



What Do Blogs and Frogs Have in Common?

By Sallie W. Boyles

The word *blog* in my mind conjures a vision and voice of a frog in a bog croaking his heart out to the nearby birds, bugs, fish and fellow amphibians. His audience and his whole wide world are one in the same. Therefore, Mr. Frog is the quintessential blogger.

Think about it: Any critter within "earshot" is free to heed each chord the little guy contributes to Nature's chorus. And with a voice that carries, he makes a big splash. Once the puniest pollywog in the pond, the constant crooner has completed his evolution: He is now a larger-than-life legend—or maybe not.

You see, effective blogging requires a degree of talent. Especially when used as a marketing tool, the message quality—in content and in delivery—is vital. A smart frog, therefore, will ponder a few notes before shining the spotlight on his lily pad:

Your audience will tune out excessive croaking.

Becoming the "go to" place for ideas and resources is powerful, but think twice before saturating the media with you, you and you. Consider the relationship of supply and demand relative to value – too much of anyone is not good.

Your audience wants the melody—not the minutia of notes.

Memorable points should be made concisely with clarity. If you have several, unrelated messages to share, present them in different formats. Attention spans are short.

Your audience will hear the same old tune as background noise.

Rather than hopping onto the latest hot topic or snapping up all the trendy buzz words, chime in with refreshing ideas and approaches. You'll break through the clutter—and possibly provoke others to think!

Your audience doesn't want to hear you sing for no reason.

If you don't have a point, what's the point? Enough clutter exists in the media, and releasing more junk benefits no one—especially not you.

You cannot catch a fly if you're moaning for a minnow.

What is your passion, and how does that passion involve your target audience? By sharing your enthusiasm in words which relate to your public, you face a greater chance of captivating and converting individuals within that group.

All in all, if you're blogging for a bigger, brighter spotlight, consider your message in light of your target audience—just as you would pursue any form of PR or advertising.

It takes more than luck to shine through the muck while surviving the gators out there!

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