

It takes a disciplined process to produce an accelerated sales cycle.

## N2tech introduces 360 Effort of Public Relations for the Non-profit sector

In working with non-profit organizations over the years, we have witnessed the difficulty faced by many good organizations to communicate effectively with their community of support, and convey the need for increased funding and volunteers. Like their business partners, more work is now being spread across fewer people.

Although an important component to the operation, it's difficult for some non-profits to hire someone in this communication capacity on a full-time basis. When it comes to promotion and public relations, non-profits will often place this responsibility on the



The right medium is as important as the message.

shoulders of someone doing other work within the organization, e.g., the Membership Director.

Taking this into consideration, N2tech took a

closer look at how we could offer many of the services associated with

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## Dave Baldwin weighs-in on, "I'm going to write a book!"

*Editor's note: Many of you have considered writing a book. But, where do you start? Often the experience begins with writer's block – you don't begin at all. To get some advice on how to get started writing that soon to be published tome, we reached out to author, freelance writer, and entrepreneur, Dave Baldwin - the Introverted Entrepreneur. We asked Dave to give us a feel for*

*how you can overcome that nagging notion of getting started on your book, but not knowing what is holding you back.*

*[ edited excerpt by **Dave Baldwin** from [Get That Book Out of Your Head!](#) ]*

The secret to beating writer's block is simple: recognize that there is no such thing.

One day, I was sitting in

front of my computer, uninspired to write. I decided to get up and go clean instead. I found the most boring tasks with which I could possibly occupy myself. It didn't take long before the magic kicked in. Ideas for things to write started popping into my head. I'd found my ticket, or so I thought.

When I put myself to work, I forced myself to deal with

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### Special points of interest:

- N2tech is interested in talking to Non-profit organizations to learn more about their communications needs
- This month's featured blog post is about: "Ten award homes, nine featured architects and a clear demonstration in the value of working with an architect..."

# Is blogging a dying endeavor?

**By Peter Kusterer, President NvestNtech, Inc**

Four years later with over 360 posts to my credit – pretty small by blog standards, but not bad for a guy who should be doing other things during business hours – I wonder sometimes why I keep at it. At a couple of hours for each post, it can take its toll on your otherwise productive day. But, if you like to keep your writing skills high and jump on a soapbox, it's a perfect platform to do both.

So the question begs asking – is it worth the effort?

More blogs are beginning to show little or no activity, and in some cases are abandoned altogether. There's also the boomerang effect where someone realizes it's been a long time since their last post, they make an entry about a renewed commitment, only to drift off into the sunset once again.

At one time, blogging was seen as the prime space of "Social Media [marketing]". Now the term encompasses all sorts of activity like private social networks, Facebook, MySpace, Twitter, etc. If you were to listen to some people, you need to be

*If it's not about the money, nor the ego boost of readers and subscribers, then why do it at all?*

active in all of them, all the time.

There's the rub – who has the time?

For me, it takes an average of about two hours to compose one post. That includes topic generation, development, composition, and publishing – the cut and paste in the blog editor and putting in all the hyperlinks and graphics can take nearly as much time as writing the post. Some of the posts I do include an interview or additional research on a topic, so it could easily exceed five hours by the time I am done.

When I began blogging, I recognized I would need a discipline of regular posting. I started with every Tuesday and Thursday. For one reason or another, I soon began to blast a couple of posts out on back to back days, and then go into seclusion for a week. That was the beginning of realizing the time crunch – the life/work balance was getting out of

sync.

Does it really matter, if no one is reading what you write?

It depends. If you are writing for your livelihood, then certainly it matters a great deal. For those that may want to make the case for affiliate advertising



Social Media Marketing is intended to broaden your reach using multiple digital outlets.

as an income source, I never envisioned large sums of money coming from advertisements on my blog, nor have I seen any statistics that would make me think that even a significant increase in readers and subscribers would make that a reality. So for me, it's not about the money.

If it's not about the money, nor the ego boost of readers and subscribers, then why do it at all?

Good question. I ask myself that on a regular basis. I started down this path as a result of an eNewsletter survey comment by one of our eNewsletter subscribers; they asked us to include more content that presented our company's view, and not just content

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## From page 1: "N2tech introduces 360 Effort of Public Relations for the Non-profit sector"

promotion and public relations in a more cost-effective manner. We developed a 360 degree model that offers traditional media and promotional services along with the emergence of social media and other digital outlets.

Not everyone should use social media; sometimes the most effective message comes from an event, or

public relations campaign, that is highly-targeted to a specific group. Also, over-investment in a Website or multimedia production may add an unnecessary burden of expense when something simpler and less stylish may be more suited to the intended recipient. The strength in this new N2tech model comes from the utilization of using only those services

and methods that your audience is most likely to respond to best.

*NvestNtech is responsible for sales and business development for N2tech. To learn more about the non-profit PR offering, please contact Peter Kusterer of NvestNtech at: 919-676-4065, or email PeterK@nvestntech.com*

## From page 2: "Is blogging a dying endeavor?"

submitted by others outside our firm. From this comment, I saw the blog as a soapbox of sorts where I could expound on a variety of topics and continue the eNewsletter in its present form.

In that regard, it feels as if it has fulfilled the void pointed out by our [eNewsletter](#) subscriber. [In the blog](#), I have made an effort to put forth some thoughts, ideas, and opinions on a wide range of topics. Often I will comment on situations we have seen in our business, or those I may see as a general market condition. Also, it became a platform to deliver the **One Goal – Revenue Generation® Podcasts**. That led to developing a [Group on LinkedIn](#), which is dedicated to the podcast series. In turn, we now pose weekly sales challenges for members of the Group.

