

Quo vadis Blogging — Geldmaschine oder lustiges Hobby?



#0: Top 10



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#1: I love blogging...



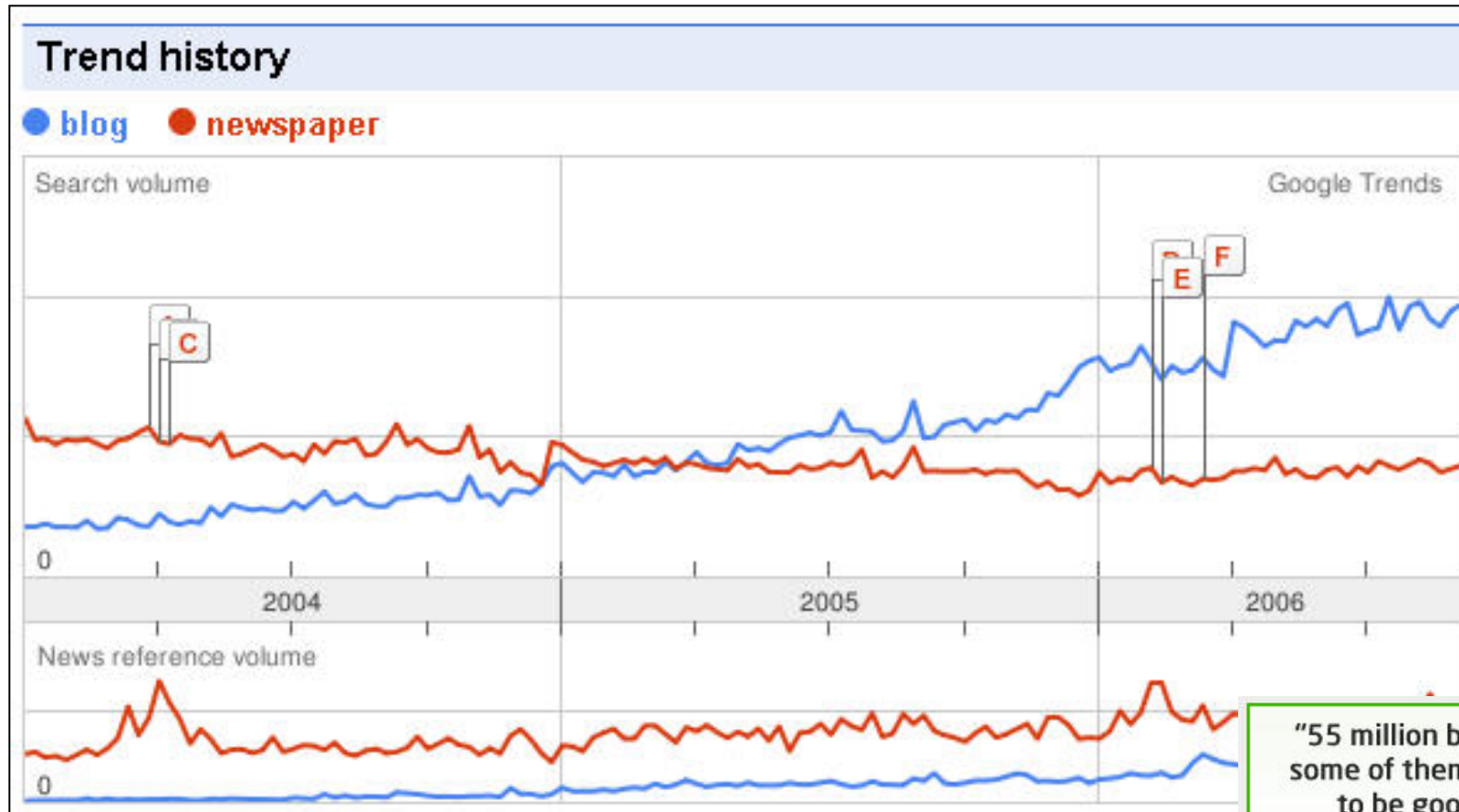
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#2: Who are you?



