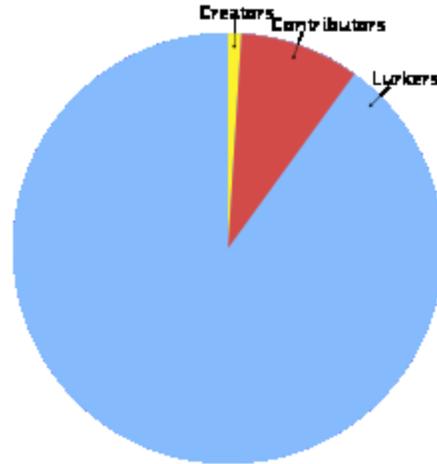# <u>Blogging That's Original NOT Ordinary</u>

Just 1% of Content on the Internet is Original

Stand up, Stand out, Make your Blog Posts Stand out and be a "One Percenter"

The 1% rule states that the number of people who create content on the Internet represents approximately 1% (give or take) of the people actually viewing that content. For example, for every person who posts on a forum, generally about 99 other people are viewing that forum but not posting. The term was coined by authors and bloggers Ben McConnell and Jackie Huba, although earlier references to the same concept did not use this name.

Doesn't it seem that the sheer number of bloggers outnumber those searching and scouring the Internet? There are blogs for anything and everything, soup to nuts, making soup to Nut-lovers anonymous. From cooks looking for a *good* recipe for Chicken Soup, to that nutrition buff who needs to know the exact benefits of eating cashews vs. filberts, people are typing, clicking, pointing and finding the answers to their curiosity.

Why are they Googling? They are *students* researching a paper. They are people following up on a *trending topic*. They are *other bloggers*, part of your blogging platform who follow your post by subscription. They may have used *Technorati Blog Directory* or *Google Blog Search* to find your blog… or Bing or Firefox, Yahoo, MSN, AOL, and Ask.

Yet, with all that information floating around, just waiting to be found, just 1% of it is ==*original*==.

Are you ready for a feel-good story? One that should inspire you to create and post your own content? Good. Here is one that I can relate to you:

Back in October of 2012, I made the personal decision to abandon traditional employment and commit myself to a lifelong passion of mine - Writing. I had been told, by those who knew, that many writers are blogging their way to success.

And that is what I did.

- ➢ Step #1 - Set-up a blog, a free blog
- ➢ Step #2 - Choose a CMS (content management system) I chose WordPress.
- ➢ Step #3 - Give the blog a name

And so Writing is Fun-damental was born; created by "*A Vagabond in a Big Pond"* for the express purpose of *preserving the quality of the written word* i.e. stemming the tide of text-speak, numbers4words and emoticons See below:

Emoticons: (symbols used to display feeling)

·	$	Embarrassed
·	:>	Mischievous smile
·	:'(	Crying
·	:(	Unhappy, sad
·	:)	Happy
·	:*	Kiss
·	:-(	Sad
·	:-)	Smile
·	:-*	Kiss
·	:/	Sarcasm
·	:0	Surprised, shocked
·	:?	Confused
·	:@	Angry
·	:D	Happy
·	:F	Drooling
·	:L	Laughing
·	:O	Surprised
·	:S	Confused
·	;O	Joking
·	;)	Wink

Chat, E-Mail, Web, and chat room slang and acronyms

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AFK	Away from keyboard
AFN	that's All For Now
BAK	Back At Keyboard (I'm back)
BFN	Bye For Now
BR	Best Regards
BRB	Be Right Back
BTW	By The Way
btw	Between you and me ...
CUS	Can't Understand S**t (stuff)
EOT	End Of Thread
FOCL	Falling Off Chair – Laughing
FYI	For Your Information
GTR	Got To Run
H&K	Hugs and Kisses
IOH	I'm Out of Here
JIC	Just In Case
JK	Just Kidding
JMO	Just My Opinion
JW	Just Wondering
KIT	Keep In Touch
OIC	Oh, I See
OTOH	On The Other Hand
OTW	On The Way
P911	My parents are in the room. P=Parents, and 911=emergency
ROFL	Rolling On Floor, Laughing
TTYL	Talk To You Later
TIA	Thanks In Advance
WTF	What The F**K

Was (am) I spitting into the wind? Maybe, but what started as a campaign for good grammar became a platform for me to provide my original content for public consumption.

And so the story continues (1.667x/day) to this day. Check it out at http://www.writingisfun-damental.com.

*In Internet culture, the **1% rule** is a rule of thumb pertaining to participation in an internet community, stating that only 1% of the users of a website actively create new content, while the other 99% of the participants only lurk.*

Variants include the 1-9-90 rule or 90–9–1 principle (sometimes also presented as the 89:10:1 ratio),[1] which state that in a collaborative website such as a wiki, 90% of the participants of a community only view content, 9% of the participants edit content, and 1% of the participants actively create new content.
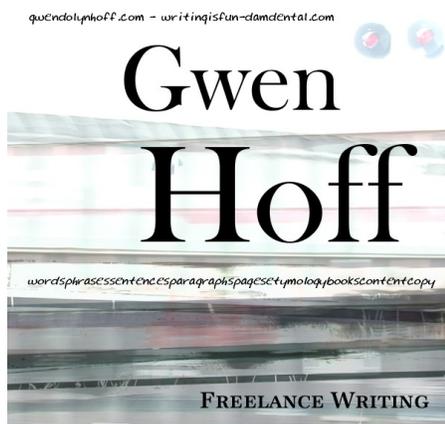
Bob Baker is a speaker, blogger and podcaster from St Louis. He tells us, "When you create new content on a regular basis, you give readers a reason to connect with you and your topic, time and time and time again. A static website gives no incentives for repeat exposures."

That is good advice that we here have taken to heart. A blog can be your own personal wonderland, where you are free to post, to create, to show off, to dance like no one is watching. That is where the original part comes in. No matter how people stumble upon your blog, make sure they get everything they bargained for & more.

And as it turns out, you may turn out to be your harshest critic. If you're like me, you will get/grow an audience and you feed them content that <u>they</u> have chosen and choose to come back to day-after-day, post-after-post. Blogging that's original, not ordinary is not just a title, they are words to live by.

Now…If you are looking for mainstream blogs that rock, here are 5 that are shiny, accomplished and original:

The Huffington Post - Before the millionaire socialite Arianna Huffington decided to get in on the act, bloggers operated in a spirit of underdog solidarity. They hated the mainstream media - and the feeling was mutual.

Boing Boing - (subtitle: A Directory of Wonderful Things). It launched in January 2000 and has had an immeasurable influence on the style and idiom of blogging.
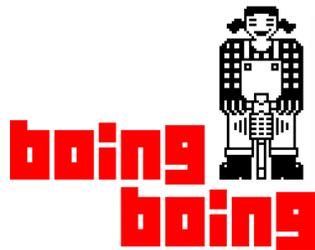
Techcrunch - Techcrunch began in 2005 as a blog about dotcom start-ups in Silicon Valley, but has quickly become one of the most influential news websites across the entire technology industry

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Icanhascheezburger - Millions of visitors visit Icanhascheezburger.com to see, create, submit and vote on Lolcats (captioned photos of characterful cats in different settings).

Gawker - A New York blog of 'snarky' gossip and commentary about the media industry

Those folks are original bloggers of meritorious note.

But you say, "I don't think my blog will ever be famous."

Our answer to that is, "How will you know if you never try?"

But you ask, "What do I blog about?"

"Write what you know and make sure you are *blogging that's Original NOT Ordinary.*"