COLUMN | BLOGGING | PROFESSIONAL DEVELOPMENT

Three Points to Consider Using When Business Blogging for Network Marketers

Blogging is one of the most effective communication tools available today.

by **George Madiou**

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Blogging is one of the most effective communication tools available today. It evens the playing field between the individual and the big corporation.

Blogging done correctly and effectively is the secrete of this communication tool.

1.**Consistency** – Portraying yourself as an expert that people should listen to is not hit or missed. When you decide to communicate through blogging, it is important that people see that you are an expert and that you are consistent in your teaching and the frequency of your messages. Be prepared to stick to the schedule of your blog, daily, weekly or monthly. If you commit to your blog stay consistent.

2.**Accuracy** – You are the expert. People will be looking up to you for the information you are giving. Don't wing it! Know what you are saying so that the information people are reading from you can be relied upon.

3.**Relate-ability** – People will relate to you if you come across as someone that can deliver information that can be used to improve their life. This is such an important point, if a person thinks that they are talked down to, no matter how good the information is, if they can't relate to you, they will never come back for more.

We are all so busy. Blogging, can in fact, give you the same communication advantage as the “big communicators.”

Remember it is not about you, it’s all about if what you are blogging about is going to improve their life by reading what you wrote!

George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground 5 years ago.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 32nd anniversary this year. They have two great young adult children, Sara and David.