

Key Quotes for Authentic Blogging

Which do you connect with?

The Power of Blogs

“It is remarkable what a smart individual with passion can do with a blog. People have blogged their way to dream jobs (and book deals) through the ideas they express. Rock bands have built loyal followings and gained record contracts. Political candidates have broken out of the pack. And companies have competed effectively even against much larger, better-funded players.”

– David Meerman Scott in *“The New Rules of Marketing & PR”*

“Information often spreads faster through blogs than via a news service. No form of viral marketing matches the speed and efficiency of a blog... (blogging) is the best way to secure a high Google ranking...the shortest, cheapest, fastest, and easiest route to a prominent Google ranking is to blog often.”

“We named this book *Naked Conversations* because of our belief that authenticity is the core value that makes blogging such a new and different way for business to communicate. If authenticity is the defining feature of blogging, then credibility is its benefit.”

– Robert Scoble & Shel Israel in *“Naked Conversations”*

The Deeper Potential of Blogging



“You are the primary audience for your blog. If you want to be credible, congruent, authentic, if you want to be “successful”, attract loyal customers, colleagues and supporters – make sure you **listen to yourself first, respect your own thoughts. They carry valid truth and meaning.** If you don’t, how can you expect others to, and you’ll miss out on a profound chance to learn deeply and flourish as a whole person.”

“Blogging has got all the same potentials as reflective journal writing or any other form of creative expression, plus you can easily choose which bits to share.”

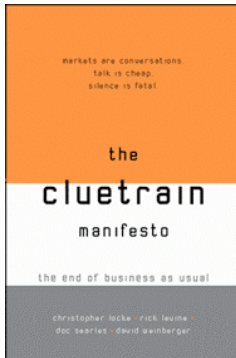
“Authenticity = Credibility”

“Blog with passion. Blog about what excites you, inspires you, scares you. The more your blog engages you, the more it will draw like-minded people in to participate in the conversation. You’ll also end up hanging out and working with **people you like and who like you.**”

“Like everything in life, **blogging takes practice.** The art of it and the craft of it. Give it time, let it grow, relax, enjoy the ride. Keep going.”

– Libby Davy at www.authenticblogging.com

Human Conversations > Connection



“Markets are **conversations**.”

“Conversations among human beings **sound human**. They are conducted in a human voice.”

“Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically **open, natural, uncontrived**.”

“The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.”

“Hyperlinks subvert hierarchy.”

"We can't go on together with suspicious minds." (Elvis in...)

– From *The Cluetrain Manifesto* <http://www.cluetrain.com/book/>

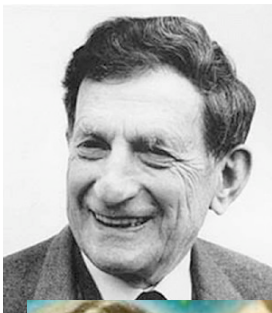


Transformative Blogging

“The meeting of two personalities is like the contact of two chemical substances: if there is any reaction, **both are transformed**.”

– Carl Jung in “*The Artist’s Way*”, *Week One – Recovering a Sense of Safety*

Conversations > Dialogue



“Dialogue.. the art of thinking together.”

“A dialogue can be among any number of people, not just two. Even one person can have a sense of dialogue within himself, if the spirit of dialogue is present.”

“*Dialogue ... a stream of meaning* flowing among and through **us and between us**. This will make possible a flow of meaning in the whole group, out of which may emerge some new understanding. It’s something new, which may not have been in the starting point at all. It’s something creative. And **this shared meaning is the “glue” or “cement” that holds people and societies together**”.



“The object of a dialogue is not to analyze things, or to win an argument, or to exchange opinions. Rather it is to suspend your opinions and to look at the options – to listen to everybody’s opinions, to suspend them, and to see what all that means.

– David Bohm, *On Dialogue*.

“He’s one of my scientific gurus.”

– HH The Dalai Lama in the forward to *On Dialogue*.

More on Authenticity & Truth

“**Be yourself**, not some idea of how a writer or blogger is meant to sound, not how the (often more experienced) bloggers that inspire you sound. Just be you, perfectly imperfect, learning, engaged in life and participating in global dialogue. Speaking your truth and allowing others to.”

– Libby Davy at www.authenticblogging.com

“Everyone carries a piece of the truth.”

– *The Laramie Project*

“Take part in truth.”

– David Bohm in “*On Dialogue*”

A call for clarity & coherence

“Truth does not emerge from opinions; it must emerge from something else – perhaps from a more free movement of this tacit mind. So we have to get meanings coherent if we are going to perceive truth, or to take part in the truth.”

– David Bohm in “*The Essential David Bohm*”

Writing > Story Telling > Human Becoming



“Writing is egalitarian; it cuts across geographic, class, gender, and racial lines... vice presidents of insurance agencies...factory workers...lawyers, doctors, gay rights activists, housewives, librarians, teachers, priests, politicians... we all have a dream of telling our stories – of realising what we think, feel and see before we die. **Writing is a path to meet ourselves and become intimate.**”

– Natalie Goldberg in *Writing Down the Bones*

(<http://www.nataliegoldberg.com>)

Nurturing Creativity



“Judging your early artistic efforts is artist abuse. This happens in any number of ways: beginning work is measured against the masterworks of other artists, beginning work is exposed to premature criticism, shown to overly critical friends... In recovering from our creative blocks, it is necessary to go gently and slowly.

“What we are after here is the healing of old wounds – not the creation of new ones. No high jumping please! Mistakes are necessary! Stumbles are normal. These are baby steps. Progress, not perfection, is what we should be asking of ourselves.”

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“I have learned, as a rule of thumb, never to ask whether you can do something. Say, instead, that you are doing it. Then fasten your seat belt. The most remarkable things follow.”

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What we really want to do is what we are really meant to do. When we do what we are meant to do, money comes to us, doors open for us, we feel useful, and the work we do feels like play to us.

– *Julia Cameron in The Artist’s Way* (<http://www.theartistsway.com>)



Human Becoming

“If we value independence, if we are disturbed by the growing conformity of knowledge, of values, of attitudes, which our present system induces, then we may wish to set up conditions of learning which make for uniqueness, for self-direction, and for self-initiated learning.”

– *Carl Rogers in “On Becoming a Person”*
(http://en.wikipedia.org/wiki/Carl_Rogers)

Get off it

“Mum, come and look at this. Get off the computer. I’ve painted Maxi as a tiger.”

– *Beatrice Davy-Sutherland (Age 6)* (<http://www.gravityland.net>)

Version 1.0 (2007). First prepared by Libby Davy for the Authentic Blogging course held in Brighton, UK in the Autumn Term 2007. To be released as an e-book after further development and dialogue with students and other participants (you?) at www.authenticblogging.com. Working titles are “Blogging & Becoming”, “Blog Your World” and “Blogging for Pleasure & Purpose”. All feedback and comment most welcome. All named contributors will be acknowledged in the e-book.



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