

## Experience Blogworld 2010: Inspiration, Community, Knowledge

For Blogworld 2010, I more than achieved all my goals, so fortunate was I to meet the perfect people who pushed me in the directions I meant to go before leaving the conference. Funny enough, a sense of *Personal Success* was shoved aside - it even became slightly irrelevant - when true winners showed up and in one quick minute, stole the spotlight and all my attention along with them. These winners were **Inspiration, Community, and Knowledge**. **Inspiration** from listening to the fantastic speakers, **Community** from being in the company of amazing bloggers and friends, and **Knowledge** from the educational sessions.

The Blogworld 2010 Series contains 3 parts:

**Part 1: The Inspiration in 76 Quotes**

**Part 2: The Splendor of Community**

**Part 3: The Golden Nuggets of Knowledge**



This ebook is dedicated to all of you who made my first Blogworld so incredibly memorable and special, those of you who could not make it and were sorely missed, and to the rest of my beloved readers who - while having little to no interest in blogging - read **Prolific Living** for inspiration and tips to apply to their own lives. You shall find something here, whoever you may be, to put to good use toward developing smart habits for rich living.

## Part 1: The Inspiration in 76 Quotes

Good speakers captivate your attention for the length of their session but great speakers captivate your heart forever. It is the quotes from them I share here below. As I write and read these quotes, the voice of the speaker and their exact delivery flash before me. These were sublime moments during Blogworld where all complexities and challenges stepped aside and made room for hope, inspiration, and possibilities. But how could I capture for *you* the amazing story telling abilities of Darren Rowse, the incredible insight and brilliance of Brian Clark, the sincerity and utter candor of Sonia Simone, the true simplicity and common sense of Leo Babauta, the hilarious and powerful deliveries of Scott Stratten, the uncommon success and genius of Scott Ginsberg and the unforgettable Penn Jillette (of Penn & Teller).

Delivery or not, their content was real, practical, useful, simple and very smart. May you be moved at least once and inspired to action many times from reading the best 76 quotes from my experience at Blogworld. *(Everything in gray italics inside the parenthesis is my editorial comment!)*

### The Best Quotes: Scott Stratten

1. "Stand up for what you believe. Stand out when you do it. Stand together when you build relationships."
2. "People spread awesome." *(as in, awesome content.)*
3. "If your market is People, if your niche is Human Beings, then you *need* to be on social media."
4. "Three dots at the end of a Tweet means '*we are not done yet!*'"
5. "Marketing is not a task or a department."
6. "Make it so people want to get your content opened and consumed NOW. When they read you, they STOP what they are doing. I would stop the car and pull over." *(Made me momentarily wonder if he really does read and drive, but who cares, genius comment!)*
7. "Blog with passion. Passion spreads."
8. "For your content to get outside your circle of relationships, it must stand on its own."
9. "'Meh' doesn't cut it! When you don't blog awesome, you hurt your blog!"
10. "Social bookmarking *still* works."
11. "It is not my job to tell people HOW to consume my content, just make sure they consume it."
12. "Whatever we don't use, we don't think works. Wrong!" *(Last two in response to people's archaic or modern methods and means of consuming data.)*
13. "Kill your pop-ups!"
14. "If your product sucks, social media will make it suck harder!"

15. "People do business with people they know, like and trust. I did not make that up."
16. "80% of the world's people are morons. No, not you."
17. "There are 14 trillion videos on YouTube. Most of them are about cats." (*On YouTube alone not bringing you success*)
18. "You can't shortcut relationships."
19. "Let them hate you as long as they fear." (*Actually, this was a quote on his T-shirt especially ordered for Blogworld, but which he also read aloud!*)
20. "The trolls hate - it is easier to hate you (*for your success*) than to do something with their own pathetic lives."
21. "You don't have to justify yourself to anyone!"

