



Business Blogging for Health Professionals Using TypePad: A Jump-Start Approach

Dale A. Hunscher

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From the Introduction:

"There are a lot of books you can buy and places you can find on the Web that will tell you how to get started in blogging. This book is written for professionals—not professional bloggers, who blog for a living, but members of the traditional professions, in particular the health professions. In other words, when I talk about business blogging I'm speaking to professionals, such as doctors, dentists, nutritionists, nurse practitioners, and therapists, professionals in practices where they get to know most if not all of their clients personally. All sorts of professionals need to create a credible presence on the Web, and a blog is an inexpensive and effective way to do that.

"The focus of this book is not just blogging per se, but business blogging—using a blog to build your practice and help you achieve your career objectives. Many professionals use a blog to let off steam, sharing darkly humorous horror stories with their peers or the world at large. There's nothing wrong with this kind of blogging, but if that is your objective you don't need all of the information in this book—just go sign up with one of the free services and blog to your heart's content. Much of what you find in here will still be useful, but you'll have a different value proposition in mind.

"Business bloggers are like the operators of other commercial Websites. They need to look at the business case for what they do, to determine if a business blog is worth the time, effort, and expense involved. They need to do this before they start, and periodically to re-evaluate the business case and measure their return on investment.

"In the case of professionals, measuring success is more nebulous than for someone running a Website that sells products, where the business's books directly reflect success or failure. Professionals usually have Websites for marketing rather than sales reasons—for the most part they are building a "brand" in the minds of customers, peers, and potential employers, and doing the kind of networking that successful professionals have done in real-world venues since time immemorial. Branding and networking are done relatively slowly and meticulously compared to sales, and as a consequence may not have easily discernible metrics for success.

"In this book I'll go beyond the basics, and try to teach the techniques and skills that successful business bloggers employ to make their blog into one of the less than 1% of all blogs that are true success stories."

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