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Voice-in: What is the single greatest point of value you receive from blogging?

An Excuse
- Noah Brier

An Excuse: To look at the world with a critical eye. Outside academia it's hard to justify constantly being critical of everything you read/think about. Having an outlet gives me that excuse.

www.noahbrier.com

Knowledge. I get to interact and learn from marketers that are smarter than I am, and get to test out/learn about viral marketing and community-oriented promotions firsthand.

Knowledge
- Mack Collier

www.theviralgarden.com

The POV
- Paul McEnany

The POV. With so many weighing in opinions, and then others disagreeing and discussing, blogging allows me to see solutions I may never have come to. It's seeing each problem through a thousand different lenses. Quite a beautiful thing.

<http://heehawmarketing.typepad.com>

The Conversations
- David Berkowitz

I'll go with "**Conversations**" – the blog being a way to start and continue (but never end) conversations with other writers, thinkers, professionals, dreamers, and others out there, be they personal contacts, role models, or complete strangers.

www.marketersstudio.com

Feedback. Our blog has allowed us to get instantaneous feedback on our work. As writers, it's great to post ideas and see if they resonate with readers or not. Many of the ideas that got lots of comments or spread in the blogosphere made it into our new book. We even found volunteers to help give feedback about early versions of the book from the blog.

Feedback
- Jackie Huba

And last year when I needed a new laptop, I posted to the blog asking for feedback on which brand to get. Based on the comments, I got a Mac for the first time in my life. I've become a Mac evangelist, thanks to the feedback from our blog readers :)

<http://customerevangelists.typepad.com>

The greatest blog value I find is: **Keeping in touch with fans.** You can only write a book every couple of years. But with my blog I can comment about different marketing ideas and get instant feedback from our fans. In addition, I am gaining new fans who stumble on to the blog.

Keeping in Touch with Fans
- Laura Ries

www.originofbrands.com

The main benefit from blogging for me is to continue to keep up to speed with **marketing innovation** by connecting with thought

Marketing Innovation
- Eric Kintz

leaders, structuring my ideas through posts and putting them to the test of the blogosphere, keeping abreast of web 2.0 developments and experimenting with new techniques such as viral marketing. I use this knowledge

both internally to push marketing innovation at HP as well as externally, by speaking at conferences like the Dow Jones Technology Venture conference.

<http://h20325.www2.hp.com/blogs/kintz/>

For me it is all about the **contact and communications**, which result in new friends, many of whom I may never meet face-to-face but with whom conversation is both frequent and stimulating.

Contact & Communications
- Lewis Green

<http://lgbusinesssolutions.typepad.com>

Self Improvement
- David Armano

Self improvement. Blogging makes you better at what you do. Want to be a better writer? Blog. Be more creative? Blog. Blogging opens the door to knowledge through connectivity—and you get to meet wonderful people along the way. And as the saying goes, it's about the journey more than the destination. And the journey never ends.

<http://darmano.typepad.com>

Community
- Neil Vineberg

COMMUNITY. Blogging creates robust, multi-way communication networks among bloggers and respondents, that have benefited both myself and my clients

<http://vineberg.blogspot.com>

I'm selfishly motivated to blog. I do it because I enjoy **the mental exercise**—having to think through a post + the catharsis of articulating it and seeing the idea in writing. Blogging helps me sort out my own thoughts, and it's a bonus when others enjoy it as well.

The Mental Exercise
- Monica Powers

www.brandislanguage.com

The "Blog Residue"
- Vaspers the Grate

I've seen my analytical, writing, networking, online research, and debating skills skyrocket since I started my own blog in May of 2004. What I call **The "Blog**

Residue", i.e., the personal transformation that occurs within you as a result of the discipline of blogging, is the most vital aspect of anyone's blogging.

I feel more confident, friendly, and, when necessary, more confrontational, both online and offline, as a result of my blogging activity. What you carry away with you when you turn off the computer is what counts the most, I feel.

<http://vaspersthegrate.blogspot.com>

It's the chance to touch someone with an **observation or insight** I might have that otherwise would vanish. We all have moments in our day when we see something interesting, have a novel thought or learn something new. We want to **share** but there's often no one to share with. Now we can share with lots of people, maybe millions if the thought is interesting enough. What an incredible new power that its!

Sharing Insights
- Paul Gillin

www.paulgillin.com

The "Connection Cocktail"
- Ann Handley

I think the **SINGLE** real reason I blog is a cocktail of community and conversations: the **Connection Cocktail**, I guess. It's about connecting with other writers, connecting your thoughts with theirs, understanding issues from many points of view and all of that connection encouraging growth as a writer, as a person, as a thinker, as a professional. Writing for me has always been a vehicle to explore my own thoughts and unearth how I feel about issues. Blogging allows for that same process, but with the added bonus of having others chime in and connect your thoughts to theirs, and to grow collectively.

www.mpdailyfix.com

Variety of Viewpoints
- David Reich

I'm a newcomer to the blogosphere, but I'm finding that I get an interesting **variety of viewpoints** on a given topic, including some views or points I may not have thought of. I can see it being a helpful networking tool as well.

www.reichcommunications.com

It's a really good question, and a difficult one. I'm going to focus on the word "value" because there are lots of things I enjoy and love about blogging but if I focus on value I think it's easier to answer.