## The Best Quotes: Darren Rowse



22. "Love your readers to death!"
23. "Thank you for your anger but you can keep it!"
24. "People are fascinated with what other people are doing in the niche."
25. "I sat there for the next 3 hours and watched the sales coming in. A bizarre surreal experience of \$150,000 in sales in a week. But for 2 1/2 years, I was building and designing the site and doing press releases at 3am and working 12 hours a day... I remembered that success wasn't an overnight thing." (*On the eve of his first product launch.*)

26. "The Internet makes money for you when you build something that is real and when it matters to people!"
27. "The day that my wife told me I need to make this work was the day I was petrified and motivated.... that was the day I began to read about my readers and what they wanted, that was the day I stopped dreaming about my blog as a business and started *treating* it as a business!"
28. "I encourage you to treat *your* blog as a business now!"
29. "An opportunity to make the world a better place. Take action on these glimmers of potential!"
30. "My son said to me: "Daddy, Be sure to say something *important* to the world."" (Story of his 4-year old son interrupting him one day and later, his observation.)

## The Best Quotes: Brian Clark



31. "The paradox is the more info you give away, the more people will buy what you have to give..."
32. "People think since info is free, no one will pay for it. Not true! Trends suggest otherwise."
33. "The bikini concept: You can show just about everything but people will pay to see the rest!"
34. "Don't be the real you! Be the best possible you!"
35. "People hate to be *sold* but they love to *buy* ... so let people buy!!
36. "People will tell you exactly what they want. In comments, links, social media landscape in general. Listen. Extrapolate. Do something with that information!"
37. "I don't have a rags to riches story, just have the guts to do what I want and to really enjoy it."
38. "If you *really* want to do this, then just do it and if you don't have a fallback plan, then just make *this (the blogging thing)* work!"



## The Best Quotes: Sonia Simone



Sonia Simone  
S. Editor Copy Blogger  
Candor. Honesty.  
Compassionate.  
Blogworld Expo  
Keynote Panel.

39. "That beginning stage where you make connections with your readers are fleeting. Enjoy it."
40. "Get real about how many real new connections you can make a day."
41. "No one actually wants that much authenticity!" (*On how much to share with your readers.*)
42. "Social media hates selling and yet you have to sell!"
43. "You have to get people to build you up. You do it with your content! Great content will eventually sell itself."
44. "Don't think of pitching. Think of *offering*... The offer is better than a pitch."
45. "If you don't have anything yet to sell, it's ok. You just need to know there is an audience that is attracted to what you say."
46. "Know where you want to go but you don't have to know *how* to get there!"
47. "You have to write about something you care about and do it in a way that people (*your people*) care about. Be entertaining and useful or just really damn useful!"

## The Best Quotes: Leo Babauta



48. "A guest post is the best kind of advertising you can have!"
49. "Selling your own products best because you can completely stand behind yours!"
50. "Readers don't care about you; they care about *them* until you show that *you* care about them!"
51. "The lesson isn't that you be the next Zen Habits; it is that you start something from nothing."
52. "Each of us has some kind of powerful story. Tell it."
53. "If you have nothing else to share, nothing to say, then go out and do something amazing first."
54. "The good stuff tends to rise to the top."
55. "I struck a chord with people. The chord was to simplify - and with the world as chaotic as it is, people were looking for it!"
56. "My measure of success is that I am helping people."
57. "What does your reader want? They want good content, inspiration, and a laugh. They are not there to see the ads or the widgets. They *tolerate* those for the content."
58. "One day, I asked myself what does checking stats do for me except that it gets me excited if up

and depressed if down? Stats only change your emotional state but they do nothing for your blog!"  
59. "You only get lucky if you are good!"

## The Best Quotes: Scott Ginsberg



60. "Doing business without marketing is like existing in the dark. (*as in, no one knows about you*)"
61. "I have never been so simultaneously pissed off and excited at the same time. My email shut down!" (*From the enormous reactions to his book success*)
62. "I have already given value to you so why not ask of you to buy something ... Ask for the sale!"
63. "Social media is a listening platform for why people buy!"
64. "I don't have a website! I have a destination!"
65. "*(My goal is to)* Disturb you enough so you do something that really matters!"
66. "Whenever someone challenges your aim, you have a choice!" (*On not responding to trolls*)
67. "What could I do at this moment that would be the exact opposite of everyone else?"
68. "Wearing a name tag isn't an accomplishment but what *is* an accomplishment is making a 6-figure enterprise from it."
69. "Don't be stopped by not knowing - "how" is overrated but know "why"!" (*On pursuing dreams*)
70. "I don't write books; I write modules! You are contributing to an on-going body of work!"



71. "You can't think of anything to blog about? Are you kidding? Do you have brain damage? Writer's block doesn't exist!!"
72. "Inspiration is for amateurs ... If you don't write it down, it didn't happen!"
73. "Make a name for yourself. What's *your* name tag?"

## The Best Quotes: Penn Jillette



74. "You see an incredible increase in intimacy between people in Twitter"
75. "All I do on Twitter is try to write something that is in my heart. No magic. No secret. That's all."
76. "Tell the truth. Don't manipulate."

A month later, I am still reeling from the excitement, the enthusiasm, the motivation and the happiness. Blogworld reminded me yet again of the power behind a tangible human connection and the amazing spirit of our role models and thought leaders in real life.



## Part 2: The Splendor of Community

I did not imagine Blogworld Expo would have this profound effect on me. I was entirely too unprepared for it!

This gathering made this powerful yet virtual community come alive in ways that surpassed the best of my expectations. I am simply dumbfounded from it all! I put faces to names (and Twitter IDs!), voices and gestures to still photos of my friends and peers and fellow bloggers, and in the span of just under 4 days, I watched us form new bonds and reaffirm existing relationships and develop a stronger, tighter and truer sense of belonging to our beautiful community.

It is easy to root for your community of choice, I know - I have watched people do it all my life, yet I have never understood it. I have never been a part of a community which knows no bounds in helping others succeed and no shame in admitting that it does not know all the answers and no limit in its desire to learn, to grow, and to indefinitely pursue the best version of itself yet.

Bloggers understand that success is not a zero-sum game and there is more than enough to go around for all of us. Bloggers know that even if they could do it all alone, it is much more fun to engage and partake in the journey with others. Bloggers do what they do not from obligation but from a real desire; they share their stories and knowledge and they each offer something of their own which they believe will change the world for the better.

That, my friends, is why the blogging community rocks, a community so close-knit that while it spans the globe, it is as small and intimate as a living room gathering. When we collaborate, communicate, or engage with one another, distances dissolve across the inter webs and time zones merge into one. The essence of camaraderie, the beauty of fellowship, the compassion and yet the candor, it is unmistakable and it makes for a lasting foundation.

Fortune and luck were smiling down on me when I crossed paths with so many special individuals. I returned home with a fuller heart, a deeper yearning to learn and to grow and I feel incredibly privileged to have met ...

## A Few Incredible Blogging Souls

### Darren Rowse, Problogger, The Most Beloved Blogger:



My very first impression of Darren from his blog was his genuine desire to help others, his extreme sincerity, his leadership in the blogging sphere, and his prolific ideas to keep pushing the ante on what Problogger can deliver! Those qualities are indeed the foundation of his personality and he is indispensable to the blogging community. How can he be so massively successful and yet remain so humble, so sincere, so willing to help and inspire others, so interested in contributing to the community? I can find no words to thank him.

### Aileen, Kaizen Vision, The Most Optimistic Blogger:

I am convinced Aileen (*in photo above with Darren & me*) and I have spent a year - or a decade - of friendship somewhere in another life because very rarely do you find anyone who matches your energy, laughs as heartily with you at the absurdities of life, and truly understands you. So rarely do you find that deep connection of friendship so quickly with someone. There is however Aileen's amazingly optimistic outlook which far more than outshines mine. I really *must* look at situations in a more positive light (instead of always asking "What is *the worst* possible scenario...?"). Read Kaizen Vision for more of her brightness.

