

Wealth Funnel System & Developmental Performance Consultants: Blogs

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Derrick Harpers Wealth Funnel System (WFS) and Developmental Performance Consultants (DPC) Introduces You to the Wonderful World of BLOGS

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Im sure most of you have heard the words blog, blogger, or blogging.

If you are anything like me you have probably thought to yourself I dont have a clue what they are talking about! Have you had that experience before?

If so, not to worry because we, at Developmental Performance Consultants along with Derrick Harpers Wealth Funnel System of online marketing education, want to share with you some information and insight into the wonderful world of BLOGS and how you can utilize this web 2.0 technology platform to get your products/services and business more exposure on the world wide web.

What is a BLOG? Take the words Web + log = Blog.

A blog is, in the case for this article, textual in content and is an online interactive journal used to build relationships between you and your potential/existing clients.

There are a couple of Blog Platforms to get familiar with; Hosted Blog Platforms and Stand Alone Blog Platforms.

A few of the Hosted Blog Platforms DPC and WFS use are: Blogger, MySpace, and WordPress. They are Free, easy to use, simple to implement, and are indexed to the Search Engines rather quickly.

The other type of Blog Platform is the Stand Alone Platform and they include: WordPress (which is currently #1 out of the top 50 Blog Spots), and ProBlogger. These are both Free to post to however, there is a domain name fee, and a hosting fee you are responsible for.

One of the advantages of the Stand Alone Blog Platform is you can post the blogs directly on your company's website. You can also be a little more creative in the design of the Blog as opposed to the standard templates found with the Hosted Blog Platforms.

Derrick Harper & The Wealth Funnel System teach you to be the Expert on the products/services you offer by using blog platforms to get your personal branding online marketing campaign out to your clients. Remember, people are looking to you for the leadership skills along with your knowledge and education so you need as many avenues as possible to reach them.

We hope this education has given you an insight into the world of blogs and will be beneficial to you as continue to build your business and online personal branding marketing campaign.

More info at <http://www.developmentalperformance.com> and <http://www.youtube.com/mastersinmarketing>

Bloggers

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