

# 7 HABITS OF THE WEB 2.0 ENTREPRENEUR

**REAL WORLD Direction for Leveraging New Media  
to Promote Your Business – Online or Off**

By Ken Ivey

<http://www.kenivey.com>

## Contents

Introduction .....	4
Habit One – Build Your Own Blog .....	6
Why Blog? .....	6
Getting Started .....	7
What Do I Say? .....	7
Habit Two – Find Industry-related blogs, and then post comments to them – every day! .....	8
Habit Three – Embrace Social Media .....	9
Habit Four – Add Podcasting to Your Blog .....	9
Habit Five – Feed Your Blog .....	10
Habit Six – Encourage Social Bookmarking .....	11
Habit Seven – Add Video to Your Blog .....	12
Conclusion .....	13
About the Author .....	14
Works Cited .....	14

### Copyright NOTICE:

This is ~~not~~ a FREE eBook. You can ~~not~~ give this eBook away freely, as long as you do not alter this eBook in any way, shape, or form, and it must remain in the original PDF format with no changes of any of the links contained in the eBook. © 2008 – Ken Ivey. All rights reserved. Any unauthorized use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is strictly prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher. Published under the Copyright Laws of the Library of Congress of the United States of America by:

Ken Ivey – <http://www.kenivey.com>

**Limits of Liability** This book is designed to provide helpful and useful advice regarding the subject matters covered. It is understood that neither the Author, nor the Distributor of the book engages in the practice of providing legal, professional, or other legally liable information or regulations governing such matters. As Legal Regulations may change from area to area, it is understood that the Author and the Distributor of this book specifically disclaim any conceivable liability that might be incurred from the use, application, or recommendation of this book. The Author, nor Distributors of this eBook make no representations, warranties, or claims whatsoever regarding accuracy, effectiveness, legality, or completeness of the information in this document.

The Author and Distributors shall NOT be held liable in any form for any loss or other damages resulting from the use of this eBook. Any and all links are for instructional purposes only and are not specifically recommended by the author of this book.

## Introduction

The latter part of 1999 brings back memories – the impending doom of **Y2K** computer failures which would inevitably cause chaos in the form of a collapse of the American economy due to computer glitches at financial institutions, mid-air collisions caused by air traffic controllers with errant computer information; even traffic signals on the fritz leading to auto accidents at every intersection.

*There were even predictions of the end of the world*, to occur at the new millennium.

Thankfully, those predictions were baseless. Chaos did not ensue. The world did not end, at least not then – we're now told we have until 2012. ☺



But something was happening to our computers.

The Internet was undergoing a quiet transformation that very few perceived. Control was being siphoned from the powers that be to a few rogue elements that were about to change the world of cyberspace. Web 2.0 was being born.

So **what is Web 2.0**? Let's take a look.



The phrase Web 2.0 refers to a **perceived** second generation of web-based communities and hosted services — such as social-networking sites, wikis and folksonomies — which aim to facilitate collaboration and sharing between users. The term became popular following the

first O'Reilly Media Web 2.0 conference

in 2004, and has since become widely adopted.

Although the term suggests a new version of the World Wide Web, it does not refer to an update to Web technical specifications, but to changes in the ways software developers and end-users use the web as a platform. According to Tim O'Reilly, "Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform." (Web 2.0, 2007)

So, the term “Web 2.0” does not really indicate a change in how the Internet works, rather it’s *how we work the Internet*.



Worth remembering is the shift of power from the “traditional media” to you and I – the early adopters of blogging, podcasting, and social media.

Why is this important? **Because consumers of our goods/services are no longer satisfied by an online brochure** – they want to know they’re dealing with an expert (or at least someone who cares) before the making the decision to purchase.

## Habit One – Build Your Own Blog.

### Why Blog?

There are many reasons – let’s examine a few:

- Blogging is **New Media Journalism**. You no longer have to spend hours creating a press release hoping some overworked business reporter will find it interesting enough to print.
- Blogging, done correctly, *creates an atmosphere of trust with readers*.
- Consumers are **talking about your business anyway**. Why not let them do it in your blog, where you can find out what they’re **really** thinking? You can also control what’s posted to your blog – and keep damaging comments out.
- Blogs are easily syndicated, meaning your target market can subscribe to and receive **“instant” product /service updates or special offers**.
- Google loves blogs.
- Conversational Marketing via your blog helps potential clients reach their own conclusions – and when they do, it can have a “viral” marketing effect.

## Getting Started

There are many free resources for blogging online. I prefer Wordpress, (self hosted, not Wordpress.com) because of the many “plug-ins” which easily extend the functionality of your blog. You may wish to consider these also:



- [Blogger](#)
- [LiveJournal](#)
- [TypePad](#)
- [Windows Live Spaces](#)
- [Vox](#)
- [Wordpress](#)

## What Do I Say?

Okay, so maybe you're not an author, but don't worry! Neither are most bloggers. Remember – **you are an expert in your field.** Write about industry

trends and issues. Write about case studies, and show readers how your industry can solve their problems. But whatever you do, **don't** make your blog post sound like a commercial for your company. Nothing turns off a customer like having someone "sell" them. Turn testimonials into client case studies. Still stumped? No Problem. You can find hundreds of ideas for your blog posts by practicing habit two.