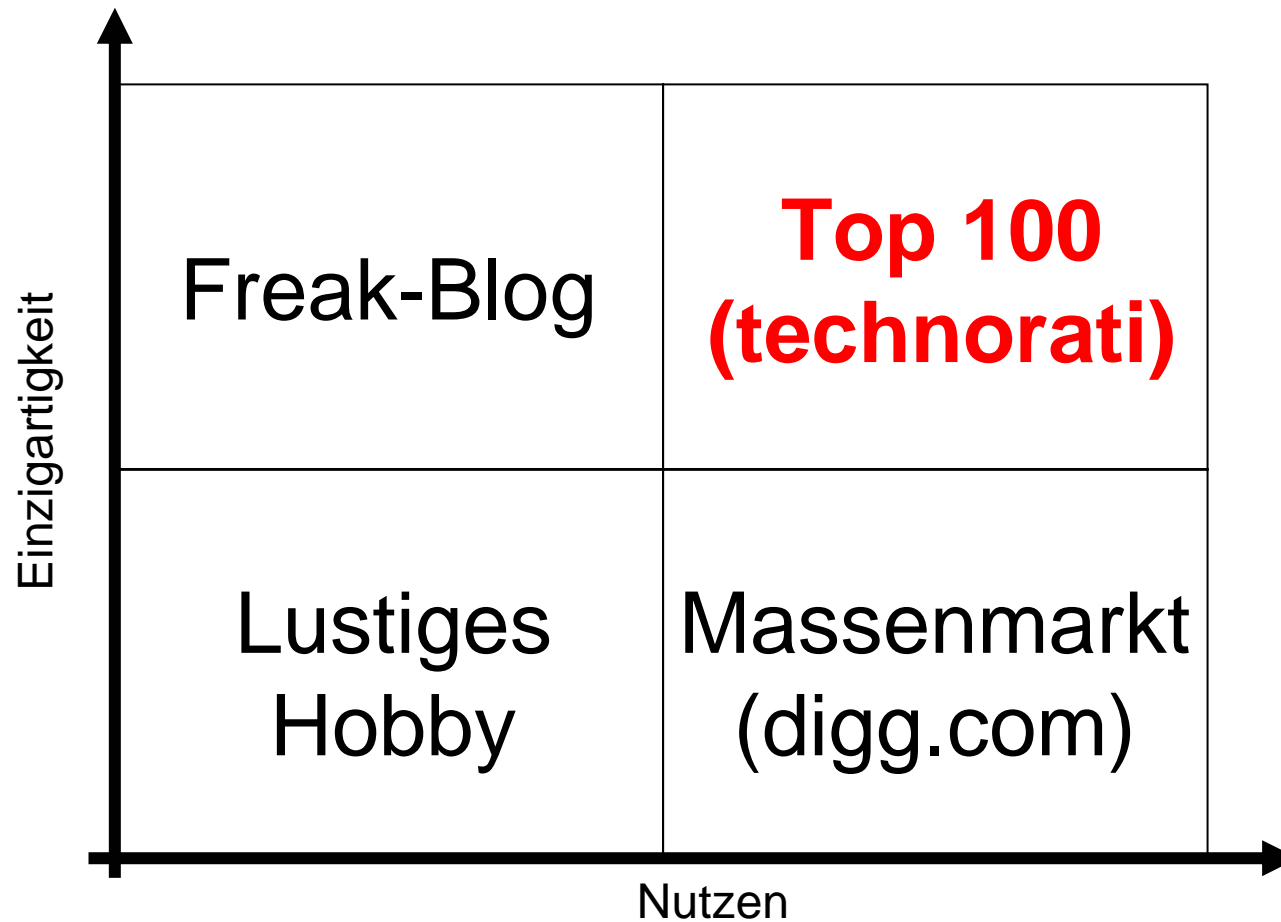
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#3: Status Quo