### **Katie Tallo, Momentum Gathering, The Most Dedicated Blogger**

Katie is dedicated. She just celebrated 6 months of blogging with 1000 subscribers with an ebook aligned to her vision. I am impressed by her discipline. Katie is a gifted writer, is embracing this thing called "technology" like nobody's business, and makes for wonderful fun company.



### **Leo Babauta, Zen Habits, The Most Inspirational Blogger**

If only I could bottle up the true Zen which Leo embodies, I shall be on that inner peace quest in no time. It was delightful to meet the creator of Zen Habits and to listen to his story of building Zen Habits from nothing. Enough inspiration to push anyone to the next level of blogging, thank you Leo!



### **Annabel Candy, Get in the Hot Spot, The Most Strategic Blogger**

It was most delightful that Annabel made Blogworld - in fact, it was most fortunate for me since I had vowed I wouldn't go if she didn't, paid registration and all! But she did and she was the most strategic blogger while fighting serious jet lag coming from down under! She had already interviewed Leo Babauta before we wrapped the first day of the conference. In person, Annabel is delightful, funny, real and compassionate. I stalked her as much as I could and you should too!



### **Karol Gajda, Ridiculously Extraordinary, The Most Devoted Vegan Blogger**

Karol is tall, very tall; that should explain his crafty pose in all the photos to make us little people feel closer to him. It was almost a celebrity moment when I met him and Benny (*below*)! Karol is a road warrior; he travels the world and shares his message, at the core of which you find: freedom, health, travel and life - a person after my own heart. More than anything, I was beyond impressed by his devotion to his vegan diet. He even stuck to it during his long stay in Poland! Bravo, Karol. You show me it can be done!

### **Benny Lewis, Fluent in 3 Months, The Most Multi-Lingual Blogger**

I believe that I was unconsciously acting as the Marketing Director for Benny. "*Have you heard of Benny the Irish Polyglot?*" - I would ask everyone, who would then promptly ask me to define a polyglot! My own love of languages has never been satiated so I share the depth of Benny's passion except he is living it out. He is currently in Colombia (*where they normally speak Spanish as you know!*) to practice his Hungarian! Benny, you are one in ten million and we all loved you!





**Sid Savara, [sidsavara.com](http://sidsavara.com), The Most Well-Connected Blogger**

I have been reading Sid's blog for months and finally put a face to the name behind it all. Sid organized lunches and gatherings, brought people together and made introductions. From his list of Blogworld contacts alone you can see how well connected he is and how willing to connect others. Malcolm Gladwell was talking about Sid when he described “connectors” in the Tipping Point. On top of his blog, Sid is co-founder of BlogcastFM along with Srini (*below*). You rock, Sid!



### **Srinivas Rao, Skool of Life, The Best Skilled Interviewer Blogger**

Srinivas (Srini) has a special energy; I so enjoyed his company. His sincerity comes through instantly. He has done a brilliant job along with Sid (*above*) on BlogcastFM. He is hands down the best interviewer and their generosity on providing these amazing resourceful interviews from the masters in the blogosphere is stunning. On the side, he runs his great blog at Skool of Life.



### **Jen Gresham, Everyday Bright, The Most Genuine Blogger**

Jen is sweet, comfortable, and hard to resist. She is a scientist by training with a great story on her career transition. I loved her company; her genuine spirit comes through instantly. She is brave, seriously devoted to her blog and resourceful. She is also genuine, a gem of a quality.





### **Jeanie Witcraft, Imperfect Hearing, The Most Enthusiastic New Blogger**

I met Jeanie, thanks to Mr. Connector up there and was stunned to hear that she had only set up her blog the day before and was here in Blogworld already making a name for herself. I had told myself I would help inspire at least one new blogger and Jeanie was a delight to mentor - although I don't think it will be long before she is teaching me a thing or two. Jeanie, I am proud of you!



