Understanding: appreciation of "why"

Wisdom: evaluated understanding.

http://www.systems-thinking.org/dikw/dikw.htm

Number 1-4 are about the past.
Past vs. Future is also Truth vs. Vision

"4/5 of your audience won't go beyond your headline, so spend 80% of your time on your headline"
David Ogilvy

Use powerful words like "Free," and "You." Go back to our direct mail and advertising roots, following John Caples, Bob Stone, David Ogilvy…

Make an offer...say, "How to..."

If someone wanted to read your post, what term would they use to search for what you wrote? Use that term.

"All marketing is a conversation"
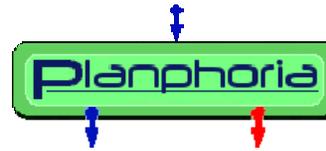The Cluetrain Manifesto

Don't be too transactional. You can always sell something after you have established the relationship. Sales transactions are often relationship starved. You can use communication tools to improve that.

We Are Almost Done!

What was the best thing you learned in this meeting?

Thank You!

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WWW.PLANPHORIA.COM

1140 23ʳᵈ St, #303
WASHINGTON, DC 20037
(202) 331 – 4386

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What Is The Value Of
Technical Communication
In A Time Of Blogging?

DICK.DAVIES@PLANPHORIA.COM

A Time of Blogging?

Today I would like to investigate the phenomenon of blogs, to try to define how blogs are being used, to try to define how professional communicators can and should use this phenomenon to your best advantage.

- ✓ Who here reads blogs?
- ✓ How many blog subscriptions?
- ✓ What is your blog reader?
- ✓ What is your favorite blog?
- ✓ Do you remember how you found your first blog?
- ✓ How often do you subscribe to a new blog?
- ✓ How did you find your most recent blog subscription?
- ✓ How often do you cancel a blog subscription?
- ✓ What was a memorable reason for dropping a subscription?

I started as a journalist in the 60's and was a direct mail technician in the 80s. I wrote my first website in 1995-6, over fifty essays that would now be blog posts.

- ✓ What is the value of a blog post?
- ✓ What is the best result from a blog you have observed?
- ✓ Best uses of a blog?

The Same Old Tools?

To begin writing, start listing your purpose(s). Purpose is allowed to change, but working from a stated purpose can cut the time required for completion, and knowing your purpose can be a valuable editing tool.

Does Size Matter?

One page or less!

250 words or less!

Maybe one thought per blog?

It really comes down to what you have to say around an idea. How long can you maintain crisp focus and your reader's interest?

Blog.pmarca.com and Strange Attractor produced some extraordinary eight and ten page posts. I know because I formatted them to squeeze size, printed them and walked around giving them to friends as gifts.

Eric S. Raymond wrote *The Cathedral and the Bazaar*, which O'Reilly printed as a book ten years after it was posted on the web.

Perhaps the controlling factor is how complex is your one thought and what do you have to do to explain it fully?

Organize your content for ease of understanding, use bullets, use videos, use lists. "Top Ten Lists" get printed and taped to walls, so include your logo and contact information.

"There is marketing speak and words that help. I recognize marketingspeak and have no use for it. Bubba, you don't use marketingspeak."

How did we get marketingspeak?

Just as the internet maximizes the size of your potential audience, infinite competition increases the speed of tuning out what doesn't satisfy.

Readers want "useful." Some ideas for useful content:

Don't explain what something means. That has to be determined by the reader. Tell a story. Create a timeline. (What happened first, second, third?)

Show steps you took to create a result.

Peter Drucker said, "In the manufacturing age, power came from hoarding information. In the information age power comes from giving information away."

Data, Info, Knowledge, Wisdom

According to Russell Ackoff, a systems theorist and professor of organizational change, the content of the human mind can be classified into five categories:

Data: symbols

Information: data that are processed to be useful; provides answers to "who", "what", "where", and "when" questions

Knowledge: application of data and information; answers "how" questions