

# WordCamp Detroit 2012

## Smart Blogging Tools for Smart Business



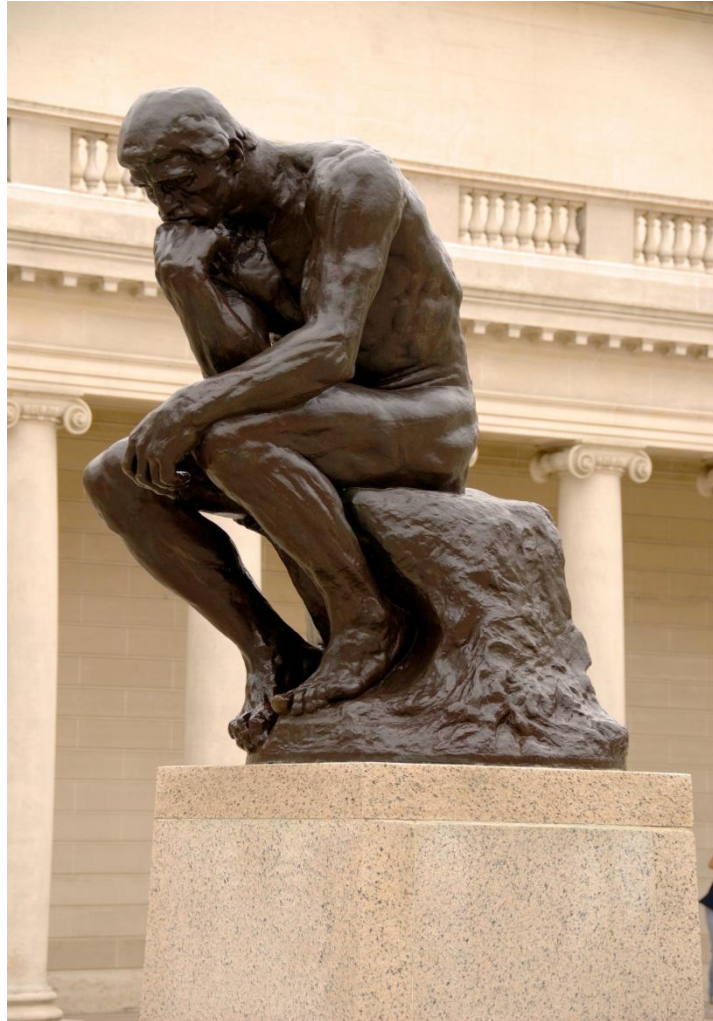
**Andy Makar**  
andy@amakar.com

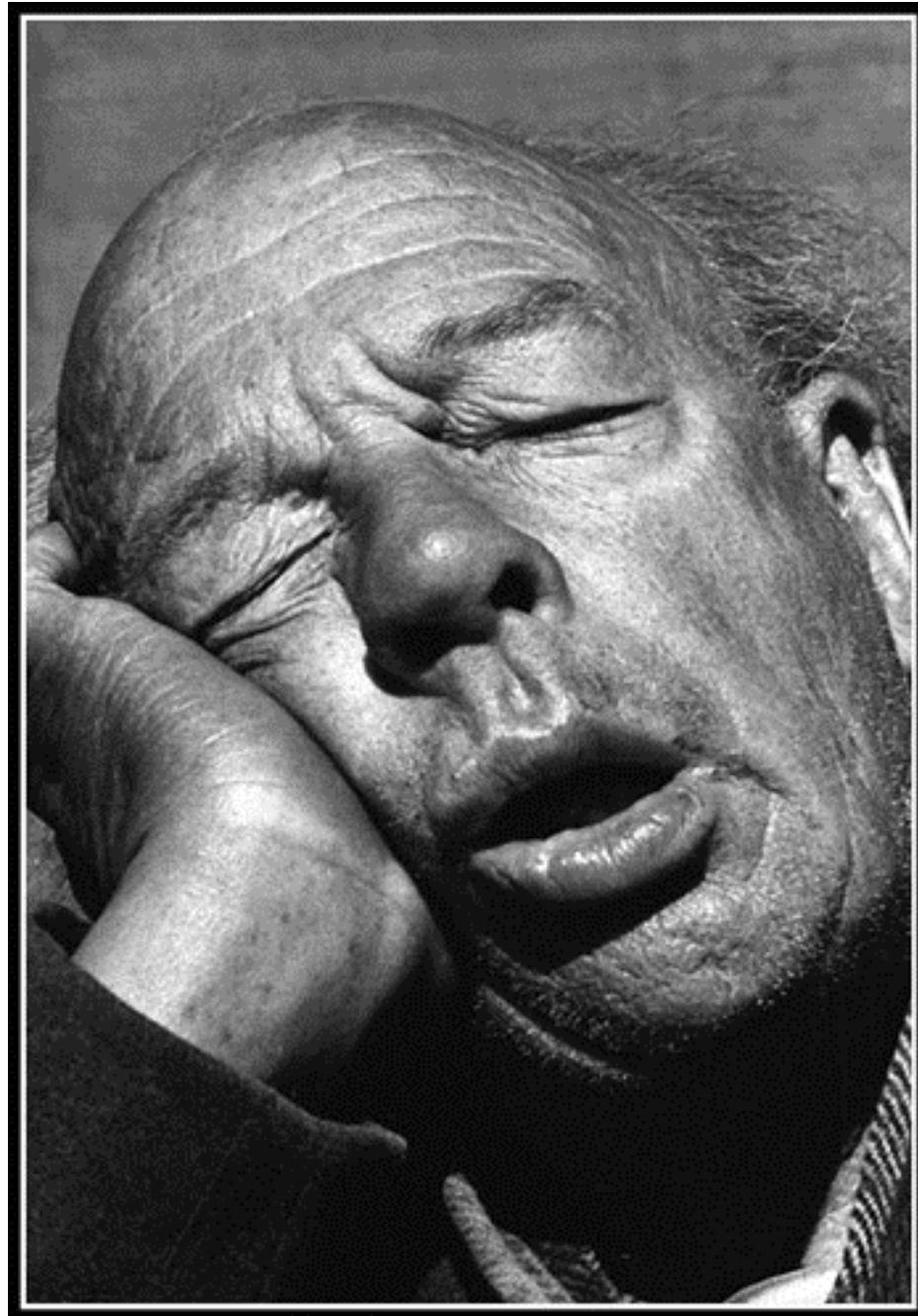


@andymakar

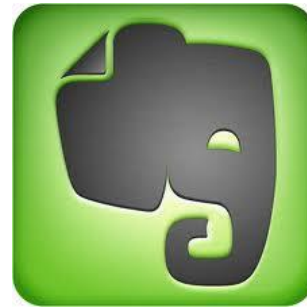
Download this presentation at  
<http://www.amakar.com/wordcamp2012>