Intellectual Capital
- Karl Long

I think it has to be the collection of **intellectual capital** that I have accumulated over time and it almost happened without me noticing. This includes the posts, the incoming links, the comments, the ideas, and the evolution of my thinking. Everything else comes from that.

<http://blog.experiencecurve.com>

Learning
- Bob Glaza

Learning – I love the chance to learn by doing that blogging represents. My mantra: love, live, learn, lead...help each other to succeed. Corny but easy to remember :)

<http://onereaderatatime.blogspot.com>

Community
- Tim Jackson
("Masiguy")

Community; the Community of Bloggers, the Community of Marketers, the Community of fellow bike nerds who read my blog, the Community of blogs I read all the time, the greater Community of the blogosphere. The validation of ideas that comes from the Community of peers, friends and even competitors. It's the Community that has been so good to me. I love the Community for it all because I'd be less without it.

<http://masiguy.blogspot.com>

The creative outlet. Writing online (and, y'know, I just *hate* the term "blogging." It sounds like a type of accidental intestinal malfunction) gives me the opportunity to get stuff off my chest that would otherwise sit around in my head. And yes, I'm egotistical enough to think other people would be interested in what's in my head. Same as everyone else who's ever left a comment on a site, gone to a BBS or newsgroup, or started their own blog. The web gives everyone an opportunity to speak out, and that rocks.

Creative Outlet
- Adam Rakunas

www.centric.com/blog

There are numerous reasons, but the number one is expression. **Expression** is a fundamental human need, and I'm human. The great thing about expressing through a blog is that a permanent, digital trail is left behind. That trail serves as a mirror unto yourself, which can be insightful, exciting, shocking and cleansing — all at the same time.

Expression
- Max Kalehoff

www.attentionmax.com

It's for **the ideas** ... you get to work through your ideas as and when they come. Sometimes you get feedback, sometimes you get into arguments and sometimes you get nothing. But if you continue, then you ALWAYS get smarter.

The Ideas
- Gavin Heaton

www.servantofchaos.com

Connection
- "CK"
(Christina Kerley)

Connection: to fellow marketers and my markets. Being able to access, listen and interact with smart, thoughtful marketers and customers offering honest feedback and creative solutions (why didn't I think of that?) is very advancing professionally. Personally, too.

Yep, "connection" is #1 with me.

www.ck-blog.com

Inspiring Others
- Jordan Behan

I like the satisfaction of knowing that it's all worth it. My readership continues to climb, and I learn just as much as I educate. For me (like you, I believe CK) there is no greater satisfaction than finding out that my efforts have **inspired others** to take to blogging, and it feels even better when they thank me because they love it.

www.telltenfriends.com/blog

To answer your question, there are many answers but if I were to pick one single greatest point-of-value, it'd be **the marketing community**. Marketers like yourself add so much value that can then be shared with the rest of the community.

The Marketing Community
- Mario Sundar

<http://mariosundar.wordpress.com>

Scale
- Ben McConnell

Scale. If I were publishing a newspaper, a high-level Goss Colorliner press would cost me about \$30 million, not including delivery and installation, to reach the 12,000 subscribers to our blog. Instead, I send \$14.95 each month to Typepad.

Letters to the editor are a time-consuming part of every newspaper's editorial department. They must be read, often retyped into a computer system then edited for length and clarity. An editorial assistant has the somewhat unfortunate task of manually verifying every letter writer's identity with a phone call. Typepad, of course, handles all reader comments on my behalf. Except the phone call. But anonymous comments are OK.

A newspaper publisher with 12,000 subscribers must pay circulation people and customer service representatives (often the same people at a small newspaper) to work 50 weeks per year managing the line-level minutiae of delivery and billing. Instead, Feedburner handles blog subscriptions on my behalf for free.

Blogging affords me the economic capability to be a writer, press foreman, and publisher — all roles conducted via my laptop or cell phone. Combined, the affordability of scale has made all of the difference.

<http://customerevangelists.typepad.com>

It makes me smarter. This was an unexpected blogging bonus that for me has turned out to be incredibly personally rewarding.

I feel a responsibility to make sure I'm putting forth reliable information and an informed opinion, so I take the time to research things to death. In the process, I become more of an expert on the topic of my posts, and I learn an immeasurable amount from those who comment on my blog and from those in my blogging community. So, I echo the sentiments of some of the others here — knowledge is THE thing.

Makes Me Smarter
- Tricia Mangan

<http://studioues.blogspot.com>

Organize My Thoughts
- Ryan Anderson

I get a lot out of blogging, even if I tend to be one of the most erratic posters out there. The biggest thing for me is that it gives me a whiteboard to **organize my thoughts**. I find that I rarely have time to think in a day, and by committing what's in my head to a post, I get past the cobwebs and into the deeper parts of my brain, where it turns out I'm more organized than I thought. Also, it gives me a mild thrill when someone cites my writing as expert opinion.

www.ryananderson.ca

The exchange of ideas. Of course, I blog because I have a healthy respect for my own ideas and want to share them with others, but I get at least as much out of the feedback readers leave after reading my posts and the new ideas, opinions and points-of-view I learn about every day on the dozens of other blogs I follow. It is exciting to be part of a vibrant community that shares so much intellectual capital so freely.

Exchange of Ideas
- Greg Verdino

<http://gregverdino.typepad.com>