

**13th International Association for Sport Information World
Congress
11-13 March, 2009 - Canberra, Australia**

**Sport Information Blogging – Getting Your Message Out There
Fast.**

Wayne Goldsmith

Managing Director, Moregold Performance Consulting
Australia



Australian Government
Australian Sports Commission



AUSTRALIAN
INSTITUTE OF SPORT

13th IASI World Congress

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*Building and sustaining sport information communities -
through connectivity, collaboration and sharing*



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Mr. Wayne Goldsmith

High Performance Sport Consultant



Sport Information Blogging -
Getting your message out
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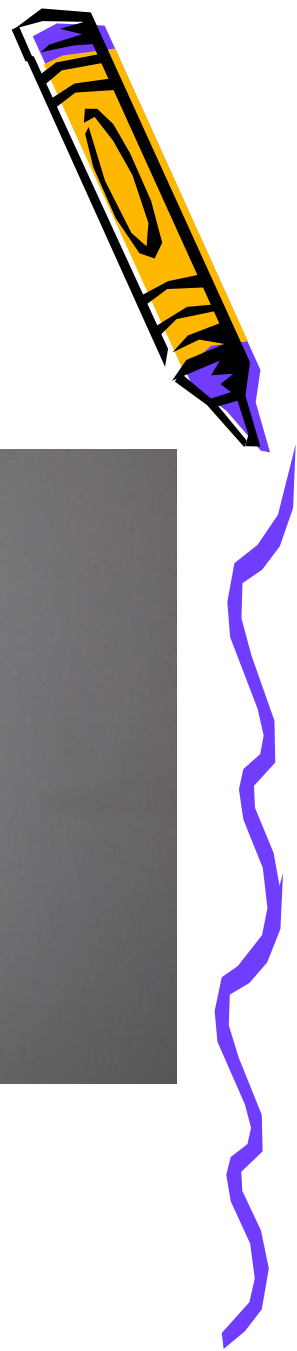
Wayne Goldsmith

WELKOME tO Blogging!

- I am not a smart man but I love blogging!!!!
- I get ideas out in the on-line community as soon I have them.
- I get honest, direct and sometimes rude comments and opinions which challenge my own.
- I learn more than I teach.



This is what I think of
people who send rude
comments!!!!!!



All AboWt Me

- I am a self confessed knucklehead.
- Fishing addict.
- I do not have formal or computing qualifications or training.
- I love to write. It is my passion.
- I have 1000 ideas a day – most of them pretty ordinary but all of them interesting.



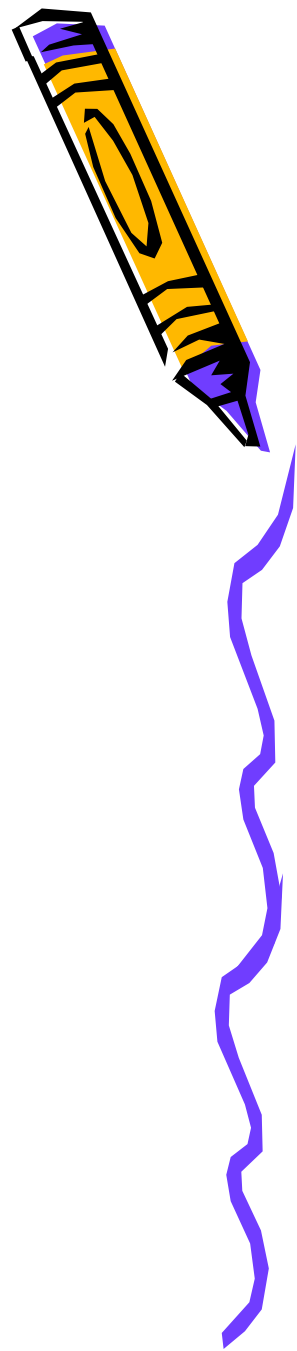
My blog - www.sportscoachingbrain.com



- I came up with the name.
- I designed the site, layout, structure etc.
- I use Word Press.
- I write the posts and all the content.
- I answer all emails and comments.
- I deal with the SPAM – no more Viagra, Penis enlargement, Real Estate schemes, Rolex watches or money from Nigeria thanks.



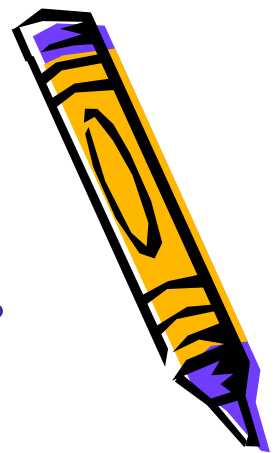
Let's havE a LooOk



- Click on the “brain” (Brayne) and let’s have a peek.
- My six year old came up with the design – she said this is what I look like to her.....



A rEally inTerESting tool...

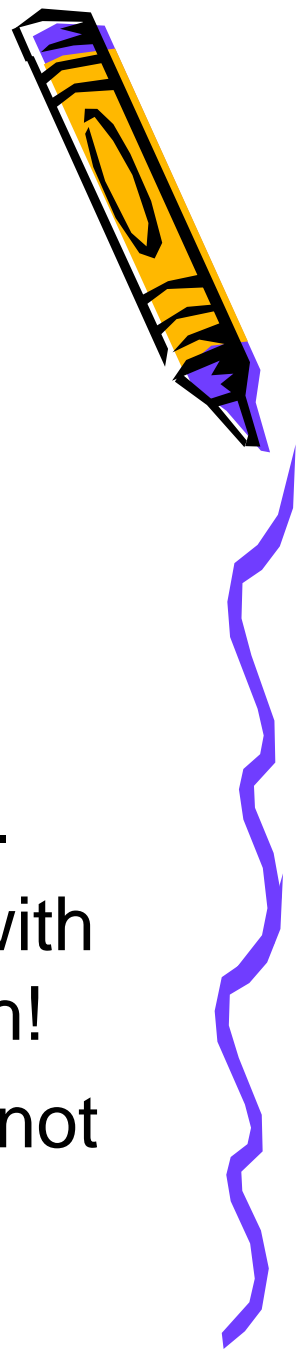


- I use GOOGLE ANALYTICS.
- Not sure how good it is but I love it and it makes me think a lot.
- Marketing tool?



StUFf I haVe lerned

- Be honest.
- Generate conflict and controversy – you learn faster.
- Do not take criticism personally.
- Be bold – big ideas are needed right now.
- Post little / post often.
- Reply to ALL genuine emails / communications.
- Come to terms with IP issues – tough!
- Sell the SIZZLE not the STEAK.



SUMmarI



- Blogging is like leaking an idea to the press...
- You get views and opinions on ideas before you commit to making them “policies”.
- It’s NOT more fun than a mini train but it’s close...



Check it out.....let me
know what you think.....

Wayne Goldsmith

Moregold Performance
Consulting and the
Sports Coaching Brain.

www.moregold.com.au

www.sportscoachingbrain.com

Mobile: **0414 712 074**

Email: wayne@moregold.com.au





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