# A Technical Study in Collaborative Project Management Tools for Content Management Systems





# Smart Blogging Tools for Smart Business



asana:





# Although...

None of these tools have ANYTHING to do with



Yet have EVERYTHING to do with your





# The Talk

- The Bloggers Challenge
- Demonstrate a few useful solutions
- Provide free resources to get stuff done
- Hand out some free SWAG



# Quick Poll

- How many of you run more than one blog?
- How many of you write content for other blogs?
- How many collaborate with others to produce content?

# My Background

- IT Manager by profession
- Freelance writer
  - Publish 3-4 columns each month for industry blogs in the project management niche

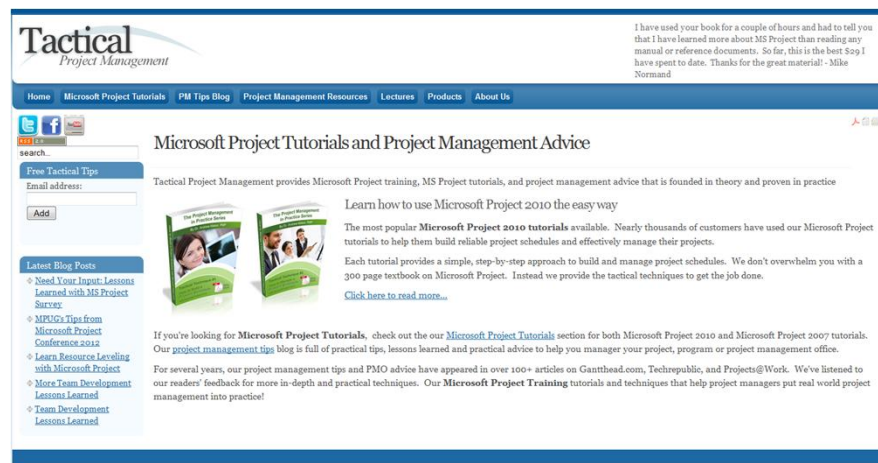
[gantthead.com]





# My Background

- Write for clients' corporate blogs
- In my "free time", I maintain two of my own blogs



www.tacticalprojectmanagement.com

## AMAKAR

Smart Ideas for Smart Business



### WordPress Search Engine Optimization Tips

by Andy on OCTOBER 2, 2012 in [SEARCH ENGINE OPTIMIZATION](#) [\[EDIT\]](#)

At a recent Detroit WordPress Meetup session, Tim Yow of YowSEO.com gave an excellent talk about on-page WordPress Search Engine Optimization tips. Tim's presentation was entitled "Getting more Google Love for Your WordPress site". I always glean another SEO nugget whenever I meet with consultants who enjoy trying to reverse engineer Google's search algorithm all [...]

[READ FULL STORY](#) • [COMMENTS \(0\)](#)



### Twitter Benefits: What is your ROI on Twitter?

by Andy on JULY 18, 2012 in [SOCIAL MEDIA](#) [\[EDIT\]](#)

What's the benefit of putting your business on Twitter? You can tweet, re-tweet and follow everyone on #FollowFriday and still not see a tangible return on the investment for your time. The key benefit of Twitter is not in the pipe dream of "Tweet and Grow Rich" but rather in the professional connections made by [...]

### SUBSCRIBE & CONNECT

Subscribe to our e-mail newsletter to receive updates.

E-mail



### POPULAR LATEST COMMENTS

**Twitter Benefits: What is your ROI on Twitter?**  
JULY 18, 2012

**Website Terminology for Business Owners**  
MAY 25, 2012

**WordPress Search Engine Optimization Tips**  
OCTOBER 2, 2012

www.amakar.com

If you run one blog or many



# The Bloggers Challenge



Idea Generation



Content Creation



Blog Planning



Blog Promotion

# Business Side of Blogging



Client Prospecting



Client Management



Work product approvals



Invoicing and Billing

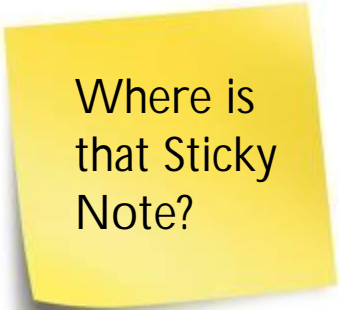
# Team Collaboration

- Editors and Staff writers
- Graphic Artists
- Virtual Assistants
- Wordpress Developers






# Managing without tools...



Where is  
that Sticky  
Note?



Where is that  
Scrap Paper?



That Great Idea



## ...isn't Smart Business



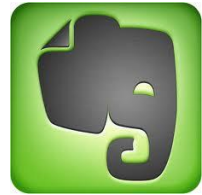
# There has to be a better way!