What I have seen from this experience

is that each medium became a vehicle or stepping stone for the next. The eNewsletter led to the blog, the blog to the podcasts, the podcasts to the LinkedIn Group, etc. At this point, there is no Facebook or Twitter for us, but I can see how others have been led to keep the vine and branches of social media growing.

Is blogging a dying endeavor?

That's entirely up to you. Since I write now more for my enjoyment, and the opportunity to share with others, I'll keep going for the foreseeable future. I have noticed it has carried over in a positive way by honing my written and verbal communication skills. Also, I find myself sending links to prior posts as a response to a client's question, or to a friend or business associate when I do product reviews, or detail the outcome of my DIY projects.

But, I don't think it's for everyone, nor would I automatically recommend it for a company as part of their larger corporate communications and marketing plan. Rather than add all the opportunities in social media platforms, I would encourage companies and individuals to poll their intended audience and see what forms of communication would work best for their company. You might be surprised that a plain, old-fashioned text email – if there is such a thing – is the perfect tool to get your message across.

*Peter Kusterer is the President of [NvestNtech](#), Inc. headquartered in Raleigh, North Carolina. [NvestNtech's One Goal - Revenue Generation®](#) is a method to improve business performance with a disciplined process and accelerate sales.*

## From page 1: "I'm going to write a book!"

things that I had been procrastinating (such as one particular phone call that I had not been looking forward to making). Clearing these things out of my mind freed my creativity. I found a handful of similar tricks that helped a bit. These strategies didn't work 100% of the time, though. I finally realized that, while these tricks were fine and good, they weren't really addressing the problem.

I wasn't "blocked." I just wasn't sufficiently committed.

"Writer's block" is simply the apparent shutting down of the creative process. I could speculate as to why this happens, but it doesn't matter. The

creative process never actually shuts down. The flow of ideas never stops. The real question, then: why does this appear to be such a real problem for so many people? If writer's block is

*"Writer's block" is simply the apparent shutting down of the creative process. I could speculate as to why this happens, but it doesn't matter.*

imaginary, how does it succeed in preventing so many books from getting written? Finally, what is there to do about it?

When I started to write [Pied Piper Entrepreneurship](#), I realized that I no longer had the luxury of stopping production in the name of being "blocked." It had always felt like a poor excuse anyway. After all, I recall thinking to myself, assembly line workers don't get to stay home on

account of "worker's block." A mechanic doesn't wait until inspiration "strikes" before fixing a broken radiator. They just get to work and get the job done. I decided that being a writer was no different.

If you're experiencing writer's block, ask yourself this question: what are you committed to?

*[Dave Baldwin](#) is the author of ["Get That Book Out of Your Head!"](#) Baldwin has been living and working in Raleigh, North Carolina as a creative entrepreneur since 2007. He is a public speaker and community organizer, and he actively participates in Toastmasters. Baldwin occasionally paints in his spare time.*

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## Editor's Corner

This month it may seem like we are going in multiple directions, but in truth they all relate to communication and 'getting the word out'.

Whether it's the new product offering from N2tech for the Non-profit sector, or the whys and wherefores of blogging, communicating in a cost-effective and productive manner is important to all of us. We welcome hearing about your own experience in these areas.

Along these lines, we are pleased to feature a guest article from Dave Baldwin, the author of "[Get That Book Out of Your Head!](#)"

Finally, if you live in and around the Raleigh, Durham, Chapel Hill, NC area, take some time to attend the AIA Triangle Homes Tour that was featured in our blog this month (and below).



We really enjoy hearing from our readers and subscribers.

Our goal is to be a welcome guest in your inbox; we know that the competition for your time and attention is great. If for any reason we lose that appeal, before you go (and unsubscribe), please tell us how we can improve. You are in complete control of your subscription and can Opt-out at any time.

Please send your suggestions, comments, and insight to the Editor at: [newsletter@nvestntech.com](mailto:newsletter@nvestntech.com) If you are new to our newsletter and would like to join our mailing list, [please click here](#).

## From our blog this month: "When it comes to the AIA Triangle Homes Tour, think showcase -- not parade"

2010 marks the introduction of the first AIA Triangle Homes Tour in and around Raleigh, Durham, and Chapel Hill, NC. Modeled in part after the AIA Austin (TX) home tour, which is celebrating its 24th anniversary this year, this introductory Tour will feature "Ten award homes, nine featured architects and a clear demonstration in the value of working with an architect on a residential project of any scope and size." The Tour will be held October 2nd from 10a-6p.

I recently got together with David Fish, Assoc AIA and Committee Member for the Tour, so I could get a better understanding of the Tour's importance to homeowners in this tough economy, especially surrounding the downturn in new home building, and the resulting resurgence of home improvement and

remodeling.

Over coffee, Fish - as David is known to many; he goes by his last name, as often as his first - explained that many homeowners are looking for better utilization of (existing) space in their home; it's less about adding on to the home, and more about making the home work better for its occupants.

Whereas some homeowners may turn to magazines, a local home improvement store, or trusted contractor for advice and services, others are learning the benefits to employing the services of an architect. Rather than an approach of "I want something like this." that may come from a magazine, or prior work of the contractor, these homeowners are more interested in something that may be developed from a more unique

perspective suited to their needs. As Fish said during our discussion, "Think in terms of architecture as an applied art that brings together vision and systems."

The customary homeowner who might look for the services of an architect in this situation is a couple without children, or a typical family of four. In both cases, where they may have sought more space in a move-up to another, larger home, they now want to see if a rearrangement or remodel can expand what they already have in place. There is no age limit to this trend, as empty-nesters are as likely to want these changes as those who are in the more typical age bracket of 28-45 years of age.

[Click here](#) to read the rest of the story.