

Future Delivery Strategy Guide:

Blogging



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You are your brand. The first thing a company will do when they're about to interview you is google you; the first thing a potential client will do before they meet with you is google you. What will they see?

Will they see your common name lost in a sea of your peers? Or worse, will they find "inappropriate" images of you online that might jeopardize your chances with the company or client? Go ahead, Google yourself. What do you find?

"Blog to build your personal brand"

Blog for yourself. [The number one reason you should create a blog is because you truly WANT to.](#) Now, I understand that it can be nerve wrecking to post your inner most thoughts online where everyone can see; you might even feel that what you have to say is not worth reading. Like public speaking, it is just a fear that you will get over. Blogging is a great way to build your personal brand, increase your writing abilities, meet people who have the same interests as you, establish a fan base, and even generate some revenue.

You are now part of the FD Network and we truly want you to build a strong online presence and better market yourself to employers and potential clients. Blogging improves your writing, creative thinking, helps you better explain concepts, and builds the all-important personal brand.

Differentiate Yourself. You and your peer are competing for the same job. You have similar GPAs, similar experiences, and similar leadership positions. Before the company chooses a candidate, they decide to google your names. They find nothing for your competitor, but when they google you, they find your blog where you describe the numerous projects you have worked on and what you have learned from each one. They find your posts about personal development, recent news, and about your area of expertise – which just happens to be the position you are interviewing for. Who do you think the company will hire?

Which blog service should I use?

When it comes to blogging, you basically have three choices: [Wordpress](#), [Blogger](#), or [Typepad](#). Wordpress and Blogger are both free, while Typepad is a paid service. I recommend using **Wordpress**, and here's why:

Wordpress

I recommend using Wordpress as your first blog because it is extremely user-friendly and gives you some great templates, widgets, and additional features. The beauty about wordpress is its ease of use. Tagging, uploading pictures, track-backs, and assigning authors and editors are beautifully done on the Wordpress dashboard.

Blogger

Blogger is the Google version of blogging. I use Gmail, Google Calendar, Google Docs, and pretty much everything else Google. I personally find that Blogger has fewer features and is a little bit harder to use - this may be because of my bias towards Wordpress. In any case, Blogger is also a great tool to get started with Blogging and there are many people who use it.

TypePad

TypePad is a paid service so it does have some features that Wordpress and Blogger do not offer; therefore, they're a great service for experienced bloggers and small businesses. As a beginning blogger, use Wordpress or Blogger to get started.

Tips for Successful Blogging

1. Where do I start?

Before you begin blogging, take the time to immerse yourself in the culture and community. I recommend starting at [Brazen Careerist](#). Read blogs, subscribe to your favorite ones, and leave comments. Once you start getting the hang of it, you can start your own blog and blog about about anything and everything. Get yourself in the habit of blogging consistently. Once you get the feel for it, you can start thinking about creating your niche and area of expertise.

2. Keep it short

We all have an extremely short attention span. We don't surf through the internet anymore, we fly through it. Your post should be between 600-700 words. This forces you to strip away anything that is not core to your post and that does not add value.

3. Do something fresh

Don't write about the same old boring stuff; don't just write a recap of the news. Find a new, controversial topic and add a spin to it. I highly recommend that you write a new "How to" about a topic that you have an expertise in. If the "[How to](#)" for that topic already exists, [give a fresh take on it!](#)

4. Personalize it!

I understand that you might be hesitant to write about your [personal feeling or inner most thoughts](#). Well, get over it! Readers love to read about the blogger and what makes the author human. You can write about your fears, hardships, or failures. Just remember that you are always building your personal brand.

If you write about how you failed, write what you learned from it and how you are now a stronger person. The most effective way to give your blog its own voice is to give it your voice. Put your personality into words because people will not only come back for the content, but they will come back for you.

5. Establish a community

Think about who you're tailoring your blog post for. If you're targeting undergraduates, then speak directly to them. If you're targeting professionals who are tired of their work and are looking for some advice to make their lives better, then speak directly to them. Know your target and write for them. Establishing a community greatly helps your blogs visibility because people will start commenting on your posts and sharing it with their friends.

6. Get an editor

An editor is crucial for having a high quality blog. You may think that you have written a golden post, but your editor tells you the truth about what's wrong with your posts and how you can make it better. Your editor does **not** have to be a professional writer; he or she can be someone who is your target audience. If your editor enjoys reading your post, then your readers will.