- What if...
- Ideas were easily captured and retrieved
- Content creation was easier
- Blog planning and promotion was easy to manage
- Easy Task management
- Simple Back office workflow



# Meet the Tools

Purpose	Tool
Idea Capture and Retrieval	 Evernote
Idea Generation Brainstorm Content Blog Planning Task Management & Collaboration	
Blog Planning Blog Workflow Blog Promotion Back Office Management	
Task Management & Collaboration	



[www.evernote.com](http://www.evernote.com)



# IDEA CAPTURE & RETRIEVAL

# You have a spontaneous idea for a blog post



Waiting in the line for lunch



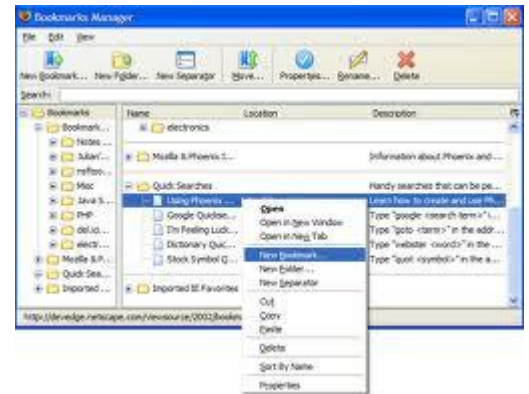
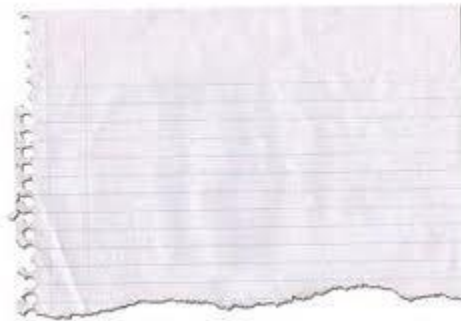
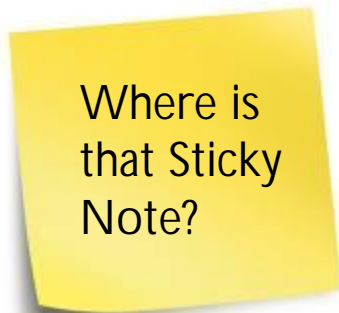
Navigating Traffic



Surfing the web sparks an idea

# Usually...

- Sticky Note, Loose Paper, Bookmark



# A Better way with Evernote

Remember everything with Evernote

- Screen Clipping
- Notes
- Photo Snapshots
- Audio Recording





# Evernote

The screenshot displays the Evernote web application interface. On the left sidebar, under 'Account', there is a list of notebooks including 'All Notes (1073)', 'amakar's notebook (971)', 'Coin Magic Tricks (42)', 'Conflicting Changes (1)', 'Food Blog (8)', 'Get Found Guy (11)', 'Medical Call Center (1)', 'MikeKastler (13)', 'Mind Mapping (1)', 'No Fat Daddy (1)', 'Sketch', 'Tactical Blogging (18)', 'Wordpress (1)', and 'Writing Ideas (5)'. Below this are sections for 'Tags', 'Attributes', 'Saved Searches', and 'Trash (115)'. At the bottom of the sidebar, there is a banner for 'Evernote DUMMIES'.

The main content area is titled 'Notes by Created' and shows a list of notes. The first note is 'Screen clip' (9/10/2012, 577KB), followed by 'IBMA - Micro Sites' (9/10/2012), 'Microsoft Project Common Problems' (9/10/2012), another 'Screen clip' (9/4/2012, 122KB), and 'Screen clip' (9/4/2012) about sample reports in the BI center. The last note is 'Screen clip' (9/4/2012) about portfolio planning.

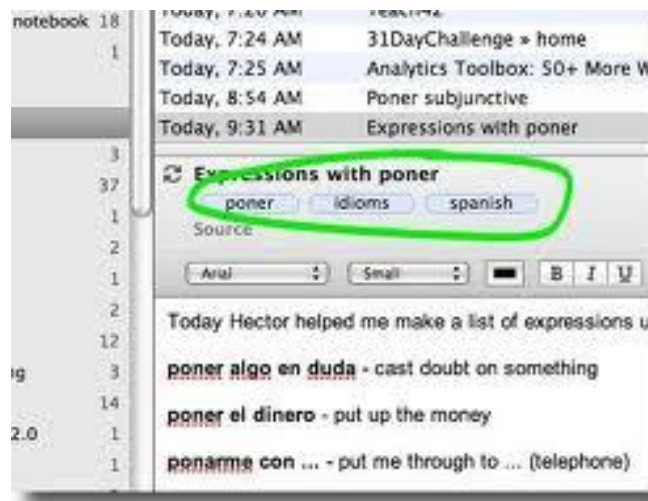
The right pane shows a detailed view of the 'Screen clip' note. It includes metadata: 'Created: 9/4/2012 1:22 PM' and 'Updated: 9/4/2012 1:23 PM'. There are fields for 'Click to set author...', 'Click to set location...', 'Click to set source url...', and 'Click to add tag...'. Below this is a rich text editor with various formatting options. The note content is titled 'Sharepoint Apps' and features a Microsoft SharePoint logo. It lists various project management categories and displays a grid of featured apps, including 'SharkPro Project View for Project Web App', 'TPG MTA Chart', 'TrackTimesheet Go 365', and '2A QuickStart'. Each app card shows its icon, name, and a star rating.

# Evernote is everywhere



# Evernote Tagging

- Easy Retrieval using Tags





# Evernote Basic Workflow

- Create a notebook for blog ideas
  - Read a relevant article – clip entire article to Evernote
  - Screenshot to Evernote
  - Take a photo and send to Evernote
  - Record an audio thought in Evernote
  - Email a email message to my Evernote
  - Tag Everything



