

## Blogging

Those who live by the sword will get shot by those who don't.

### Introduction

As the seminal book [Groundswell](#) explains, blogging is taking off. Soon there'll be two types of organisation:

1. Those who get carted from pillar to post by a horde of angry / unreasonable / ill-informed Web 2.0 (social media) commentators.
2. Those who, while they can't *control* online discussions about them and their products, *participate* for best results.

### Benefits

#### Information

Few people believe (or even notice) 'interruption-style' ads any more. Media channels are too fragmented for press releases to do what they used to. Blogging is the new way to communicate your side of the story.

It's also an excellent way for people to learn about you and your activities in *their* time, rather than yours. A blog lets you write it once, rather than repeat yourself forever.

#### Sales

Most experts agree that the best way to bring visitors to your website (and hence increase sales) is to create interesting, useful content that's relevant to your niche.

This is easier, cheaper and more reliable than fiddling with arcane search engine optimisation (SEO) techniques.

Blogging is a highly efficient way to produce this desirable content.

Blogs can also link to passive income generators, like affiliate [shops](#).

### Expertise

Not everyone wants to, is good at or has time to blog.

It therefore makes sense to outsource some or all of your blog posts.

I'm a talented and experienced blogger with a growing portfolio of blogging clients.

## Credentials

I've spent 30 years gaining the skills and life experience to be a great blogger.

[Seth Godin](#) recently published one of my blog posts in his best-selling book [Purple Cow](#).

You can check out my other blogging work [here](#).

I'm also collating my social media (Web 2.0) research for everyone to use [here](#).

I'm passionate, articulate, hard working and ethical.

In short, I'm eager and able to help you thrive in your chosen field.

## Cost

### Plan A

One 350-word blog post on the topic of your choice:

0.50 hour research/thinking

+ 0.75 hour writing

+ 0.25 hour editing / proofing / liaising

= 1.50 hour

× \$120 per hour

= \$180 + GST.

Add a link to [The Feisty Empire](#) and the price drops to \$150 + GST.

You keep the copyright, in case you want to collate your posts into an [ebook](#) down the track for passive income.

The more source materials and direction you give me up front, the better.

These posts are the sort I do for MYOB's [Small Business Owner](#) blog.

### Plan B

If you'd prefer a lot of 'mini' posts (50-100 words) we're talking \$50 + GST each.

I visit your organisation, take loads of photos, ask heaps of questions, go home and get to work – as I did with this [blog](#).

Though it looks attractive and professional, the software and hosting for this blog are *free*.

You can respond to comments, or I can do so on your behalf.

And if you think you'd like to do some posts after all, I'll help you try your hand at any time.

## Contact

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