competition. What's interesting is that they're journalists. Technically, they're in this position where their bias really comes into play because naturally, it's the competition.

Coach JP: Right.

Coach Deb: Yet, they're putting in a position where they're put in a bad light.

Coach JP: Yes. And that's the bias from the ancient media standpoint. Now when it comes to blogging evangelists, or full-time bloggers....

Coach Deb: Now these are the people that mainstream media call "pajama media".

Coach JP: Yes. And it also is...

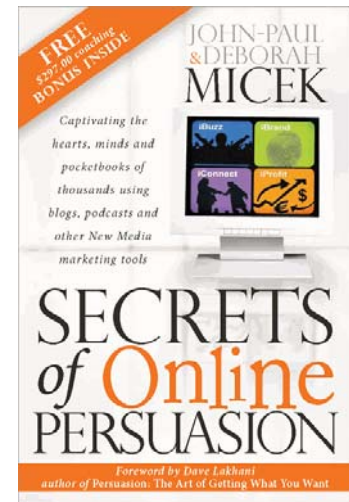
Coach Deb: And that's how they're discrediting it, just by the rhetoric and the words that they use by calling them "pajama heads" or...

Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

Coach JP: Right. Well, when we're talking about blogging evangelists here, we're talking about even some consultants or blogging coaches, people who even call themselves blogging evangelists. They're well-meaning in focus on blogs and wanting to evangelize the tool. They're not at all malicious in the way that the mainstream media is, but nonetheless misleading. They're misleading in a way that can be damaging to business owners.

Coach Deb: Just to clarify – because you're talking about blogging consultants – what about the course that you have on blogging? Are you picking on yourself in this aspect or you just don't consider yourself the blogging guru? How do you position yourself differently? How do you see yourself differently and not as a blogging coach?

Coach JP: Well, "**Marketing With Business Blogs**" really is a course focused on how to market with blogs, how to market your products and services, how to get (inaudible) and rankings that stick, how to take that traffic rather than monetizing it through "google" ad sense, or "Amazon" book sales, or anything else that you can think of in a way to send people off your blog and monetize the traffic the way that professional bloggers do. That's fine for them.



If you are a writer and you want to build a business around writing three or four posts a day, five days a week, fifty weeks per year...

Coach Deb: Oh, my goodness...

Coach JP: ...then you want to follow their advice. I'm not saying that they don't have some good, general advice as well. It's just that when it comes to the specifics – how business owners should blog differently and how they should optimize the use of blogs and RSS and podcasts to



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

grow their business, not put money in the pockets of “google” – that’s the difference. That’s what “**Marketing With Business Blogs**” focuses on. That’s really what we focus on here in “**Advanced Business Blogging**” in our posts and future podcasts as well.

Coach Deb: It’s more of a business owner’s perspective on how you can use a business blog, not how you can make money with a blog.

Coach JP: Right. And because **we’re business owners ourselves** and run one offline business as well as one “click and order” business and I’ve built and sold three other businesses offline, we understand what it’s like to be in real business with clients, cash flow, overhead, and all the rewards and headaches of business ownership.

*We’re not hung up in the blogosphere.* That’s where a lot of blogging professionals are coming from. It’s somewhat of an incestuous environment in that bloggers deal with bloggers all day long. They comment on each other’s blogs, they read what other bloggers are saying. And you know what? As business owners you don’t have the time to do that. While it may be interesting, there are ways to filter all that information out and learn from it. It’s not how you want to be using blogging.

Coach Deb: What about the professional bloggers that are making money from it? Wouldn’t you say that they’re a business owner?

Coach JP: Sure. I would not say that’s a business, because if they stop blogging would they still keep making money? No. By their own admission, they need to keep up those posts to keep the traffic coming in order to monetize the traffic.

Coach Deb: So it’s a job.

Coach JP: It’s a job. They’re chained to their keyboard. They’re slaves to their keyboard. Like I said, three to four posts. Some of them are blogging on multiple blogs, five, six, or seven blogs per day. Even the top “A List” political



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

bloggers are posting anywhere from six to twelve times per day. That's their job.

Coach Deb: Those are the people who know how to write.

Coach JP: Right. They are prolific writers. They're good at writing. They either have a journalism or writing background. They have a passion in the area that they're writing about. It just flows. It's not hard work for them. They may even enjoy it, but that's not a business. They're monetizing their writing and they're in control, but it is a job.

We're talking about true businesses here. We're talking about businesses where if the owner takes off for a month and goes on vacation, the business keeps running. How does a person like that take blogging and integrate it with their overall marketing?

Coach Deb: It sounded like you were talking earlier about just knocking some of the rules in the blogosphere as far as blogging so many times a day or week. Do you still believe that it's important to blog consistently or do you feel sometimes those rules can be broken?

Coach JP: In the beginning you definitely need to build some momentum. There are tricks you can use on the search engine optimization side, I'll just say...

Coach Deb: ...without getting into any secrets, right? This is a free podcast, afterall.

[Laughter]

Coach JP: There are certain methods you can use in a grey hat search engine optimization area. We don't advise or approve black hat SEO strategies at all, but there are ways you can move your business blog up more quickly in the ranking and gain some extra momentum right out of the gate.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

Once you have that momentum going, then you're able to back off and you don't have to maintain the consistency as much.

It is advisable that you stick with whatever pattern you pick in terms of consistency, at least while you're training the search engine spiders if you want to think of it that way. You're training them to return on a regular basis, so that consistency is required. But, you don't have to be chained to your keyboard and be a slave to your keyboard.

There's a lot of other methods for getting that content generated without you as a business owner doing it yourself.

Coach Deb: So it sounds like what you're saying is the rules are important in the beginning, or there's a certain methodology that's important to stick to in the beginning, but once you have that momentum up and going it may even be time to break some of the rules in order to leverage.

Coach JP: It's kind of like Neo in the "**Matrix**". You have to learn to bend the rules and use them to your advantage. When I say rules here, I'm talking about the blogosphere. While the mainstream or ancient media is trying to discredit or destroy the blogosphere, the blogging evangelists are looking to promote it and grow it. But, in that zeal they are operating within a box. They have these rules that they live by. Again, it's incestuous and bloggers that blog to other bloggers, and commenting that takes place back and forth, is mostly taking place between bloggers.

For instance, I read in a recent Gallup poll a lot of the commenting that's been going on across the blogosphere in the arena of blogging for business, and about how blog readership amongst the public has been stagnant over the last year.

I say, "*Who cares?*" The **Gallup poll** is focused on asking "Joe or Jane Public" if they read or use blogs.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

Coach Deb: And they may not even know they're reading a blog.

Coach JP: Exactly. All we care about as business owners is that when someone is looking for a solution and your product or service can provide that solution, can they find you, you're product, your service, or your company when they type in keywords? When they do, how are you able to capture them and convert them either into a qualified prospect or, as a client and make a sale?

That's what matters to a business owner. It's not how many times they keep coming back to your blog. It's not whether they realized they're reading a blog or not. It's about getting that targeted traffic and then converting it into a qualified list or increasing your sales. That's what matters.

So the Gallup poll about how many people know they're reading blogs... we don't really care. But bloggers do because again, they live in the blogosphere.

Coach Deb: I remember when a student was listening in on one of the calls where you were doing a blog review on another one of your clients. One of the students commented that, "*This is a blog?*" It was so different and all it was doing was using RSS technology in order to feed that particular website, but it didn't look like a "traditional" blog in the true blog journal sense.

I remember even a previous Q&A session that we had done on blogging, someone was asking, "*What is a blog?*" They're still hung up on the definition. To me, blogs have so many different definitions, especially for the business owners.

It's really more about how you're using the technology and whatever your strategy is. Is it to bring up your search engine ranking? Is it to make it easier to update a website? Is it to make your life easier to update content on your website? Is it to attract spiders, traffic, people,

Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

humans? What's your strategy? It could mean different things to different people.

Coach JP:

Don't misunderstand me. I fully believe – and this is the clarification you asked earlier as far as why I'm so passionate about this topic and why it was so important to bring it up – it's not that I care whether someone is going to become a professional blogger or is a business owner and would take "Marketing With Business Blogs".

What I care about is that they know the difference and the person listening right now knows,

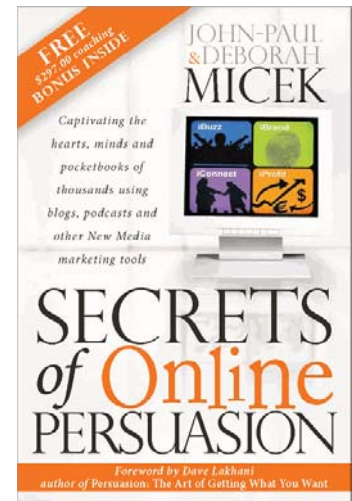
*"Am I working to build a job or business around blogging? Am I a good writer? Do I want to write and then monetize that writing or content through "google" ad sense or any other ways of monetizing that writing on a blog? Or, am I a business owner looking to attract targeted prospects to build my prospect list or make more sales?"*

I care that they recognize the difference and are careful as they're out there learning about blogging and how to apply it, they are listening and aware of who is giving the advice. That's the main focus.

Whether they choose to take part in our course or not, that doesn't concern me as much. I am passionate about business ownership and I'm passionate about helping business owners not to get trapped into boxes. Unfortunately, a lot of professional bloggers live in a box.

Coach Deb:

I think that certainly covers why business owners need to really look at who they're listening to when it comes to blogging. What's the focus that they want to use the blog for? Then, depending on that answer, what expert they want to listen to.





Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

Now what about business owners, with the title that you picked, how do they win either way?

Coach JP: Well, there are three main ways that business owners will win. These are not so much methods. They are each a method to win, but each one of these three will also act as a “security blanket” to help business owners feel more secure in putting in the effort into blogging and integrating it into their overall marketing.

With that said, the first one would be RSS. You mentioned earlier about how on some Q&A calls, how we talked about some advanced techniques for using RSS. RSS is a powerful tool for both the business internally for filtering a lot of information, but also on the external side of building a list and generating profits. That is a tool that can deliver content either for a fee or for free and it makes that delivery automatic and easy with one post. That contact can go out to thousands of people all at once. It can also optimize the search engine rankings because of all those RSS feeds floating around out there.

And, on the security side, this is important because the search engines, the portholes, the news sites, are all using RSS. They’ve been using RSS for over half a decade now. They’re so dependent on RSS to run their businesses that it’s not going anywhere. Because of that, RSS is going to stay there and it’s going to be available to business owners long-term to be able to take it and leverage it, to harness that power for the growth of their business. That’s reason number one.

Coach Deb: There’s certainly no busting when it comes to that, if that’s only....

Coach JP: No. The ancient media are just hallucinating. That’s why I was laughing earlier when I said, “*In their dreams it will go away.*”

Coach Deb: They don’t get it! They’re coming from a totally different standpoint. That’s what I see.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

Coach JP: It's a protectionism. And when you look to only protect and you take a defensive mode, especially when the public can see your posturing, people get turned off to that. But, back on track...

[Laughter]

Coach Deb: That'll be for another podcast episode.

[Laughter]

Coach JP: The second is related to that. It is politics. You might say, "*Well, what's politics have to do with me as a business owner?*"

Well again, on the security side, politics is the main driver for blogging right now. As much as corporate blogging evangelists and even ourselves would like to espouse the tool of blogging and how it integrates with your marketing, it is powerful. It does work. But don't be deceived. The main driver for the blogosphere is politics.

That's because of the emotion and passion that's involved, the exchange of ideas and philosophies that take place in that environment. Blogging lends itself to that very well with the commenting, the RSS feed...

Coach Deb: Sure. Everyone can put their two cents in, especially if you've offended them or you offended their beliefs or core values. They're going to come back and bring a defense or their going to attack someone else's position.

Coach JP: Because of that power – and this is where it gets a little delicate and we'll have to cover this in coaching sessions within the "Marketing With Business Blogs" course, the upgrade coaching sessions, it's something that requires a lot more attention than I can cover in this podcast – you can integrate politics with your business. It's a little more risky, but if you want to generate "buzz", there's no faster way to do it.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

The bottom line is people will get to know your politics eventually if they do business with you. I'll never forget my brother-in-law who was head of public relations for "**Planet Hollywood**" and was basically responsible for their climb to the top in the heyday of "Planet Hollywood". I'll never forget him telling me, "*There are two things you never mix with business and that's religion and politics.*"

While that's true if you want to play it safe, look at the top businesses out there, corporations, and even local business owners. Why do you do business with them? Sure, it's quality of service, but is it because you feel an affinity, politically or in a belief system? Do you have similar beliefs and you feel a connection and maybe even an obligation to do business with them?

This doesn't come into play in many other areas of marketing other than with blogging. You can do that to generate buzz but also for search engine optimization reasons. You can play off the buzz on the net by integrating specific keywords that have to do with politics with business topics.

Coach Deb:

You have to warrant a single podcast in and of itself because that's a whole strategy in and of itself. You're reminding me of the book that **Martha Barletta** wrote, "**Marketing To Women**". She talks about how women actually want to see what people's beliefs are. What are they contributing? How is their business contributing to society, whether it's the environment, education or charities? When you advertise that, there becomes more of an affinity to them.

Even with politics, some people just like to know where you stand. They may not judge either way because if you have a product that they like, they're going to buy it. But, there is that sense of affinity. They say, "*Yes, that person is just like me and I want to do business with them.*"

That's where controversy will sometimes attract those who also agree with you.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

- Coach JP: We could go on and on about this and it's why....
- Coach Deb: So what's the third...
- Coach JP: I just want to mention one other thing. The political realm is one of the reasons why the mainstream media is dying on the vine. It's withering on the vine. This is because they're out there positioning themselves as being unbiased, yet most intelligent people can pick up the vibes, whether they agree with it or not. That's why some people will only watch **CNN** to see what the other side is saying, because they realize where that is coming from. Then they watch **FOX** for the real news, and vice versa.
- Coach Deb: People who watch CNN, as die-hard CNN fans, don't like FOX. And, the FOX listeners hate CNN. You can see that each person comes with their own opinion.
- Coach JP: Yet, they're still trying to act as if they're not biased. That's why more and more people are gravitating towards the political bloggers. First of all, the top bloggers are as well researched, and in some cases, as **Dan Rather**-"gate" showed, even more well researched than the mainstream media.
- And, they show their bias. When you're reading them, you know what you're getting and you're even able to filter. Even if you're reading someone on your side, left or right, if you want to be intellectually honest you can look at it, step back and say, "*Okay, now how is this news being filtered?*" You clearly know how the author is filtering that information.
- Coach Deb: That's right, because they make that very clear. Let's definitely go to the third way!
- Coach JP: The third way is search engine optimization. That's the third way that business owners can win with blogging. By that we mean that blog readership and popularity may go up or down. Polls may show that the public's digestion of blogs or the knowledge that they're even on a blog



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

remains stagnant or even going down. But, like I said before, “*Who cares?*”

I could keep going on and on about the benefits that come from search engine optimization and...

Coach Deb: Indeed, you can! We’ll have to save that for another podcast and wrap up this podcast.

*”What would you say is the **#1 thing** a business owner needs to remember about integrating their **business blogging with their marketing?**”*

Coach JP: I’d say the one thing that would help them the most is to remember:

*”That it’s about reaching the **right** people at the **right** time – and that’s *when they’re looking for you.*”*

That’s the most important thing. If you use that as your driving principle, it will help you filter all the different strategies you might be considering as a business owner in your blogging.

Coach Deb: What about the business owner who says, “*I love this! I’m ready to blog. I see the importance.*” They’ve been reading about blogging and how other people are getting results. What would you say is their next step to get more information?

Coach JP: Well, if it’s before this Thursday, what they can do is sign up for the free teleclass. That will be a Q&A session, not your typical teleclass where someone comes and talks. It will actually be interactive and give you an opportunity to come to get your questions answered about blogging, podcasting, RSS and how to use it in your marketing your business.