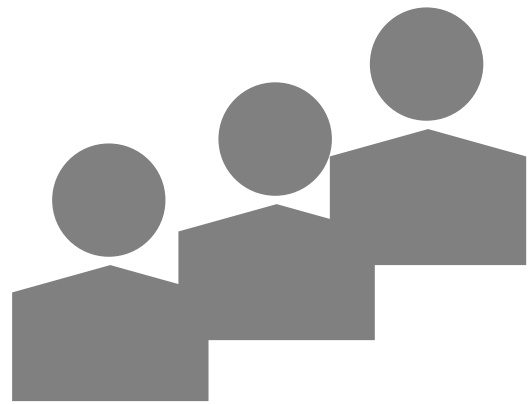


"55 million blogs...
some of them *have*
to be good."
- Matt

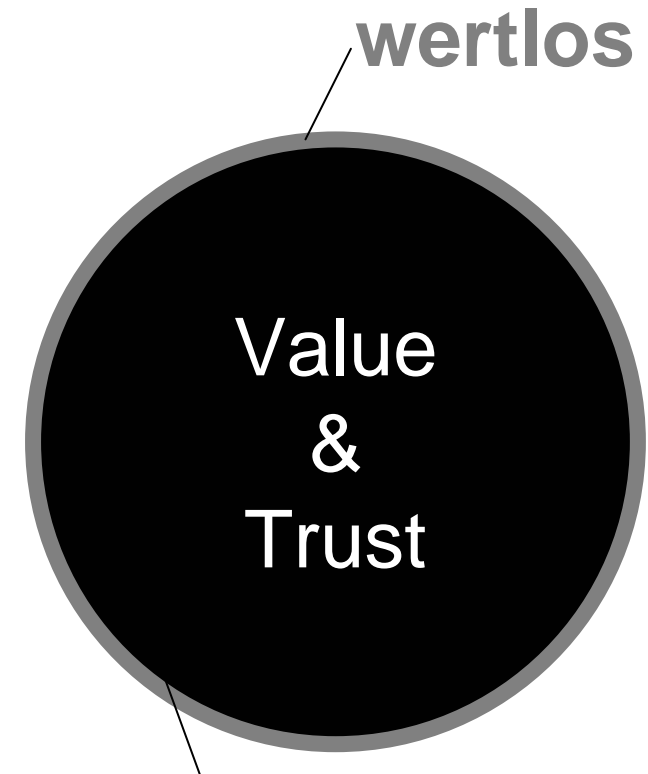
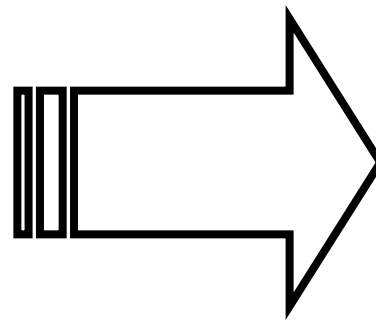
#5: Blog-MBA in zwei Minuten



#6: Wo sind die Kronjuwelen?