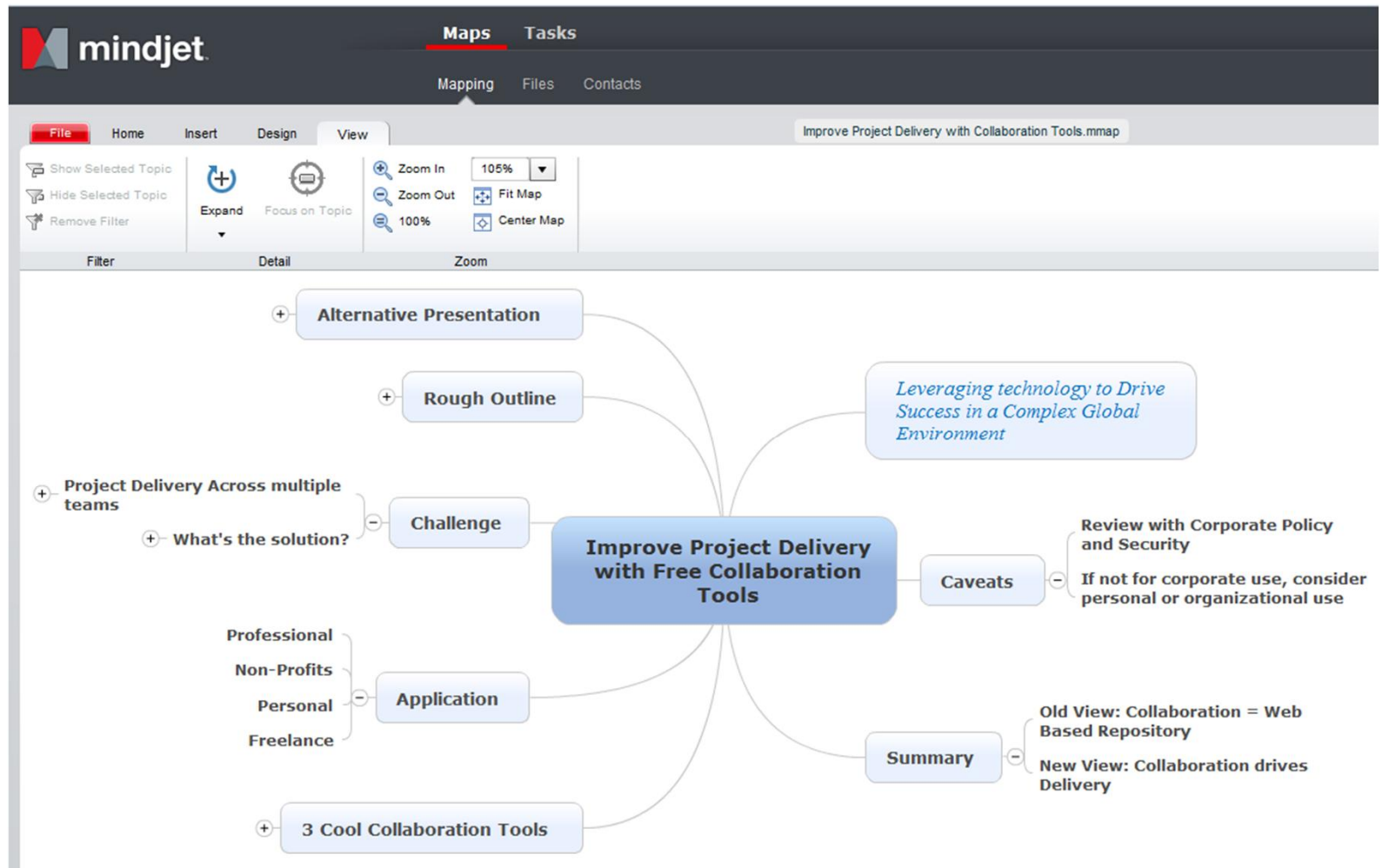
[www.mindjet.com](http://www.mindjet.com)



# IDEA GENERATION & MUCH MORE



# You've got ideas...Now What?



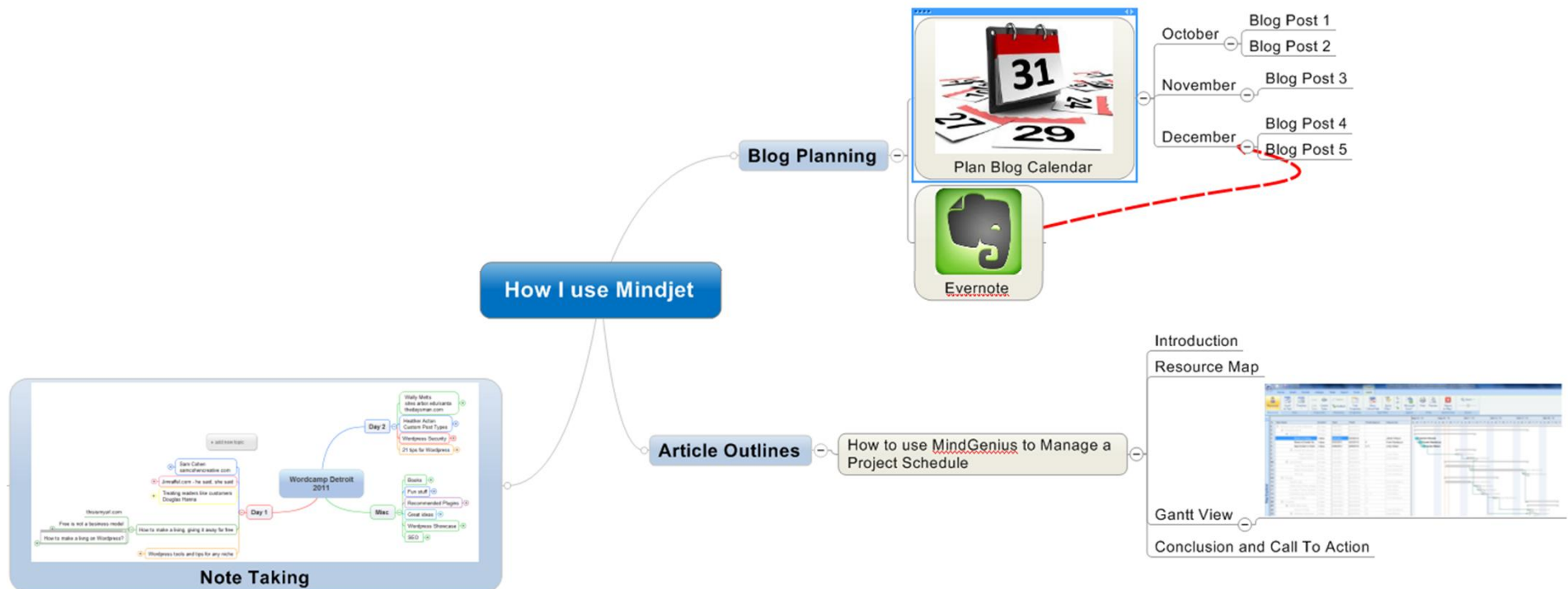




# Mindjet is...

- Brainstorm, organize, and manage projects from anywhere using a visual framework
- Historically, Mindjet was a mind mapping tool
- Grown into a collaboration tool