We’re limiting it to 100 people and sometimes it gets so interactive we have to have people submit by email. You’ll have a chance to get those questions asked and answered. And, before you come, you’ll get to download a



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

free business blogging intro coaching package that will get you grounded in all the basics if you're not familiar with blogging yet. This will include the terminology and the applications.

Coach Deb: So how do they sign up for the teleclass or the **free coaching session?**

Coach JP: Well, if it's before Thursday, you can go to [howtomasterblogging.com/freeblogcoaching.html](http://howtomasterblogging.com/freeblogcoaching.html). We'll put that at the bottom of this post where the podcast is posted. You can just "click" on that link.

If it's after Thursday and you missed the free class on Thursday, you can still get the blog coaching package at [marketingwithbusinessblogs.com](http://marketingwithbusinessblogs.com).

Coach Deb: While supplies last!

Coach JP: Right - If you listen to this podcast months after that, we may have discontinued it.

Right now, we're actually giving away that intro package. To be honest with you, I've seen other consultants, blog coaches and experts charge anywhere from \$47 to \$97. I even saw someone charge \$147 for a package that included less information than what we're giving in the free intro package. Depending on when you listen to this, it may or may not be there.

If you miss Thursday's teleclass, you can just go to [marketingwithbusinessblogs.com](http://marketingwithbusinessblogs.com).

Coach Deb: I think that wraps up today's podcast!

Coach JP: It certainly does. We went a long way, but it was very cathartic for me in helping me heal and get this all of my chest!

Coach Deb: And hopefully they learned a few things that help them clarify who they need to listen to when they're blogging.



Transcript 02.20.06: **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

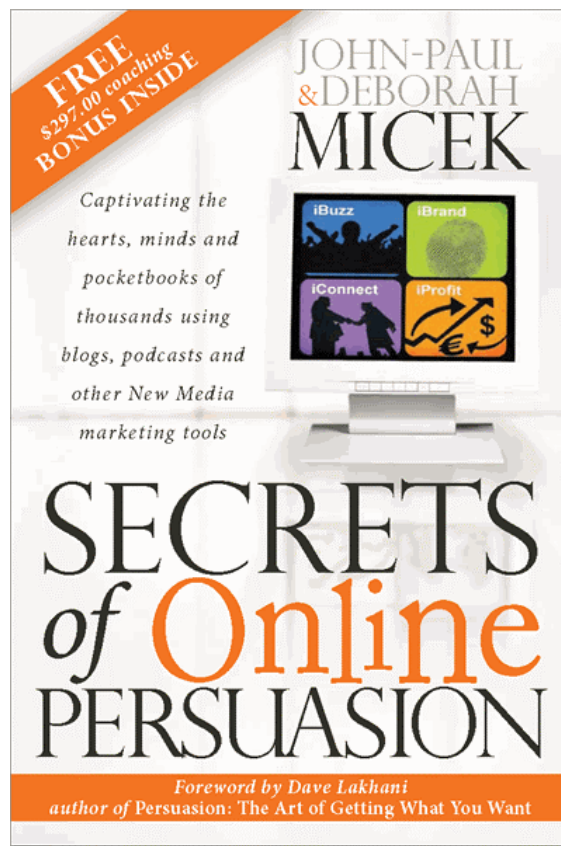
Coach JP: Exactly.

Coach Deb  
& Coach JP: With that we'll say, **"Aloha!"**

(00:28:19)  
END OF TRANSCRIPT

Learn how to go way beyond blogs and supercharge your marketing with  
New Media – grab our new book from Amazon

Click Here 



For just \$23 you'll see (and hear) how to open the door to a surging  
stream of prospects and profits



Transcript 02.20.06:  **Blogging: BOOM or Bust?!**  
[AdvancedBusinessBlogging.com](http://AdvancedBusinessBlogging.com)

**Unleash the Low-Cost, High Impact power  
Of The New Media Marketplace to  
Get More Targeted Traffic, Build a Bigger Prospect List,  
And Boost Bottom-Line Profits in Your Business**



**New Business, New Traffic, and  
New Profits With New Media**

**BLOG interactive 360 is the proven system that  
makes it easy to get the marketing advantage  
you're looking for...**

**Click Here** 

**[For Pre-Launch Membership](#)**