

# 2008 NGH CONVENTION BLOG

## SUMMARY

National Guild of Hypnotists.

### Would You Give Up **Chocolate** for the NGH Blog?

Here's some interesting information about how important blogs and blogging have become in our lives. The statistics were released early last month by the **Center for Online Research** and were based on a study by **BlogHer** of 6000 women. The research was compiled in conjunction with **Compass Partners** and showed that 36.2 million women actively participate in the blogsphere every week, with 15.1 million publishing and 21.1 million reading and commenting.

Hypnotists, like everyone else building, growing, and running a business today, can benefit from maintaining a blog to spread their message, reach their market, and build relationships with new clients and potential clients.

This particular study, of course, only looks at the patterns and blog habits of women, but it is fascinating and eye-opening information.

Here's what the study revealed...

Women are so passionate about blogging, says the report, that large percentages said they would give something up to keep the blogs they read and/or write:

- 55% would give up alcohol
- 50% would give up their PDAs
- 42% would give up their i-Pod
- 43% would give up reading the newspaper or magazines
- 20% would give up chocolate

Time shift from traditional media is accelerating in the general Internet population:

- 24% of women surveyed watch less television because of blogging
- 25% read fewer magazines because they are blogging
- 22% read fewer newspapers because they're blogging

In addition:

- More than half of women surveyed consider blogs a reliable source of advice and information
- Half of women surveyed say blogs influence their purchase decisions

*Amazing, isn't it?*

If you have a blog or a website, and you want to increase your visibility among blog readers, one simple step is to **leave comments on other people's blogs**. Most of the time, you will have the opportunity to include your own blog (or website's) address.

**And a perfect place to start leaving comments is on The NGH Convention Blog 2008.**

CREDITS: Research from BlogHer and Compass Partners, distributed by the Center for Online Research.

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### How To Leave Comments on the NGH Convention Blog

At the bottom of each NGH blog post you will see the words, "Filed Under" in small type. To the right of that, will be the Category under which the particular post is listed.

The next thing you will see will either be the words, "No Comments" or the number of comments a post has already received, such as, "1 Comment". Either way, *click the link*.

Clicking it will open a window where you can read any previous comments, and **YOU CAN LEAVE COMMENTS**. Every time you do this, and include your own blog address, you create a backlink to your own blog. You also put your message in front of people, who are already in the habit of reading blogs.

It's a simple step. But it's one that will help you build your own blog readership and visibility, which is almost as important in life as chocolate.

