

The Seven Blogging

Virtues

for building a Global Microbrand

Notes from the SXSWi 2007 Global Microbrand panel

Disclaimer

This is not about how you should blog.

It's about one possible path to getting more readers when you're trying to build a Global Microbrand.

You should always blog for **yourself**, but if you want more readers, you should **also** blog for **them**.

“Global Microbrand” is a concept of Hugh MacLeod. To learn more, visit his site:
gapingvoid.com

The 7 Virtues

- ☀ **Be Grateful**
- ☀ **Be Humble**
- ☀ **Be Patient**
- ☀ **Be Generous**
- ☀ **Show Respect**
- ☀ **Be Motivating**
- ☀ **Be Brave**

Be Grateful



Be Grateful



tracks 55 million blogs

Our readers' time and attention is a gift. Out of all the possible things that our readers could be doing (or reading), the fact that anyone comes to our blog at all is incredible. We must be grateful and try to give something of value in return.



Be Humble

Be Humble

Unless you're one of the rare "cult personalities" on the internet, people aren't reading your blog because of **you**... they're reading it because of what it can do for **them**.

An **All About Me** blog is fine, but not if you want more readers. What we do and think isn't nearly as interesting to potential readers as it is to us.

A little name-dropping is OK, but is knowing that you just had dinner with [insert web celeb] worth your readers' time?

Which would you rather hear in a user's product review?

That product
is brilliant!



A. They talk about your
PRODUCT

That company
is brilliant!



B. They talk about your
COMPANY

Secret Answer C:

I'm brilliant!



Our job is to help
make the **reader**
brilliant, not to get
readers to think
we're brilliant.

Be Patient



Be Patient

It's not going to happen overnight.

Don't be in a hurry for big numbers...it's better if people discover your blog **after** you've already made a lot of useful, helpful posts. That way, when new readers DO come, they'll see that there's a reason to come back... that you're more than just a one-hit wonder.

Be Generous



Be Generous

Give away whatever knowledge you can.
Teach people to do what you do.
Don't hoard your "secret sauce."

Remember, they're giving you a very precious gift of their scarce attention—it's up to you to give something of value in return.

**Give them
superpowers**



Show Respect

Show that you appreciate the value of their time.

Don't post for quantity, post for quality. If you don't have something that you believe is worth the reader's time, think twice about posting.

One example of showing respect: I use graphics in my posts so that readers don't have to take the time to read the whole post... they can get 90% from the graphic.

Be Motivating

Sometimes people just want to hear someone else say what they've been thinking (or trying to tell people).

A reader might want to use one of your posts to help make a point with others.

("Outside Expert Syndrome")

Inspiration and motivation are a gift you can give your readers.

Help light a fire in their brain.



Talk to their

BRAIN not just

their mind.

**It's all
about the
neurons**



Be
Brave



Be **Brave**

Writing for your readers is not the same thing as writing only what readers want to hear.

If **everyone** loves everything you write, it's probably mediocre.

The more readers you get, the more critics you'll get. Some will have valid points. Others will be frustrated or jealous a**holes with too much time on their hands.

Death by risk aversion



Bottom line:



Don't blog the cat

It's not about
YOU.

The good news is... you can do this
without a big (or any) marketing budget.

Out-spend or Out-teach

