



# Blogging & RSS Jumpstart

Learn why & how to add a blog to your marketing strategy

Thursday February 17, 2005 - Washington DC (Tysons Corner, VA)  
9:30 AM – 12:30 PM (Note new time)

This half-day workshop led by business blogging consultant **Debbie Weil** will cover:

- The what, why and how of blogging & RSS as business tools - and why you can't ignore them
- 5 ways your company can blog... and 3 reasons NOT to
- How to get started; choosing software; setting up a test blog with TypePad.com

Blogs are no longer a fad. They're the new online channel of marketing and communications you can't afford to ignore! Fortune Magazine is calling blogs the #1 Tech Trend of 2005.

## You will learn...

- Plain-language definitions of blogs and RSS
- How blogs are a tool
- How blogging is a strategy
- 5 ways you can use blogs (both internally and externally)
- 3 reasons your company should \*not\* blog
- Blogging do's and don'ts: the basics of blogging etiquette
- What marketing & PR tools a blog can replace
- What the devil RSS is and how to use it even if you don't start a blog
- 5 key ingredients of good blog writing
- Who in your company should (or should not) blog... and why

## How to register

Register securely online and learn more at <http://www.wordbiz.com/workshop>

**By phone:** Call Donna at **919.975.1705 EST**

**Ticket price is \$249 per seat.** Group rate is \$199 per registrant if you bring two or more from your organization. Call Donna to get the group rate.

## Who should attend

**No prior knowledge of blogs or RSS is required.** But some familiarity won't hurt. I'll adjust the level of the presentation depending on who registers.

This session is specifically designed for both corporate and entrepreneurial executives, as well as marketing & communications managers. For profit or non-profit.

## 2 printed reports on blogging are included with your ticket

You'll leave with a clear understanding of what all the fuss about blogging and RSS is. You'll also have your printed copies of *Beginner's Guide to Business Blogging* and the *ROI of Business Blogging Starter Kit* to refer to.

## What people are saying about Debbie's presentations on Blogging & RSS for business

"Many light bulb moments - idea expanding!"

**Scott Jones**, VP, SalesBuilders.com

"Wow. Your presentation was terrific. Really opened my eyes, and made me think about adding a blog to my monthly newsletter, website, etc and other marketing tools."

**Jeff Porro**, PorroLLC.com

"Debbie is a FANTASTIC speaker with thousands of great ideas!"

**Dennis Smoot**, Director of Internet Strategies, Smithsonian.org

## Your registration includes two printed reports about blogging for business (combined value \$226)



**This Beginner's Guide to Business Blogging** is a quick read that explains the what, why and how of Blogging & RSS in clear, non-techie language.

It has one of the highest download ratings from **Seth Godin's** cool ChangeThis.com site. Your registration includes the printed version, nicely spiral-bound. **(value \$29)**



**ROI of Business Blogging (includes CD)** is a much longer report that gives you a more in-depth introduction to blogs, the blogosphere and business applications of blogging.

You get business blogging case studies, information about blogging software & tools (including costs), the top seven tips for business blog writing, how to add advertising to your blog and more. **(value \$197)**

## Spend a morning with Debbie...

*...and you will leave with a solid understanding of why and how blogs and RSS are the hot new business tools for smart-thinking companies and entrepreneurs. It's up to you whether you want to become your company's blogging evangelist after this workshop. But no matter what you do with the information, you'll understand why blogs are being touted as a powerful and cost-efficient way to communicate with your customers, establish your company as a thought leader, attract media attention, etc.*

*Debbie Weil*

## Agenda

**9:00 - 9:30 AM:** Registration & networking

**9:30 - 10:40 AM:** Basic what, why and how of blogging & RSS illustrated with examples and resources.

**10:40 - 10:45 AM:** Quick break

**10:45 AM - 11:55 PM:** Specific ways you can use blogs for both internal and external marketing and communications.

**11:55 AM - 12:30 PM:** Q & A with workshop participants.

The two printed reports (a total of 168 pages) included with your registration will be handy references after the event.

## About the location at The Tower Club

The classy [Tower Club](#) is on the 17th floor of one of the tallest buildings in Tysons Corner (a business and commercial area just outside Washington DC.) It's located at 8000 Towers Crescent Drive, Suite 1700, Vienna, VA 22182.

Easy parking and fantastic views of the Blue Ridge Mountains on a clear day. We'll send directions for how to get to The Tower Club after you register.