



BLOGGING -- DON'T BE LEFT BEHIND!

THE NUMBER OF BLOGS HAS BEEN DOUBLING ABOUT EVERY 5 MONTHS SINCE 2003

1/4 OF ALL WEB USERS IN THE US READ BLOGS; THAT NUMBER IS INCREASING AT THE RATE OF 60% ANNUALLY

BENEFITS OF BLOGGING:

- FREE MARKETING
- NON-INTERRUPTION BASED ADVERTISING
- CREATES SENSE OF FRIENDSHIP
- CREATES & RETAINS CUSTOMER EVANGELISTS; MAKES PEOPLE REMEMBER YOU & KEEP YOU AT THE FOREFRONT OF THEIR MINDS
- EASIER TO UPDATE THAN A WEBSITE SO A GREAT WAY TO SHOW YOUR RECENT WORK
- CREATES ANTICIPATION FOR THE WEDDING DAY; PEOPLE LOVE YOU BY THE TIME YOU DO THEIR WEDDING
- GOOD FOR NETWORKING—PLUGGING OTHER VENDORS/VENUES BY LINKING
- GREAT PERSONAL JOURNAL—WAY TO REFLECT ON YOUR BUSINESS AND SEE WHERE YOU'VE COME FROM

GETTING STARTED: WWW.BLOGGER.COM
CREATE A FREE ACCOUNT, PICK A TEMPLATE AND GO!

TOPICS TO BLOG ON:

- RECENT WEDDINGS — TELL COUPLES' STORY; USE IMAGES FROM PHOTOGRAPHER'S BLOG
- PERSONAL EVENTS — CREATES A SENSE OF YOUR HUMANITY & HELPS PEOPLE TRUST YOU & CONNECT TO YOU
- NEW PRODUCTS/SERVICES
- EXPLAIN SERVICES & THE "WHY" BEHIND COMMON QUESTIONS; JUSTIFY VALUE, ETC.

- RAVES, TESTIMONIALS
- PRESS, EDITORIALS
- ACTIVITY IN WEDDING INDUSTRY, ONGOING EDUCATION
- TIPS & TRICKS, RECOMMENDATIONS FOR BRIDES

TIPS FOR MAKING YOUR BLOG ADDICTING & SUCCESSFUL:

- MAKE IT PERSONAL; BE VULNERABLE & TRANSPARENT
- LINK TO OTHER VENDORS/VENUES/CONSULTANTS
- BLOG AS REGULARLY AS POSSIBLE; BE CONSISTENT
- BE HONEST/GENUINE
- BE EXCITED
- ASK QUESTIONS; ASK FOR RESPONSES; MAKE IT A CONVERSATION