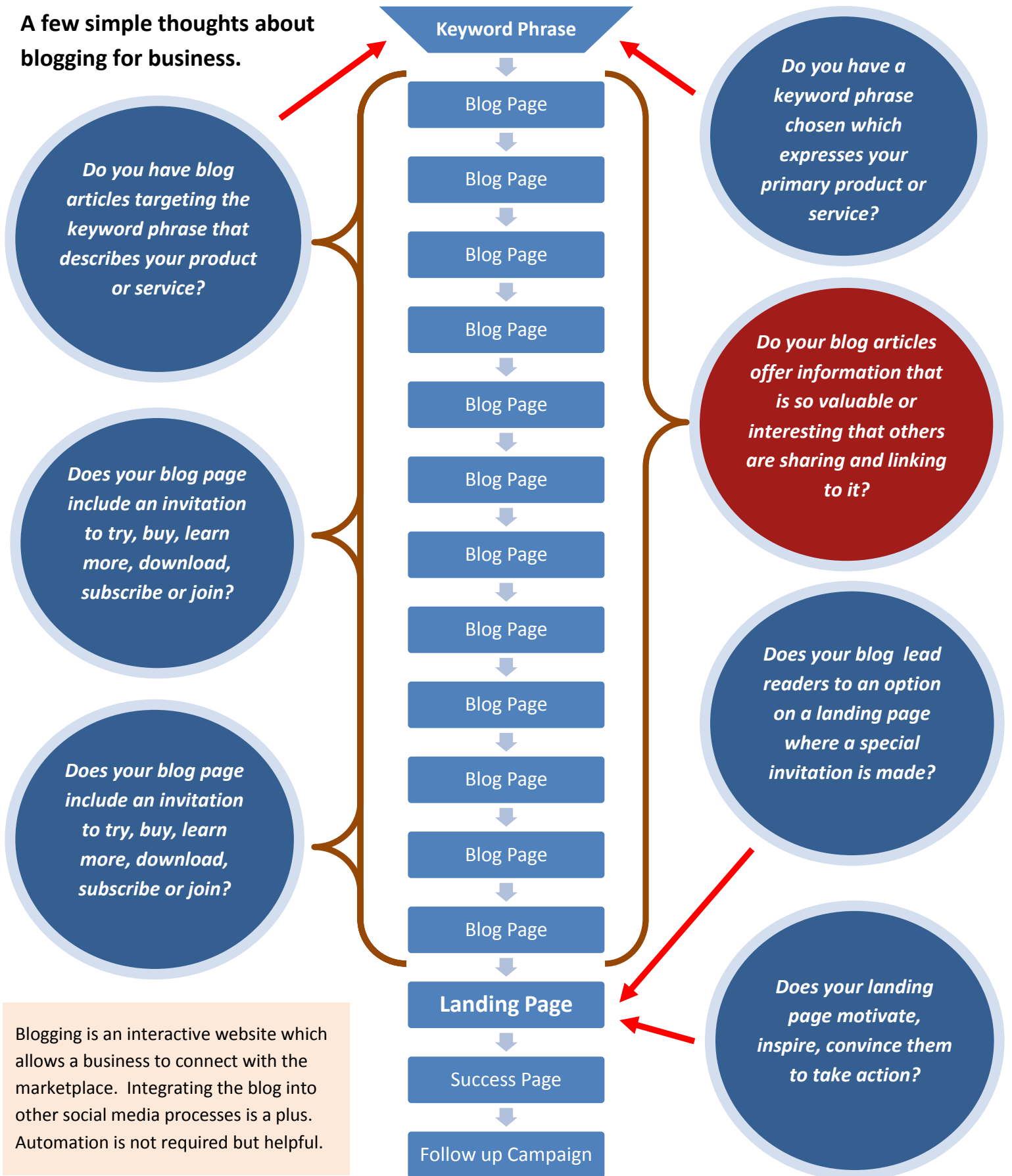


A few simple thoughts about blogging for business.



Blogging is an interactive website which allows a business to connect with the marketplace. Integrating the blog into other social media processes is a plus. Automation is not required but helpful.

This does not reflect the navigation of a website but does show a bit of the thinking process one uses to get found, offer valuable samples of products and services to the point of where people can make a choice to participate with try, buy, learn more, download, subscribe or join. Get found via keywords, offer value in the blog and make an invitation with a landing page. Follow up to ensure success and happiness.