### **Nathalie Lussier, The Raw Foods Witch, The Most Nutrition Aware Blogger**

I admit I dig witches, not the evil ones but the cute cartoonish ones so Nathalie's clever approach to teaching us about raw foods decked out as a (*very pretty*) witch is too irresistible. She gave a stunning session not on raw foods but on how to create mouth-watering content. She imparted excellent wisdom on approaching blogging like a menu! I am getting hungry writing this!



## **Kristi Hines, Kikolani, The Most Savvy Social Media Blogger**

If you don't get Kristi's brilliant Fetching Friday posts, sign up now! On the way to Vegas, I read her last several posts in one sitting and not once did the information confuse me even on subjects beyond my general knowledge. That is called great content every single time! Kristi is smart - very smart - and generous and lovely in person. I tracked her down hard and met her just before she jumped on her plane home. Next year, I am planning a lunch with you, Kristi!

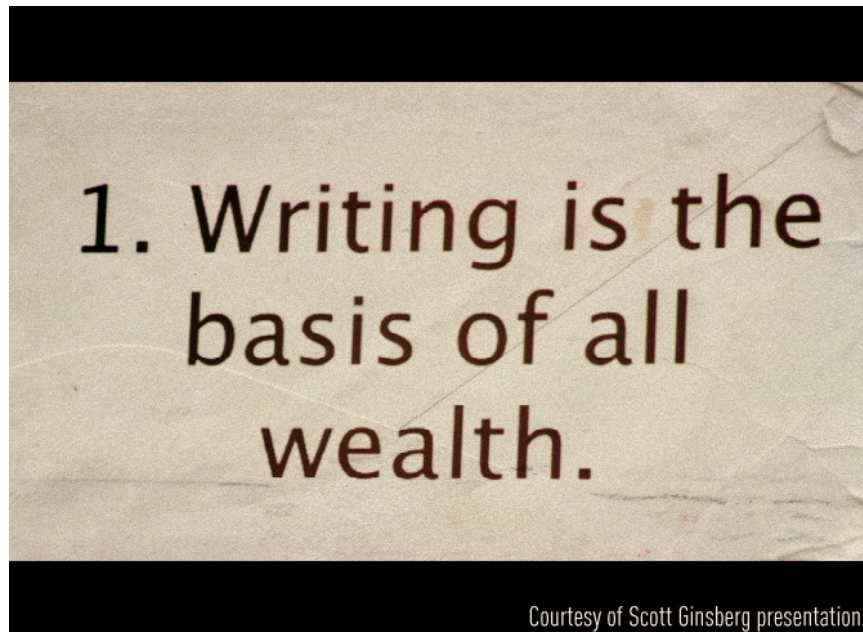


A few others who made an impression on me but escaped my camera lens:

- **Barrie Davenport (Live Bold and Bloom)** amazed me with her kindness and along with dedicated Geri Langlois; they are two of the primary contributors behind The Daily Brainstorm, which is an online mash-up of some of the greatest blogs out there.
- **Lori Moreno** is the ultimate **Twitter Mama** (*sitting pretty on 118,000+ Tweets at the time of this writing and most are inspiring and funny!*)
- **Daniel Scocco (Daily Blog Tips)** gives top-notch blog tips and is fantastic company. He is down-to-earth and a real listener. Well worth a peek *and* a follow on his posts!



## Part 3: The Golden Nuggets of Knowledge



***Awesome content every time.***  
***Original content with value for your readers.***  
***Perseverance and persistence.***  
***Consistency and authenticity.***

Those were the repeated messages from the best sessions I attended. Knowledge and information, which addressed not just bloggers but writers, creators, artists, and communicators alike. If you are any one of these, this post is for you.

Ironically, they are messages I already knew before Blogworld - I just did not know *why* they played such a central role to thriving in the ever-expanding blogosphere.

