

BLOGS & OTHER VALUABLE CONTENT

#CONTENT #JEFFCUTLER
#NEXPO11

In ten minutes or less I'm going to illustrate how blogging – or other types of content – can help you connect with your audience(s).

Jeff Cutler

social media journalist

blogs

read my latest: random & fun

wwjce.com

what would jeff cutler eat?

NomX3.com

LUNCH - the video show

services

how can I help?

portfolio

see my work

appearances

my event calendar

twitter: @jeffcutler

732.328.8537
jeff@jeffcutler.com

You're my audience today and I'd be remiss if I didn't walk the walk. 20 blogs, two podcasts, a video show, dozens of writing clients and 21 years of experience. Look how fat I am. All I create is content and people pay for it because it's important. Oh, the first lesson from me is KNOW YOUR AUDIENCE.



Know all your audiences. Who they are and the best ways to reach and motivate them. Some people like email, some like newsletters, some like blogs. You need to know how your audience thinks, what they want and how they consume information. So, let's choose a vehicle to share your content....

MOTIVATION & ACTION

By the way, if you're skilled at sharing a message, you're doing it for a reason. Content isn't useful in a business environment unless it results in motivation...in action. So, let's talk about blogging purposefully...



The blogging I'm talking about isn't photos of your food, stories about your children, the remodeling of your family room. It's blogging designed to reach the audiences you've identified as being valuable. Let's give an example of a company that you wouldn't think of as a blogging powerhouse....NOVELL.



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FEATURED ARTICLES

Trending. What Log Managers Can Learn From NASA.

With the final voyage of the US Space Shuttle Endeavour underway, there are a few facts I wanted to share about the spacecraft and a few similarities I wanted to point out between space launches and security information management. As a log management professional, you might be interested to know that... The formal name of [Read more »](#)

Posted on 18th May 2011 0 Comments

SANS Report. Least Useful LM System Features. What the Masses Say.

The SANS 7th Annual Log Management Survey Report has a bunch of rich data in it. After poking around this data for

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Since November 2010, Log Management Central – can you imagine a more focused topic than examining the access logs to your data and facilities? – has created enough business and Google juice to keep me in BBQ, lavish breakfasts and fine malt beverages. It was created, and is managed, carefully and strategically. The content is what its audience wants, it’s valuable, and it can’t be easily found elsewhere. It’s a great example of blogging to help your business.

5

FIVE STEPS

We want to get to Q&A, and I'm sure people want me to stop talking about food, so here are the five steps you can take to c



K N O W Y O U R S E L F A N D
Y O U R O R G A N I Z A T I O N

Take a hard look at your company and figure out what you have to offer. Define your story. Know your best traits, your strengths, your history. Study your company as if you were going to buy it....because that's how others – especially prospective investors and your future customers will think of it. Seriously.

2

FIND THE MESSAGE

Bring your business team together and define your message. Know what you want to share with the world? Know why you want to share this message? But it's vital that you continue to think like your audience.



E M P A T H Y

KNOW YOUR AUDIENCE. When I train businesses on interacting with the press, I tell them to think like a reader. Really. If they want press coverage, the best thing they can do is approach a news outlet with a genuine story. I tell them to get off their butts and become the audience. Empathize with your audience and find the right content to motivate and serve them.

DANGER

DON'T RUN



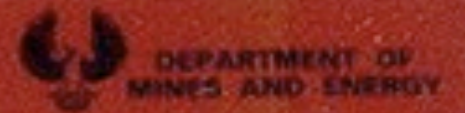
BEWARE!



DON'T WALK BACKWARDS



UNMARKED HOLES



DO NOT! DO NOT! DO NOT! Fall into the trap of creating content that the executive team thinks is great. This is how bad products make it to market. It's how horrible ad campaigns get off the ground. It's where good content withers and dies. Talk to the world outside your office, not to the closed community inside.



B E A N E X C E L L E N T D R I V E R

Know the tools and the variety of vehicles you can use to connect with people. Find out where people are getting their information and then use those vehicles to deliver your messages. Twitter, facebook, newsletters, Website or your blog. Become an expert in using these methods.

5

TREAT CONTENT
CREATION SERIOUSLY

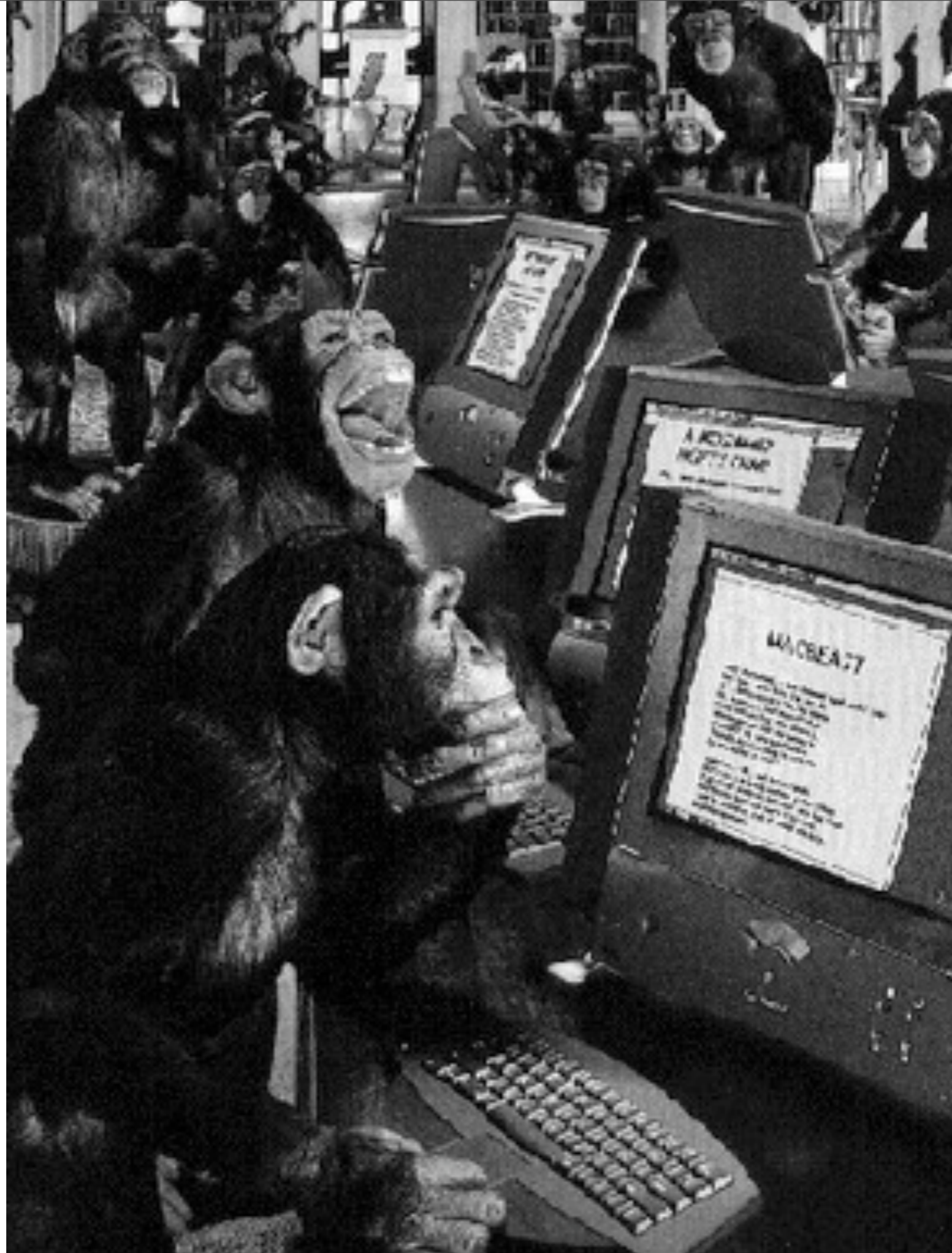
Treat content as an important part of your overall business. Because it is. If you're fine doing your own dental work, plumbing and car care, have at it. But just because you can navigate a keyboard, turn on a camera or figure out how to operate a recording device – it doesn't mean you SHOULD be doing so. Get a pro to help you.



You can choose to go with an expensive...but experienced option....



People never share money. I don't have a problem doing so. I get \$300 or more per blog post. I get \$1250 to \$1500 for a whitepaper. I get \$2500 for a social media training session. And I write ad copy at upwards of \$100 an hour.



Or you can use budget to dictate how your content is created.

JEFFCUTLER

WWW.JEFFCUTLER.COM

JEFF@JEFFCUTLER.COM

732-328-8537