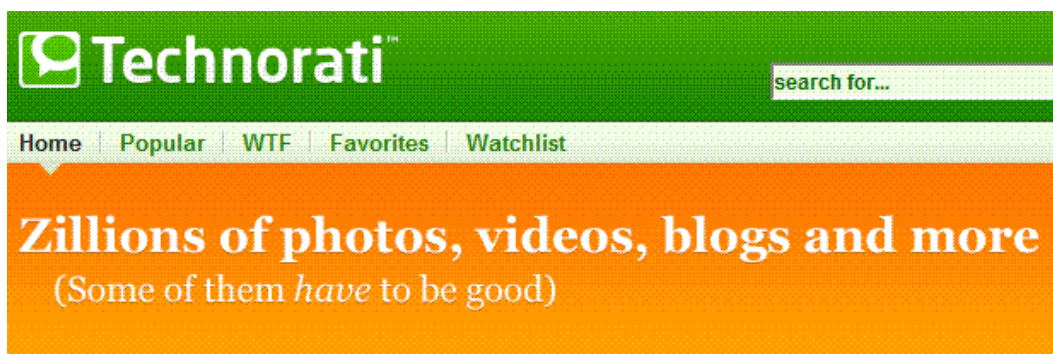
## Habit Two – Find Industry-related blogs, and then post comments to them – every day!

In addition to creating a pool of blog post ideas, habit two will give you insight into what your industry is doing, potential markets, competitor analysis, etc.

But the best part – when you comment, **be sure to enter your website address**. This creates valuable back-links to your blog, and since they're related to your business they're given more "weight" by the search engines.

This will get your blog indexed faster and higher than simple SEO optimizing alone. Browsing some blog directories will help you find your niche blogs.

- [BlogSearch](#)
- [Technorati](#)
- [Blog Catalog](#)



## Habit Three – Embrace Social Media

Unless you've been living under the proverbial rock, you've heard of MySpace, a popular social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and videos internationally. While MySpace is very popular with the Gen X's, Y's, Z's, etc., it is also listed by Alexa as the sixth most popular English language website in the world. This is something you can't ignore, and the business world has latched on to this concept, spawning similar websites with a business focus. At this time, it's hard to be certain if any these sites will have an immediate impact on your business. Many of them feature networking, and ***create a trust factor*** by having members rate each other on goods/services purchased – a type of digital word of mouth endorsement. At any rate, it's yet another hyperlink to your blog, and good way to find you!

- [Facebook](#)
- [LinkedIn](#)

## Habit Four – Add Podcasting to Your Blog

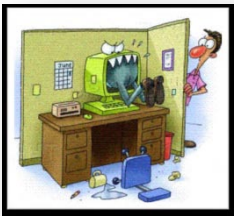
Previously dubbed audio blogging, the term Podcast only came to be in September 2004. What is a Podcast? It's little more than an audio file, in the same way that a blog is nothing more than a web page. The difference is how people discover and use them. [Click the mic](#) to see a video from Microsoft which describes how they use Podcasts.



- Like blogs, you can subscribe to Podcasts and have new content delivered to your computer automatically.
- Like blogs, podcasts are about connecting people through shared interests.
- Like blogs, anyone can start Podcasting for little or no money.

A Podcast adds a new dimension to your blog. People will hear a “real person” and feel a deeper connection to the message. **Trust is built faster.** And your message becomes mobile. When people subscribe to your Podcast, it is downloaded automatically to their iPod™ or other Mp3 player where they can listen while working out, commuting, or just relaxing in the hammock.

## Habit Five – Feed Your Blog



**I'll bet you thought we were going to talk about RSS feeds here.**

Well, maybe just a little. Most blog services/software has RSS built in, so you won't really need to do anything – although you should check out [Feedburner](#) for tracking statistics.

**What's cool is you can use RSS to feed your blog with fresh content.** While I wouldn't necessarily recommend setting it up to post automatically, (I prefer to have more control over my content) – you certainly can use other blog/website feeds to come up with fresh ideas and content.

Most modern browsers come with built-in RSS readers – Simply click on an interesting blog or website's RSS icon, which usually resembles something like the picture here, and anytime the site is updated, the new material will be available in your reader.

Firefox calls it a Live Bookmark, while Internet Explorer refers to it



simply as “Feeds”.

