

The Buzz around Blogs

Even YOU Could Benefit from One

"I tend to write more coherently than I speak, therefore I blog!"

My personal quote. Can even be found posted on the left side of my facebook page, under my profile picture. That's how true it really is.

Basically, it sums up *why* I frequent blogging sites and *how* I came to create these articles for my clients! I'm the prime example of somebody whose brain is swamped with what I think are good ideas that could be useful to you. However, I had to find a way to communicate these thoughts in an effective manner. Alas! I stumbled across a blog site that I loved! I read, I commented, I got hooked and ultimately I realized that through the power of the written word, I could get these ideas to my clients. Phewf. My brain felt better.

But what's the big deal about blogs? And, why is it important you know what they're about? Please bear with me... I'd like to explain...

Blogging gives everybody a voice, however small. Whether you have an opinion on current news, have tips in your field of expertise or just feel release when you vent what's on your mind, you could benefit from a blog. There are some extremely articulate people who have a voice on the internet that would not otherwise be heard in mainstream media. The blogging community has enabled these people to share their words, even if they aren't columnists in the New York Times!

Blogs are an avenue for businesses of all sizes and from all industries to share information. Many business websites have a blog page, where they can post live info, such as sales or coming events and receive customer feedback. It's important to note that blogs can be updated anywhere, anytime. If we all could agree on one thing, it's that convenience is VERY appealing!

Added profit is another way that blogs are being utilized. Tapping into supplementary income from ad groups such as Google AdSense can help to generate some income from your website. Did you know that by simply running ads on your blog page, you get paid on a per click basis? Food for thought.

Having **your OWN** blog incorporated into your current website, or set up separately can be very beneficial. However, I understand you might not be ready for that "step". Maybe not now. Maybe not ever. But, no matter your savvy or ambition, **it is advantageous** to check out some blogs and take note of how they function. Like me, you might even stumble across a person or website that has dramatic impact on your life or on your business. It could happen.

The internet is very powerful. Blogs are here to stay. Trust me on this.

Have you been reading, wondering how this pertains to you? **It is my goal to educate my clients on what is main stream in the world of marketing, primarily internet.** We all know that knowledge is power and if you are at least aware of what's going on, you're a thousand steps ahead of most. Blogs are very popular right now and I would suggest that you (yes you) could benefit from a blog in one way or another.

Do you want to find out more about a blog for yourself? Any questions about bloggin? Comments on this or other articles I've sent you? Let me know! I too, enjoy feedback!

Also, check out my new BLOGGING services! Visit <http://www.heathercroweduthie.com/about.html>.

Happiness to all; Heather D

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