**jung, männlich
und tech-affin**



wertlos

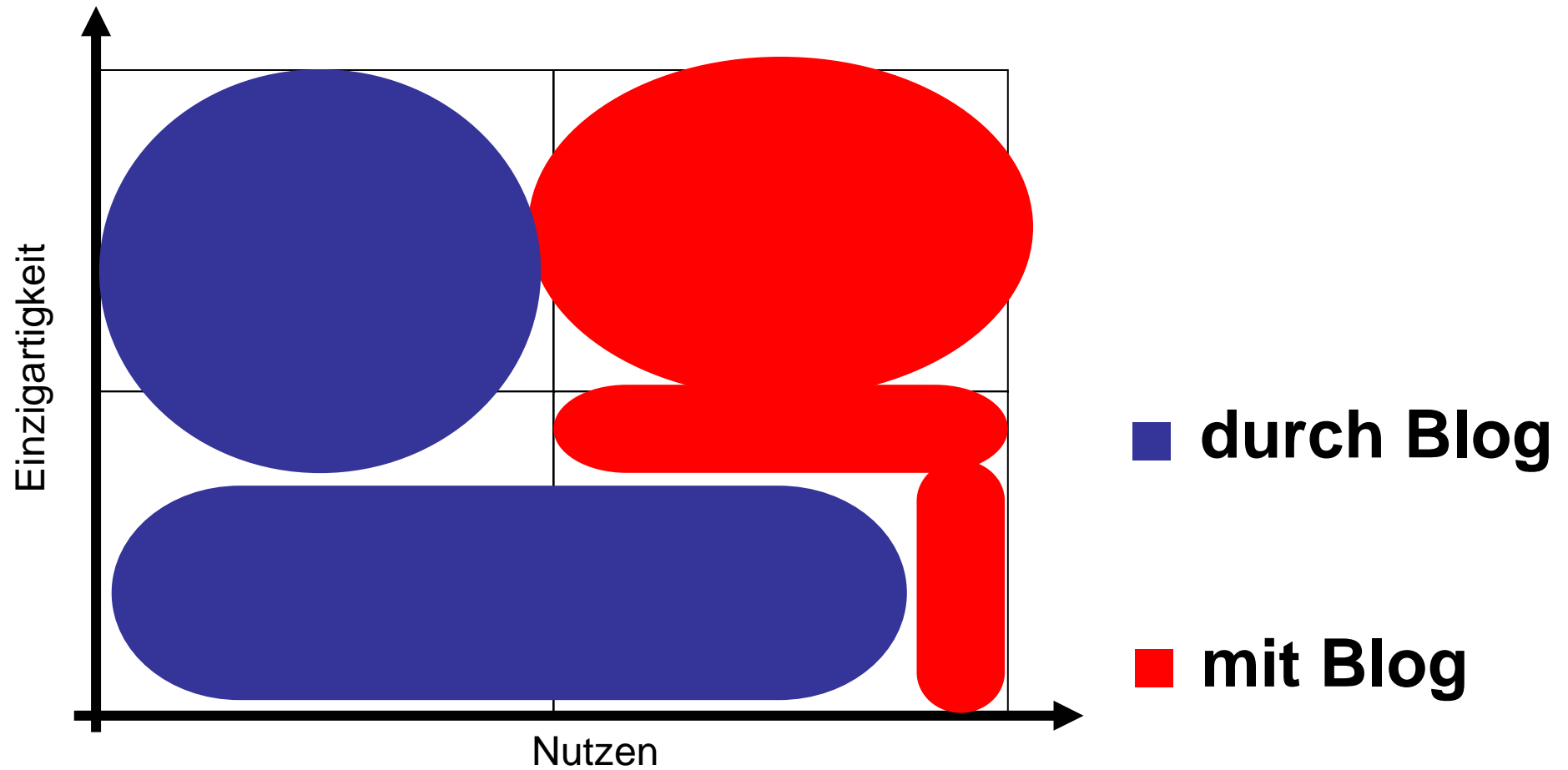
**Value
&
Trust**

unbezahlbar

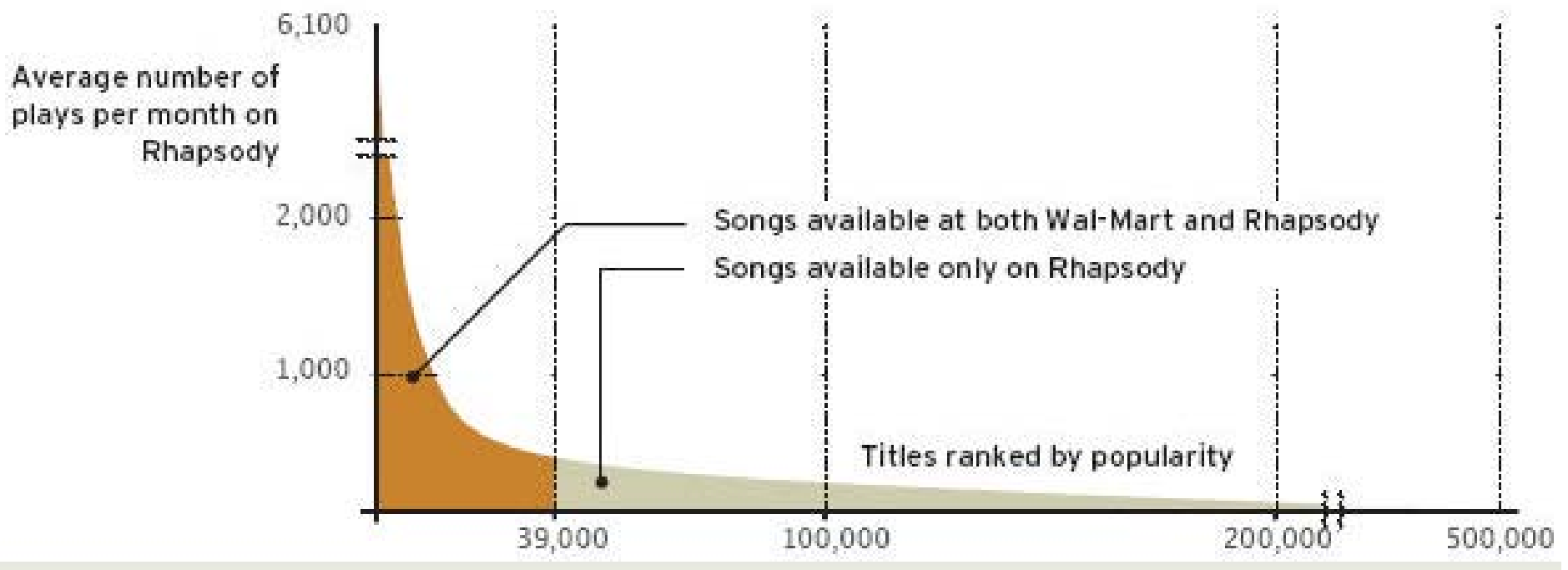
#7: Gretchenfrage



#8: Wie fließt das Geld?



#9: The Long Tail – die Zukunft!



#10: Summary

1: Es muss Spass machen!

2: Es muss Spass machen!

3: Es muss Spass machen!

#10: Summary

1: Fokussierung

2: Konstanz


3: Distribution

Bonus: Erfolgsrezept für eine Digg-Frontpage

- #1: Top 10 / Top 100 – Format
- #2: Story über Digg / Kevin Rose
- #3: Apple-Fanboy-Story
- #4: Globale Erwärmung
- #5: Walmart, George Bush, Fox
- #6: Microsoft sucks!
- #7: .. über BarCamp schreiben ;-)
- #8: etc.

10 Steps to Guarantee You Make the Digg Front Page October 2nd 2006 comments below

As I sit here writing on the world's greatest personal computer (The Mac Pro Quad Xeon 64-bit workstation with dual 30 inch monitors):



I can't help but pity you Wal-Mart shoppers who still use software from the Antichrist (Microsoft) and can't figure out how to get on the front page of Digg (Idiots!).

So, I did some statistical analysis, using my Open Office Firefox plugin, of all the stories that made the front page of Digg in the past year and have come up with:

The 10 Steps to Guarantee You Make the Digg Front Page

Hopefully, you will be able to use them before we all die because of global warming next year . . .

- 1. Make A List or Tutorial Headline.** Your Headline should make it seem like the reader's online success is just a 5 minute read away. Remember, the average digger has the attention span of a gnat on crack. Diggers want the fast, easy answer that will solve all their problems. Your headline must appeal to people with **severe ADD** or most people won't even read your article - let alone Digg it.

**In the past year, a "top 10" or "top 100" list has made the front page on average once every other day.*

- 2. Write about Digg.** Could a site be any more narcissistic? I think not. Digg likes itself so much that Paris Hilton looks about as humble as a Nun by comparison. People must be sitting at their computers going "OMG Look it's a story about Digg! That's soooooo cool! I'll totally digg that!" Bonus points if you mention Kevin Rose.

** In the past year, stories with "Digg" in the submission have made the front page a whopping 554 times and mentioned Kevin Rose by name an average of once a week.*

Diskussion

Darf man durch Bloggen Geld verdienen?

Erfolgreiche Blog-Netzwerke?

Affiliate / AdWords auf einem Blog?

Geheimtipps von erfolgreichen Bloggern?