# How I use Mindjet



# Blog Planning



# Article Outlines

## Article Outlines

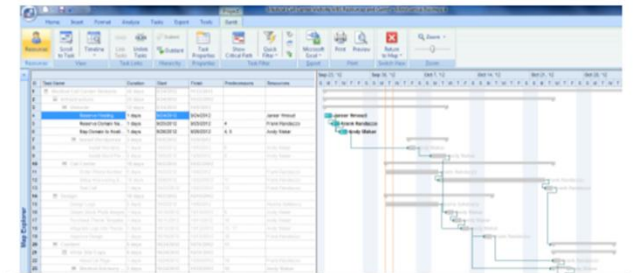
How to use Mind Mapping to Manage a Project Schedule

Introduction

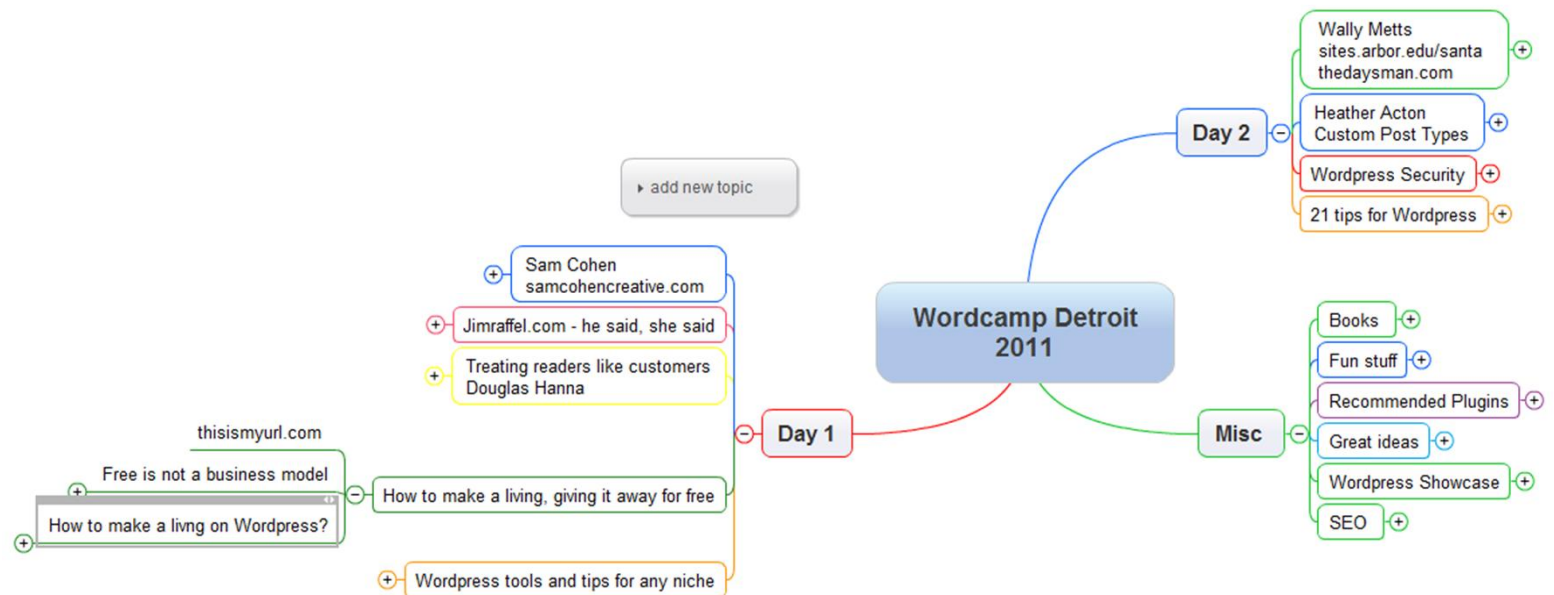
Resource Map

Gantt View

Conclusion and Call To Action

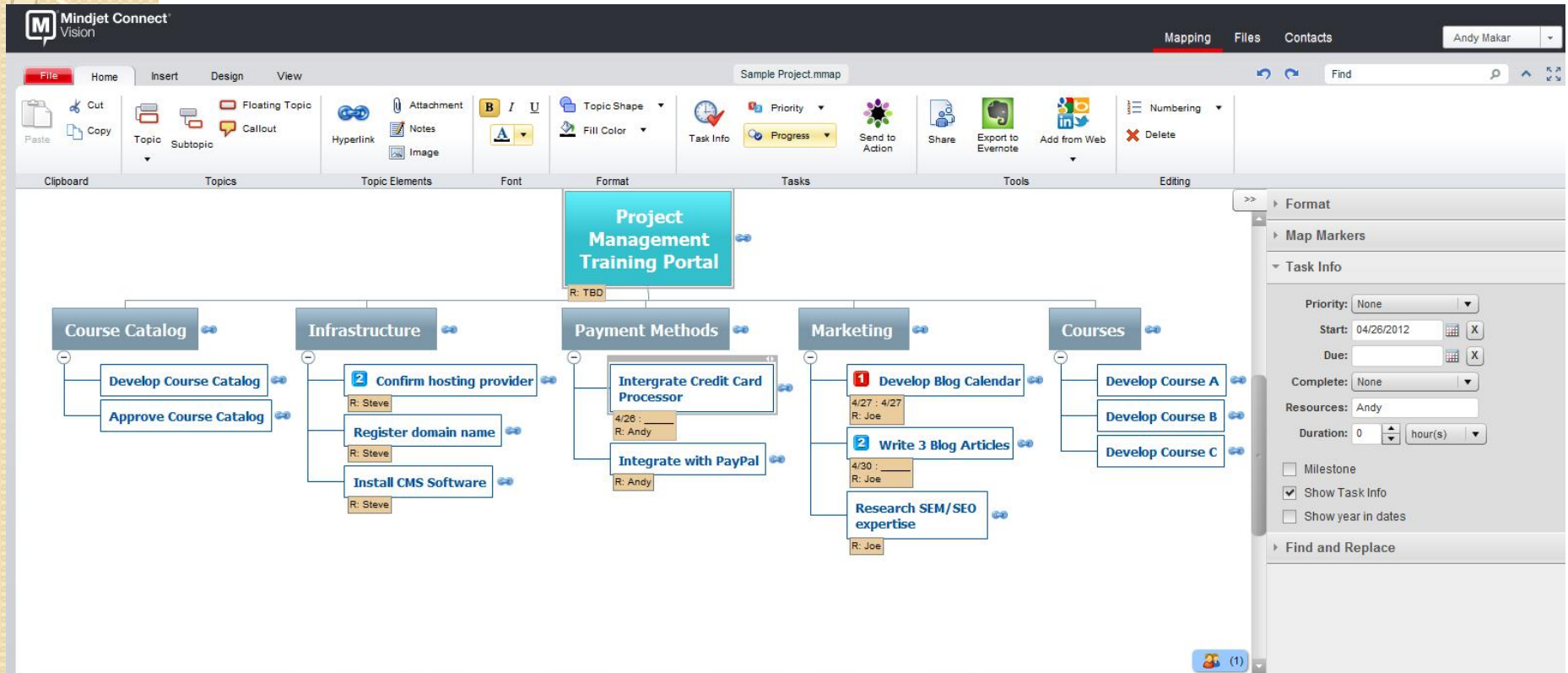


# Notes from Wordcamp 2011



I also  
Evernote the  
map

# Collaboration - Assign People and Dates to Tasks





# Mindjet Tasks

The screenshot displays the Mindjet Connect Action web interface. The top navigation bar includes the Mindjet logo, a search bar, and links for settings, help, and logout. The left sidebar contains sections for 'SEARCHES' (My Tasks, Recent Activity, Waiting For, Due Today), 'PROJECTS' (Mindjet Content Marketing Project, Sample Project, My Test Project), and 'CONNECTIONS' (Andy, Wayne Chan, Helpful Hannah). The main content area is divided into two columns. The left column shows 'My Test Project' with a list of active tasks: 'Intergrate Credit Card Processor', 'Develop Blog Calendar', 'Write 3 Blog Articles' (28 days), 'Integrate with PayPal', 'Develop Course B', and 'Develop Course C'. The right column shows a user profile for 'Andy' with a list of active tasks: 'Intergrate Credit', 'Develop Blog Cal', 'Write 3 Blog Arti', 'Integrate with Pa', 'Develop Course', and 'Develop Course C'. A modal window is open over the 'Write 3 Blog Articles' task, displaying its details: 'ASSIGNED TO: Andy', 'FOLLOWERS: Andy', 'TARGET DATE: 04/30/2012', 'PROGRESS', 'REPEAT: Off', 'PROJECT: My Test Project', 'CREATED BY: Andy' (04/23/2012), and 'VISIBLE TO: Just Me, Just Followers, Followers & Project Members'. The modal also includes a 'Finish' button, an 'Assign' dropdown, and a 'blocking (1)' indicator. The bottom right of the modal shows a 'Reply' button and a 'Comment' button.

