

# Small Business Trends Blog Post Critique

Monday, March 30, 2009  
11:12 AM

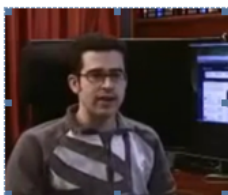
Background: I'm a subscriber of the "Small Business Trends" blog post. They arrive in my in-box several times a day. I only read about 2% of them because generally most of them never say anything I feel are important. I chose this blog post to point out the things that turn readers off -- at least me -- and why I hit the delete key fast and I'm almost at the point of feeling this blog is a waste of my time and unsubscribing (that's another story for now.)

## Small Business Trends

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### On Being Omnipresent Online

Posted: 29 Mar 2009 08:56 PM PDT



I'm sharing my thought process...

Chris Pirillo is a Web entrepreneur and online personality — that's the only way I can describe him.

Again, so what? What makes it so well-known, I've never heard of it? Yes, and? So what? What video? Where is it? Okay, below  
He has been online since 1992, and has a well-known site called [Locker gnome.com](http://Locker gnome.com). In the video below, he says he "lives on the Internet" — I can identify with that, especially these days when I feel as if I'm chained to my computer.

The video has some great points about developing a personal brand online and making a business out of running online communities. Don't let his campy, half-humorous delivery fool you. He drops little gems here and there.

Okay, I'm starting to relate.  
Too much hype and generalities, what's the benefit I can relate too?  
My favorite point is where Chris says, "You can find me pretty much anywhere online. \* \* \* I'm everywhere. There's not one website that allows me have membership that I have not joined. OMNIPRESENT. That's what you have to be these days." So true. Why does this have to be true? What's omnipresent?

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Evaluation comments from Catherine Franz...

Overall, this writer continues to speak in generalities that sound like hype.

I don't feel a compelling reason to give a hoot about this Chris guy or really want to watch the video.

"Developing a personal brand online" is overused. It's hype.

My final comments...if you're going to write about something put some depth into it. Become a writer who connects with his/her reader. Just don't dance around something.

Seth Godin's book, "The Dip" talks about quitting if you're in a cul-de-sak, whether it be a job, a career, but mainly a tactic. Not quitting the strategy but the tactic. I believe this blog has a good strategy but their tactic is in a cul-de-sak. When you picture what I mean by a cul-de-sak, think of it in terms of a street ending in a cul-de-sak. You have to turn around and go back the way you entered.

The purpose of this blog I believe needs to do the same. Especially since 95% of his posts ask us to dance but there's no music.

After reading the posts for the past few months, I find the blog has lost it's way and has no real plan to move the reader from one place to another. Just posting random thoughts. This is common many blogs today, including my own until recently. Readers don't want random thoughts, they want to move forward in their life and goals. In order to maintain success in the blog-sphere in the future, this is something you want to change.



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