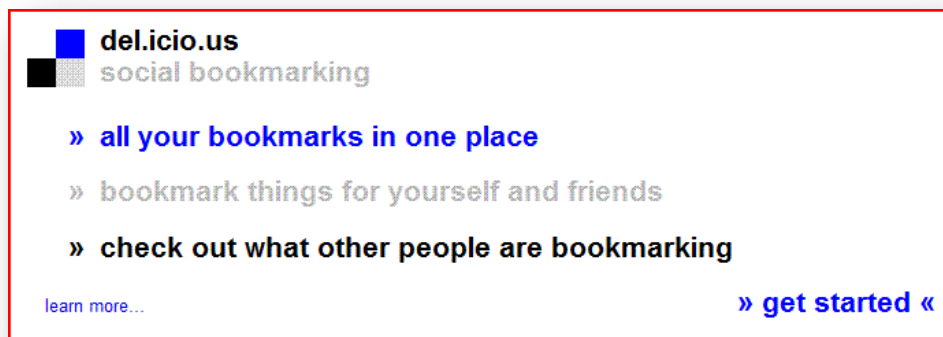
## Habit Six – Encourage Social Bookmarking

Social bookmarking sites work like this. A blog post is added to a bookmarking site by network members to notify other members that it is of interest. The more votes your post gets, the higher on the bookmarking sites page it goes. A spot high on this site *can unleash thousands of visitors to your site*.

You can use “badges” (a visual link, like a button) to these sites to make it easy for viewers to add your post to the bookmarking site.

You may use individual badges from several of these sites, but you might wish to consider a blog plug-in like [Socialize-it](#), which incorporates several badges into one easy link.

Here are some of the popular bookmarking sites:



- [Del.icio.us](#)
- [Digg](#)
- [Reddit](#)
- [StumbleUpon](#)

## Habit Seven – Add Video to Your Blog

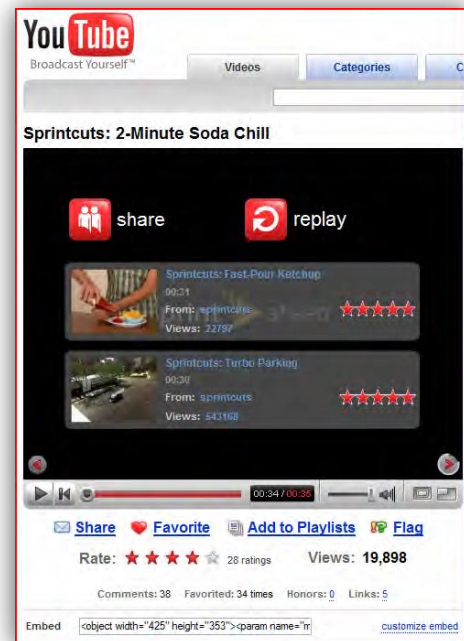
You've heard it before – “a picture is worth 1000 words”. So video must be slightly more valuable. In the past, when bandwidth came at a premium, it was very expensive and complicated to get video on the web. No more. With the advent of [YouTube](#), [Google Video](#) and others, a layman can have a video up and running in a matter of minutes.

Video also takes your blog to another level, especially if you're the star. Viewers can see and hear your message straight from the source. It's very important that you come off being passionate about the topic, being an educator rather than salesperson, and being sincere.

Your video post doesn't have to be studio quality – it just needs to be real. Viewers will spot a “**poser**” instantly.

Some tips:

- I'd recommend producing your video with the best camera you can afford, even if it's just a webcam. The better quality you start with, the better it'll be after editing.
- Don't add lots of fancy transitions between clips – they won't add to your message
- You can host your videos on your server, but it's cheaper to let YouTube do it for you. Why not let them create the links and buzz factor? Simply upload your video to YouTube, then use the “embed” code to post it to your blog.



## Conclusion

This text has been a primer on “New Media” or “Web 2.0” fundamentals. I am developing more material for the seasoned entrepreneur which will be released later this year. In the meantime, remember this. When you live as close to the edge as we do, there are no hard and fast rules. The web, and consequently our livelihoods - change on a nearly daily basis. The only way to stay on top is to become a voracious consumer of information. I hope this eBook whetted your appetite.

To your continued success online,



Ken Ivey

<http://www.kenivey.com>

P.S. – Turn the page!

## About the Author

Drawing on nearly 20 years of experience, Ken has been helping business embrace technology since 1987. He is a business consultant, writer, web designer, speaker, and president of [MidTN Technology](#).

Ken attends [Fellowship Bible Church](#) in Murfreesboro with his wife Kim and sons Kyle, Joshua, and Alan. He is an active Rotarian, serving on the [Murfreesboro Rotary Club](#) Board of Directors, also as Director of Public Relations, and Chair of the Website committee. He also edits the District 6760 electronic newsletter, distributed to 65 Rotary clubs in Middle Tennessee. Ken is also serves on the board of directors for the Rutherford County Emergency Food Bank.



## Works Cited

*Web 2.0*. (2007, 9 5). Retrieved 9 5, 2007, from Wikipedia.com: [http://en.wikipedia.org/wiki/Web\\_2](http://en.wikipedia.org/wiki/Web_2)