

## Fast Start to Public Relations?!

Public Relations (PR) has no "quick fix", the process of getting your message out to the public needs to be an ongoing commitment.

If you're new to the PR game, there is a "fast" method of getting the word out....Blog It!

### Blog Definition;

A Blog is a public web site (that is instantly published), where users post informal journals of their thoughts, comments, and philosophies, updated frequently and normally reflecting the views of the blog's creator.

### Noun

#### blog (*plural blogs*)

An [online journal](#), typically comprising links to current news stories or other Web resources, and/or social and political commentary, and/or a personal diary, sometimes with replies from readers or [RSS feeds](#).

You can gain a positive effect on your company's public image by blogging and in so doing your developing "relationships" with your audience.

**For the Media**-blogging provides journalists with possible articles and story "angles", therefore creating free publicity!

**For your Clients**-use links to free tools, keep them updated on new services, write about various topics within your business.

**For Yourself**-keeping an online journal and having others post to it, will challenge you to see yourself & your business in a different light.

### [Writing tips for new Bloggers](#)

#### Kimmer's Blogging Tips

- \*Blogs work best when they focus on a precise, specific niche
- \*Successful blog owners post frequently (usually daily)
- \*Nail down your purpose! Discerning what your goal is for a blog will allow you to start your blog in a more focused manner!
- \*Be Genuine, Be you! Avoid speaking in "marketing" language. Speak in a genuine voice about real things.
- \*Use Keyword-rich titles, links & content, I'm assuming that your blogging to increase your [visibility & public business persona](#), so include related keywords in the title of your blog. Each topic post should have a title that will beckon the attention of your target!
- \*Sell ads on your blog--Just make sure you engage the reader with the ad, no BIG images, or obnoxious banners!! Ads need to be designed so that potential visitors are part of the conversation.

-Advertising in blogs article... [Ads on Blogs](#)

\*Use [Google AdSense](#) and [Google Adwords](#) in your blog!!

\*You should visit other blogs, and add comments to their posts. This allows you to enter your name, email and url.

\*Submit your blog everywhere you would submit a website!  
(see list below of blog directories to submit to)

### **Last but certainly not least....**

Be a Responsible, Honest, Active Blogger!

Be patient, persistent & have some passion for your blog!

\*Make sure you add a footer copyright notice—Something along the lines of...  
"All content & opinions on this site are solely the responsibility of the author(s)"

### **Guides & Directories for Weblogs**

- [Blogz: The Blogs Search Engine](#)
- [Google Blog Directory](#)
- [Yahoo Blog Directory](#)
- [Blogwise - Blogs by Country](#)
- [Weblogs Compendium - Directories](#)
- [Daypop](#)
- [Blog Search Engine](#)
- [Blogdigger](#)
- [Feedster](#)
- [Blogdex](#)
- [BlogFinder](#)
- [Only Weblogs](#)
- [Weblog Monitor](#)
- [Globe of Blogs](#)
- [Blogstreet](#)
- [Blogrolling](#)
- [Weblog Directory & Search Engine](#)
- [Blog Universe - Blog Directory and Podcast Links](#)
- [Blogs Canada](#)
- [Blog of the Day](#)
- [MSNBC.com's Weblog Central](#)

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*Kimmer*