# Task Detail

The screenshot displays a task management interface. On the left, the task details for 'Complete Article 1: Collaborate with Mindjet Connect' are shown. The task is assigned to 'Andy', has 'Wayne Chan' and 'Andy' as followers, and a target date of '11/09/2011'. The progress is marked as 'task is 100% complete'. The project is 'Mindjet Content Marke', created by 'Helpful Hannah' on '11/04/2011'. The visibility is set to 'Followers & Project Members'. On the right, a comments section shows two entries: a comment from 'Wayne Chan' dated '5 months ago' asking about simultaneous posting, and a 'finished' status update from 'Andy' dated '5 months ago' stating the final submission was sent to the TechRepublic Editor.

**Complete Article 1: Collaborate with Mindjet Connect** 0

Restart Assign

ASSIGNED TO: Andy

FOLLOWERS: Wayne Chan Andy

TARGET DATE: 11/09/2011

PROGRESS: task is 100% complete

REPEAT: Off

PROJECT: Mindjet Content Marke

CREATED BY: Helpful Hannah 11/04/2011

VISIBLE TO: ☒ Just Me ☐ Just Followers ☐ Followers & Project Members

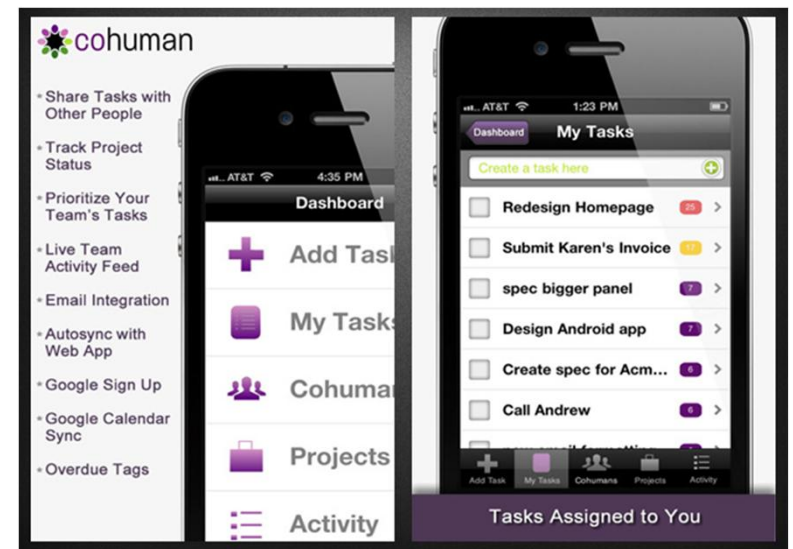
comments history 1 time blocking

**Wayne Chan**  
commented on [Complete Article 1: Collaborate with Mindjet Connect on Mindjet Content Marketing Project:](#)  
*Excellent. It was a great write up. Thanks Andy.*  
*Are you also going to post these articles on your blog simultaneously or is that a no no if it's published?*  
5 months ago

**Andy**  
finished [Complete Article 1: Collaborate with Mindjet Connect on Mindjet Content Marketing Project.](#)  
5 months ago  
commented on [Complete Article 1: Collaborate with Mindjet Connect on Mindjet Content Marketing Project:](#)  
*Final submission was sent to TechRepublic Editor*

# Mindjet Task Features

- Task Management meets Twitter
- Instant Email integration with specific tasks
- Instant task notification



Trello



# BLOG WORKFLOW



# Trello

- <http://www.trello.com>



Trello is a collaboration tool that organizes your projects into boards. In one glance, Trello tells you what's being worked on, who's working on what, and where something is in a process.



