



Teleseminar Dial-In Details

- Date:** Wednesday, January 30, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – Before the Blog
- Duration:** 60 minutes
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Tips To Get The Most Out Of This Call

1. Print this Action Guide and Take Notes
2. Use these tips to plan your blog
3. Use the Blog Strategy Document

SPECIAL NOTE: This teleseminar starts on time according to www.Time.gov so please dial-in five minutes early so you don't miss any content. Your courtesy is appreciated.

“Action Guide”

1) What do you want your blog to accomplish?
Hint: The answer is NOT to make money!

Notes:

2) What is the Title of your blog?

Notes:

3) Write a brief “elevator speech” for your blog.

Notes:

4) What Pages do you want initially?

Notes:

5) What look and feel do you want your blog to have?

Notes:

6) Who do you want to link to - initially?

Notes:

7) What is your 'Call to Action'?

Notes:

8) Where will your contact information go?

Notes:

9) Who is your target audience?

Notes:

10) Where will your blog be hosted?

Notes: