

## 10 Steps to Becoming Blogging BFFs

### Breakout Session

### UNLEASH 2008

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1. Determine your primary audience.
  - You have to figure out who you're talking to.
  - If you don't talk the way you need to talk then the people you want to hear you won't!
  - You have two audiences; your primary and your secondary. For example, my primary audience is other church leaders while my second would be NewSpring Church.
2. Post regularly.
  - Post almost daily.
  - If you aren't out there you'll never build a relationship with your readers.
  - It's similar to marriage if you want to get your stats up you have to put out...posts!
3. Keep posts short.
  - It's like flirting rather than vomiting your life story.
  - When you lay out your whole life it's hard for people to engage.
4. Don't sell yourself.
  - Let people hear your story.
  - They don't want to *only* hear about your successes. They want you to share your learning's and your mistakes as well.
5. Use humor.
  - All business and no play makes for boring blogs.
  - It's important not to take digs at other people, instead point the humor back at yourself.
  - I'm not saying you should be the Comedy Central blog, but I don't watch the History Channel.
6. Stop attacking other people or ministries.
  - "hurt people hurt people"
  - Some blogs are like political ads. You know what they're against, not what they're for.
  - Try not to say anything negative about a specific ministry or ministry leader.
  - Unsubscribe to critical blogs and don't visit them either.
  - Build people up. Encourage others.

7. Remember that blogging isn't private.
  - People will find what you write.
  - Google is a powerful tool! You'll be surprised who will end up on your blog (Fellow teammates, your supervisor, people who attend your church, people considering whether or not they'd like to attend, the media, other churches...mom).
  - Once posted, it can't be retrieved. Bloglines picks it up immediately.
  - You can remove the post, but you can't retrieve the trail.
  
8. Be a thought leader.
  - Make it your story. Don't take in and regurgitate someone else's.
  - There are 113 million blogs out there! What's your unique story? What's your contribution?
  - Read what other people, "secular" people, are reading. You have the opportunity to filter it through scripture and see how God can use it!
  
9. Don't listen to your critics.
  - The first question to ask of your critics is "What's their motivation?" Is it to build you up or tear you down?
  - There are always going to be people who celebrate you and build you up and those who only try to bring you down.
  - Listen to those you love and shut down those who are putting you down.
  - People are going to attack you and that's just the way it is. Ignore them. Don't react.
  - If you engage them, you're giving them credibility.
  
10. Reveal the real you.
  - Don't try to be something you're NOT. On my blog, I do duct tape because that's all I know.
  - They say women tend to hire men like their husbands!
  - Share your interests and reveal your idiosyncrasies.
  - Be vulnerable and be appropriate.
  - Generic products don't generate buzz.

A few closing thoughts on blogging....

- Engages your community!
- Reveals authenticity of the leaders and the ministry.
- Makes growing ministries feel small by making yourself available and real.
- Helps raise awareness of the values you hold high.
- Continue to figure out what God is calling you to do. Be obedient to God!