# Trello Uses

- Blog Planning and Scheduling
- Blog Workflow
- Blog Promotion
- Back Office Management
- Client Management System



# Blog Posts and Lists

**2012 Writing Calendar** AMAKAR LLC

**Ideas and Research**

- Article Template (0/9)
- Developing a Community with Twitter - The PMChat story (0/9)
- AMAKAR: How to find long tail keywords (0/9)
- Project Management Tool Decision Tree (0/9)
- TR: Update Needed Indicator (0/9)
- AMAKAR - Next Article (0/9)
- AMAKAR - MS Word to Wordpress (0/9)
- AMAKAR - Stop Creating Great Content (0/9)
- Add a card...

**Writing**

- LP: LP v MSP Outline
- TR: Tasks Need Updating Tutorial (0/9)
- Tool Review Siasto : Task Management Simplified
- MindGenius : Monthly Offering Proposal
- TR: Monthly Services Proposal
- Add a card...

**Submitted**

- Gantthead: Whitepaper and Presentation

Every Blog Post is a Card

Lists represent blog post progress

# Every Blog Post is a Card

TR: PMChat in list Published

0/9

PMChat article on every Fridays #PMCHAT on Twitter promoting best practices in Project Management

Save

Markdown accepted

Checklist

0%

☐

Submit Tweet

☐

Publish on Tactical PM wall

☐

Publish on Google Plus

☐

Add to LinkedIn Publication Profile and Status☐☐☐☐☐

Add item

Activity

Write a comment...

Labels

Edit Labels...

Members

Assign...

Actions

Add checklist...

Due date...

Attach File...

Move...

Subscribe

Archive

Card #70 [More...](#)

Assign Due Dates  
per Blog Calendar



# Blog Workflow Process

- 6 key stages
  1. Ideas and Research
  2. Writing
  3. Submitted
  4. Published
  5. Invoice
  6. Paid
- Stages are Lists in Trello

# Blog Workflow

**Trello** 2012 Writing Calendar AMAKAR LLC

- Ideas and Research**
  - Article Template (0/9)
  - Developing a Community with Twitter - The PMChat story (0/9)
  - AMAKAR: How to find long tail keywords (0/9)
  - Project Management Tool Decision Tree (0/9)
  - TR: Update Needed Indicator (0/9)
  - AMAKAR - Next Article (0/9)
  - AMAKAR - MS Word to Wordpress (0/9)
  - AMAKAR - Stop Creating Great Content (0/9)
  - Add a card...
- Writing**
  - LP: LP v MSP Outline
  - TR: Tasks Need Updating Tutorial (0/9)
  - Tool Review Siasto : Task Management Simplified
  - MindGenius : Monthly Offering Proposal
  - TR: Monthly Services Proposal
  - Add a card...
- Submitted**
  - Gantthead: Whitepaper and Presentation
  - Add a card...
- Published**
  - TR: PMChat (0/9)
  - Add a card...
- Invoice**
  - Gantthead : Green PM (0/9)
  - PAW LP Resource Mgmt
  - PAW Microsoft 2013 Preview
  - Add a card...
- Paid**
  - TR Project VB Code Hello World
  - TR Project VB Code Missing Baseline
  - TR {Free} : Mind Mapping Android Tablet (6/9)
  - TR VB Code Project Metrics
  - TR VB Code Late Tasks
  - PAW: AgreeDo Meeting Minutes Made Easy (0/1)
  - TR: Ganttter
  - TR: Trello Issue Log
  - Add a card...

# Every blog article follows the same card template

The screenshot shows a Trello card titled "Article Template" within a list named "Ideas and Research". The card has a description field with "0/9" characters and an "Edit the card description" link. A checklist is visible with a 0% completion rate, listing various social media and promotional tasks. To the right of the checklist is a blue callout box with the text "Social Media and Blog Promotion Checklist" and a pointer to the checklist items. On the right side of the card, there are several action buttons: "Add checklist...", "Due date...", "Attach File...", "Move...", "Subscribe", and "Archive". At the bottom, there is an "Activity" section with a comment input field and a "Card #56 More..." link.

**Article Template** in list Ideas and Research

0/9

[Edit the card description.](#)

**Checklist**

0%

- ☐ Submit Tweet
- ☐ Publish on Tactical PM wall
- ☐ Publish on Google Plus
- ☐ Add to LinkedIn Publication Profile and Status
- ☐ Add to Newsletter
- ☐ Submit to PM Groups distribution list on Google
- ☐ Add to Tactical PM Autoresponder
- ☐ Create Presentation and Video version
- ☐ Post Summary on TPM Blog

[Add item](#)

**Labels**

[Add checklist...](#)

[Due date...](#)

[Attach File...](#)

[Move...](#)

[Subscribe](#)

[Archive](#)

Card #56 [More...](#)

**Activity**

# Client Management System

**Prospective Clients**

- Joe Murphy  
1 Dec 12
- Prospect B
- Prospect C
- Prospect D
- Prospect E
- Prospect F
- Prospect G
- Prospect H
- Prospect I  
Sep 3
- Add a card...

**Active Clients**


- Techrepublic
- Projects At Work
- Gantthead
- Add a card...



**Follow Up**

- Prospect 0
- Prospect 1
- Prospect 2
- Client Z
- Client Y
- Prospect 3
- Prospect 4
- Client X
- Prospect U
- Add a card...