Distribution Channels

Bloggers frequently link to and comment on other blogs, creating the type of immediate connection one would have in a conversation. Distribution channels track these links, and thus the relevance of blogs for each keyword or topic. Here are some great distribution channels to subscribe to:

- [Technorati](#)
- [Ice Rocket](#)
- [Blog Catalog](#)
- [Blogpulse](#)

I recommend signing up for each one, but I find Technorati to be the most useful:

Technorati

Technorati is the best place to search for blogs. Think of it as the google for blogs. Type in any keywords into the Search Box and you'll get a lovely result.

Blogs are arranged according to **Authority**. A blog gains authority every time it is linked-to or **tracked back** by another site. For example, I can write that the [CEO of Future Delivery](#) once lived in Kansas. I have hyperlinked "CEO of Future Delivery" to <http://yukaichou.com>. If I was writing a post on my blog, YukaiChou.com would gain 1 authority point.

The second metric that Technorati uses to measure the popularity of blogs is the number of "Fans" it has. Like any other site, Fans just means that you have a Technorati account and that you have "favorited" the blog. When you "favorite" a blog, you feed in the **RSS** into your Technorati home page.

Blogging Networks

Join a blogging community immediately! They are extremely fun places to be and you just meet the [greatest people possible](#).

- [Brazen Careerist](#)
- [20 Something Bloggers](#)
- [Ning](#)

[Brazen Careerist](#)

BC is a place for **Gen Y** bloggers who blog about personal and career development. You will find people who blog about [marketing](#), [wordpress](#), [information technology](#), and [personal finance](#). I have met many people through this community and have become really good friends with them. If you blog about any of these topics, you owe it to yourself to join the community.

[20 Something Bloggers](#)

20 Somethings is a community for 20 year-old bloggers. They are different from Brazen Careerist because their doors are open to absolutely any topic. If you're blogging about entertainment, celebrities, fashion, or just your personal life, this may be the community that you want to be a part of.

[Twitter](#)

I'm going to add Twitter into the blogging networks because if you have a blog, then you have a Twitter. It's just a fantastic way to stay in touch with your community and meet people of similar interests.

Generate Conversations

Comments

Commenting on other blogs is a great way to get involved in the community. Be careful, do not just comment on a blog to advertise your website. Instead, find a blog that interests you and add a relevant comment that brings value to the post. This seems like common sense, but you'll be surprised just how many people out there write an irrelevant post on your blog just to post their website's link on your site.

Don't be afraid of disagreeing with the author. I have found the best conversations come out of disagreements. It's great because even if you guys bash each other to death, the author will want to go onto your site to see if she can start any discussions. This means more traffic on your site and more interesting comments. After a great battle, you end up with an amazing blogging friend.

Controversial posts

Writing a controversial post will definitely cause some stir in the blogging community. Always be aware that everything you write online will be visible to everyone! We have free speech, and we should take full advantage of it; however, you are developing your personal brand so make sure that you are presenting yourself in a smart, respectable way.

Here is an example of a controversial post I wrote: [How to handle a crush on your boss](#). [Here is another one](#) that generated even more conversations and comments. As you can see, controversial blog posts do wonders with generating a conversation.

[Penelope Trunk](#) once gave me a great piece of advice that I want to share with you: "As long as you truly believe in your post, and are not just posting it to cause a stir, then your 'controversial' post will never backfire." As long as you truly believe in what you're writing, you'll always find people out there who share your same opinions.

Tracking-Back

A great way to get people on your site is to Track-Back to their site. For example, when I write "my [brother](#) from another mother," the word 'brother' is track-backed to Yu-kai Chou's blog. This means that he will be notified that I talked about him or his site on my blog and he will respond accordingly.

Tracking-Back is fun because you WILL make an instant connection with someone on the blogosphere. And don't forget, feel free to disagree with anyone.

Blogging Takes Guts

In the beginning, no one will come to your blog. Once they start coming, people will disagree with you, bash you, and call you ignorant. Doubts will begin to creep into your head and you'll feel hesitant to blog about controversial topics from now on. You need to get past this feeling and keep trucking on. Don't feel intimidated by the people who disagree with you. Welcome the people who disagree with you because they will be the ones that keep coming back to your blog and that make your blog interesting.

About the Author

Jun Loayza is the Cofounder and Chief Marketing Officer of Future Delivery where he is building FD World - a virtual world that makes THIS world more productive. Think of it as the fusion between Second Life, Facebook, and LinkedIn.

With FD Career, Jun and the team hope to provide students and young professionals with a platform for productive fun. Every time you gain an internship, get a high GPA, or become a leader of an organization, you will level up and gain prestige, get more abilities, and have access to recruit with more prestigious firms.

Jun grew up in Orange County California and graduated from the University of California Los Angeles with a degree in Economics. He is an entrepreneur, consultant, writer, lover of animals, and a huge fan of Daft Punk. Feel free to contact him at anytime if you have any comments, questions, or if you would just like to chat :)

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