

- ✔ **Consider using people who are already talking directly with customers as bloggers.** If the blog is designed to help people use your service (or just better understand it), you might be looking for someone who normally handles customer support or someone who is involved in the day-to-day maintenance of the system. In almost every case, you're looking for a blogger whose everyday job is "doing" rather than managing or communicating.
- ✔ **Think about asking multiple people to contribute to the blog.** Don't forget that in some cases, more than one blogger is a good idea. For example, Google's official blog (shown in Figure 10-4), intended to keep its readers current on the "news, technology, and culture of Google," is created by several authors, including product managers, engineers, store managers, and even the VP of operations.

The Google Blog (at www.google.com/googleblog) is written very informally, though all its bloggers conform to normal grammar, punctuation, and spelling standards. The overall tone is light, sometimes even self-mocking, but always informative. Several different contributors allow Google to present several different voices and an overall picture of the Google attitude and culture — even while letting folks know about the newly redesigned Google Store.

- ✔ **Your blogger has to be a good writer!** Whoever you choose to be your blogger — maybe it's even you — you need to find someone who has knowledge but who can also write. The informal, friendly style of most blogs looks easy but can be very difficult, especially for people who are usually tasked with writing company memos and annual reports.



Figure 10-3:
Through the Blog Maverick blog, fans hear directly from Mavs owner Mark Cuban.

blog maverick
the mark cuban weblog

My New Hedge Fund

Posted Nov 27, 2004, 1:26 PM ET

I've decided to start a new hedge fund. However, this hedge fund won't invest in stocks or bonds, or any type of business. It's going to be a fund that only places bets. A gambling hedge fund.

It won't be me figuring out what bets to place, or what games to play. This is a fund. I will find the best and the brightest, with a confirmable track record and hire them.

It's an idea whose time has come.

I have bet on stocks long and short for about 15 years now. I've done very well. There has already been one hedge fund started based on my trading results. In those 15 years, I have learned that despite all the claims and books written about efficient markets, the trading of individual stocks are not efficient. There are always people trading on better or worse information. There are always people

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