

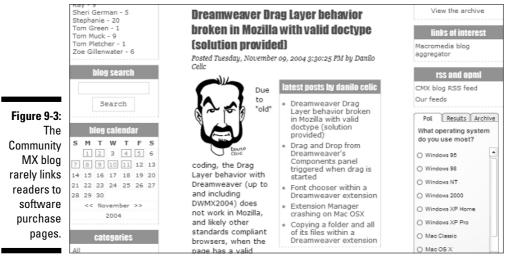
In the case of spammers, make an amendment to your policy, announce it to your blog readers, and carry on.

Lesson learned: Setting a blogging policy is a good idea, but only if you actually stick to it.

Don't Be Greedy

You can pitch, and even sell, your own products and services via your blog. You can also add a number of other revenue-generating functionalities to your blog, including advertising, affiliate program links, and donation requests. (I talk more about these tools in Chapter 14.) Carry all this too far, however, and your blog becomes a sales tool rather than a communication tool. You lose readers and you certainly won't sell anything when you get carried away by the desire to make money with your blog.

Many commercial bloggers don't take any risks in this area at all, often for very good reasons. In the Community MX blog, www.communitymx.com/blog, postings often cover fixes, tricks, and tips for various Macromedia software products. It would be pretty obnoxious if every mention of a software application also involved a link to the purchase page — especially because readers of this highly technical blog are likely to already own and use the software being discussed. Take a look at this blog in Figure 9-3.



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