



Figure 10-2:
Comments are a great way to take the pulse of your readers.

Comments are vitally important to establishing a real dialogue with your customers, but just because you have the technology to offer them doesn't mean readers automatically use them. Especially when you're starting a blog, you may need to encourage your readers to post comments. After you have the blog up and running for a while, and readers start to comment, the commenting usually happens without your help — but most people are reluctant to do something without prompting.

Asking the right questions

To get comments started, you can try asking questions directly of your readers in your posts. Ask for something specific that your readers won't have to research or consider too long, but don't just ask simple yes-or-no questions. You need to get a few thoughtful, useful comments out of people.

Here are some examples of good questions to ask:

- ✓ What was your experience with this?
- ✓ Can anyone tell me more about this?