At its core, when you strip away every layer of noise, clamor and complexity, the primary message is simple, logical and sensible. Of that you would have had no doubt when you heard the same core ideas echoed from every professional blogger and respected speakers at the conference but you may have realized, as I did, that it takes inordinate levels of practice and self-discipline to put these simple messages to work. It takes living and breathing these words to make them come to life and to have them set you apart from the rest.

That is the *real message* to take away and the *real change* to make because simple and repeated as this fundamental advice may be, you must consciously make it a common practice to see its fruits. Knowledge without action is hardly better than any knowledge at all.

Blogworld offers hundreds of sessions in the 4 days of conference and the best ones, it seemed, overlapped this year. It is imperative that you *not only* choose the sessions carefully in advance but that you have the courage to *politely walk out* of a session which is not immediately worth your while - finding those best suited for your goals is your mission. It may take only one unforgettable speaker and message to hit the right chord within you and spring you to action. Here are the precious few which hit that strong chord with me:

## **Core Messages from Scott Stratten Keynote Session:**

***"When you don't blog awesome, you hurt your blog!"***

Scott was no-nonsense, straight from the gut, smart beyond words, and hilarious to boot. His brilliant messages can reshape and fine-tune the thinking of the best of us.

1. ***On Passion:*** He did *not* advocate blogging on a schedule (*so much for my well-established habit!!*). Blog when you have something to say! Blog when you are passionate, he told us, because passion spreads.

2. ***On Immediacy:*** Write so that your audience wants to consume it right away, not save it to some to-be-read folder for later. You never want to be read later. Your content must be so good, so brilliant, and so passionate that it is immediately consumed.

3. ***On Consumption:*** It is not your job to tell your readers *how* to consume your information, only that they do. You must make it available to them in their desired format. An old Motorola phone may be the choice of one of your most loyal readers. Email might still rule for another segment of your readers. Making your content available for *all* forms of consumption should be your focus.

4. ***On Social Media role:*** Scott did not believe in Twitter at first but he gave it a month; it worked for him. It can work for you too because your readers and customers are everywhere, regardless of your niche. Understand that social media only "amplifies" your messages, products and relationships - it does not "fix" anything. You get new followers by being re-tweeted but you

build relationships by having conversations, he emphasized.

5. **On Marketing:** Or Unmarketing, his radical term for a new approach to an age-old concept. It is not a task, it is not a department, he said. You are marketing everywhere, your blog is your marketing department and so is everything you do, say or believe. He believes people do business with those they know (easy part), like and trust. Be that person.

## Core Messages from Prologger Sessions:



***"Content is not king. Your readers are."***

Prologger offered 4 sessions on Thursday and I loved them all. The true pro bloggers, super smart and genuine Chris Garrett and the funny and sincere Darren Rowse, teamed up together to deliver these and here are the best takeaways:

1. **About Your readers:** Learn to imagine your readers (*as you write*) and to listen to them carefully. What do they want and how can you help them? Give away tips and ideas. Find a way to simplify complex things. Close the gap between what you know and what your readers want. Your content is not there to show how smart you are, it is there to appreciate your readers, Chris told us.

2. **On Approaches to Writing:** Remember that your readers associate you with a certain expertise and reputation, do *not* let them down. Stay consistent in your messages but creative in your approach to delivery.

Here are a few more notable writing ideas by Chris:

*Do you make these ... Mistakes?*

*The Secrets of ....*

*What .. Can teach us about ...?*

*Everything you wanted to know about...?*

*If you can..., you can ...?*

*Finally no more ...*

*How to get better cheaper...?*

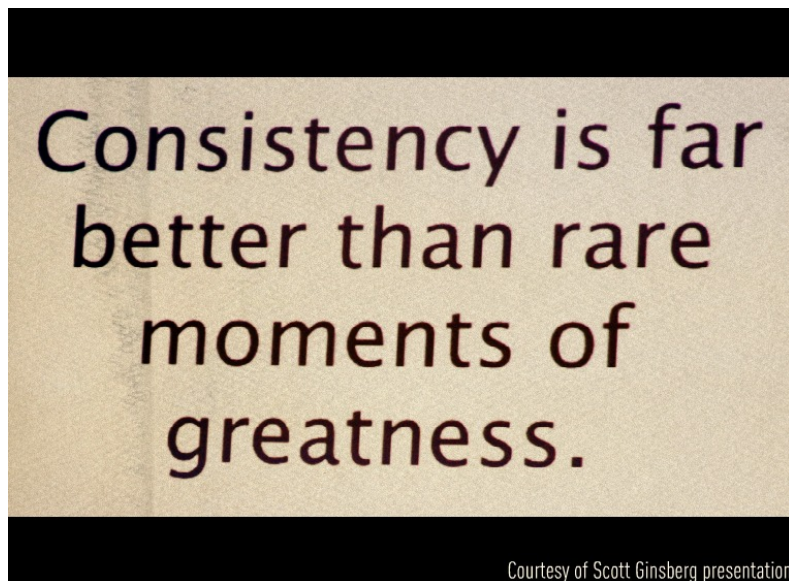
Interview experts because in using their names and knowledge, you borrow their authority!

Also use Jedi mind tricks such as Authority, Proof, Story, Conversation, Reciprocity, Polarity and Commitment!

3. ***The Smart and Quick Tips:*** Have a Twitter landing page. Think about policies and standards *before* you need them. Only ever promote products you have used and truly believe in. Always link to posts, not to front page of your blog. Direct readers where you want them to go.

4. ***On Building a Community:*** It is imperative that you build and foster a community. Invite interaction. Ask for action. Have dialogues in the comments section. Ask for polls and reader requests. Create a forum (*if you have sustainable readership, ~1000 or more*). Give your readers a chance to show off. Involve them in decisions and change. Include them in your accomplishments, i.e.) "*We have reached a milestone!*"

### **Core Messages from Scott Ginsberg Session:**



***"There is no such thing as 'writer's block'!"***

Scott Ginsberg made an indelible impression on me, as a speaker and a person. He took an unusual idea - wearing a nametag 24x7 - into a 6-figure a year enterprise. He is brilliant, genuine,



hard working, trustworthy and terribly likable. He is a fantastic writer (*and maybe a part-time blogger!*) and all his advice was universal and golden:

1. **On Consistency:** He showed us a fast played video of a day's life captured on his PC and 90% of it was spent on a Word document! Scott *writes* 4 to 7 hours a day. Every day. That is consistency and consistency will lead to greatness (if you are consistent about your *passion!*)

2. **On Writing Well:** Much like this book on writing, Scott's advice was solid. Writing every single day is imperative. He asked us what content we have written that day. Writing well comes from hours of practice. Writers are not born and writer's block does not exist. Reading frequently - Scott reads a few books a month - compliments your writing, to which I fully attest, as I too love to read books.

3. **On Ideas and Organization:** Inspiration is for amateurs ... If you don't write it down it didn't happen, he said - and much as I love inspiration, *it* alone does not drive ideas and their organization; real action does. However is it possible to run out of ideas to write about, he asked us? I love to use my digital world in which to capture my ideas but Scott recommended sticky notes. So long as you capture your every idea ...

4. **On Asking for the Sale:** A repeated message yet again. One day in his email, he asked the reader to buy something and surprise, they did. I have already given them value, so why not ask for them to buy something, he suggested. Asking is sometimes all it takes when you have a solid brand and your audience knows, likes and trusts you.

5. **On Loyalty to your Brand:** Wearing a nametag for Scott is how he displays loyalty to his brand. He talked about living and breathing your brand in everything you do, in what you write, in every message on your website, in how you help others, in your public presence, on Twitter. Everywhere. Make a name for yourself. What does your nametag say, he asked us on closing?

***“I want to disturb you enough so you do something that really matters!”***

Scott - among others - certainly did that to me.

Now the question is, have I done that to you?

*Thank you **so much** for downloading & reading the Blogworld Series!*

*If you enjoyed this series, check out the blog:*

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