

These mini-interviews give people who aren't normally part of the blog a voice and presence, and make them known to readers as well. Use these to recognize unsung heroes, reveal little-known areas of expertise, or to capture the jokes of the hilarious guy down the hall.

Making Someone Up

I'm not advocating that you lie about the facts. However, consider writing a blog entry, or series of entries, from the point of view of a made-up character.

Faced with covering Lance Armstrong's sixth Tour de France, the *Austin American-Statesman* decided to have a little fun. It created a blog to cover the race and typed up a fun, funny take from the point of view of Armstrong's *bike*. Lance's Bike blogged his dissatisfaction with his current paint color, confessed his gambling problem, and discussed the after-race celebrations in the bike storage trailer. The blog is at www.statesman.com/sports/content/custom/blogs/tourdiary and shown in Figure 16-2.

Of course, creating a false persona to blog in is a little risky — you may sound corny rather than funny, and it can be hard to sustain for long. For some blogs, it may not be appropriate at all, depending on the usual tone and style. Still, this technique can garner a lot of attention when done right.

Figure 16-2:
The *Austin American-Statesman's* Tour de France blog by Lance Armstrong's bike.

The screenshot shows a web browser displaying a blog post on the Austin American-Statesman website. The page header includes the site name and navigation links like 'Shopping | Classifieds | Cars | Homes | Jobs | Subscribe'. A banner for 'CRESTED BUTTE' is visible. The main content area features a large title 'It is about the bike' and a sub-headline 'A Tour de France blog by Lance Armstrong's bike'. The author is listed as 'By The Bike' and the post is dated 'Sunday, July 25, 2004, 06:40 PM'. The text of the post begins with 'Three weeks is an awfully long time, folks. The mental strain, the pain, the fatigue, the heartache, the strange swelling down deep in my left fork.' A sidebar on the left contains a search bar and navigation links. A small image of a bicycle is shown in the bottom right corner of the post area.