# Client Management System


 **Joe Murphy** in list **Prospective Clients**


1   Dec 12 at 12:00 PM


Contact Name: Joe Murphy  
Email: joe@murphy@com  
Phone: 555-1212


**Save**  [Markdown](#) accepted







 **Activity**

 Write a comment...

 **Andy Makar**  
Contacted. Asked to follow up on Dec 1, 2012  
35 minutes ago - [Edit](#) - [Delete](#)

 **Edit Labels**

**Members**  
 **Assign...**

**Actions**  
 **Add checklist...**  
 **Due date...**  
 **Attach File...**  
 **Move...**  
 **Subscribe**  
 **Archive**

Card #1 [More...](#)

Follow Up Dates  
and Client Notes

Task List Management Made Easy



ASANA



# Your Daily Task List

- Not necessarily stored in a project schedule
- Sticky notes
- Notepad
- Random Scraps of Paper
- No more! Put it in Asana

# Asana

Simple  
2-Level Outline

The screenshot displays the Asana web application interface. On the left, a sidebar shows the 'asana:' logo, a search bar, and navigation links for 'ACME TEAM', 'My Tasks', 'PROJECTS', 'TAGS', and 'PEOPLE'. The main content area is titled 'Andy's ACME Team Tasks' and lists various tasks. A task titled 'Learn Basic Chords' is highlighted, and its details are shown on the right. The task details include a 'Mark Complete' button, 'Add Notes', 'Assignee' (Andy), 'Projects' (add to project), 'Due Date' (Friday), 'Tags' (Attach a file), 'Followers' (Andy), and an 'Activity Feed' showing recent updates. The bottom of the interface features a 'Videos' section with links to 'Intro to Asana', 'Individual Task Management', 'Project Management with Asana', 'Getting Your Team Started', 'CRM with Asana', 'Bug Tracking with Asana', and 'Applicant Tracking with Asana'. A footer bar contains keyboard shortcuts and a 'Share Asana' button.

asana:  
Search

ACME TEAM

My Tasks

PROJECTS TAGS PEOPLE

New Project

Andy's ACME Team Tasks

My Priority Date New

Improve Health and Lose 20 Pounds:

2 Sign-up Tae Kwon Do (3 x per week)

3 Register with Loselt.com

4 Download LostIt.com app for iPhone

5 Pack Lunch 4 days per week

6 Pack Lunch 4 days per week Mar 19

7 Challenge a friend to a Biggest Loser competition

Learn Guitar:

9 Buy RockSmith

10 Research School of Rock Costs

Learn Basic Chords Friday

12 Learn 3 Songs

13 Play 3 Songs from memory

14 Play a Coffee House Open Mic Night

Expand Professional Network:

16 Attend Monthly PMI event

17 Follow up with 3 contacts on LinkedIn

Mark Complete

Learn Basic Chords

Add Notes

Assignee: Andy

Today Upcoming Later

Projects: add to project

Due Date: Friday

Tags: Attach a file

Followers: Andy Unfollow

Activity Feed

Andy created task: Jan 9

Andy changed the due date to April 27. 11:10pm

Comment

Videos

Intro to Asana

Individual Task Management

Project Management with Asana

Getting Your Team Started

CRM with Asana

Bug Tracking with Asana

Applicant Tracking with Asana

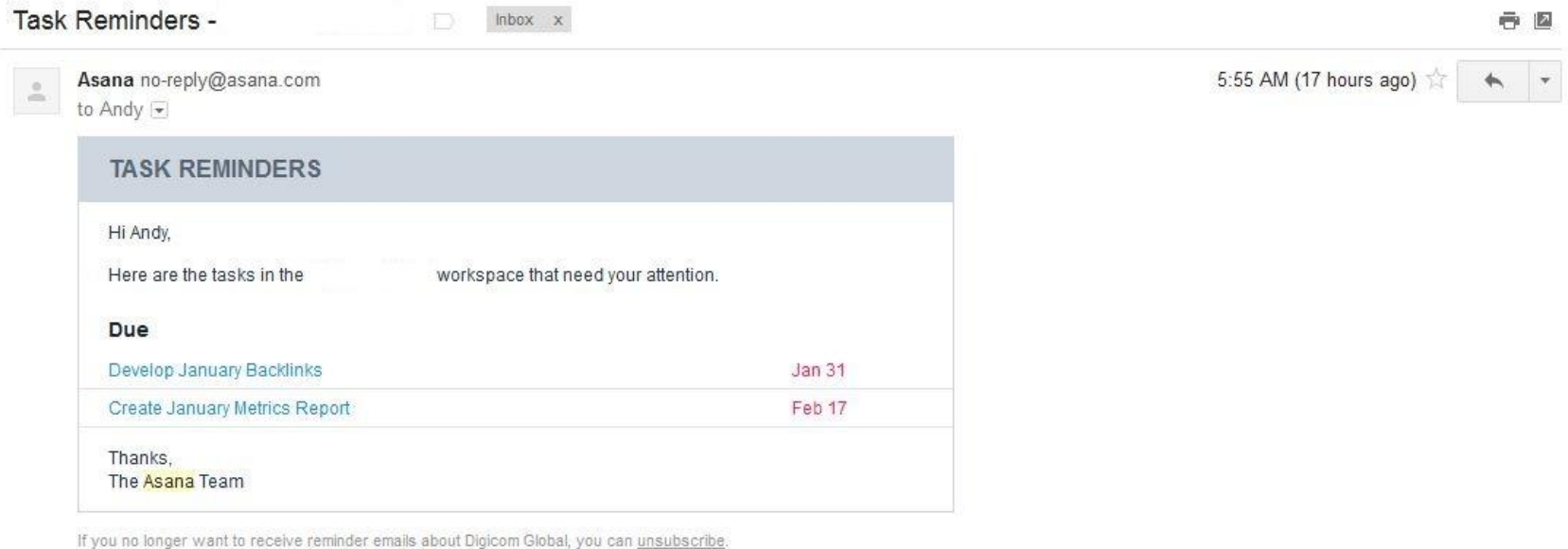
Help New Task Ctrl+ Mark Complete Tab+BKSP Delete Task Ctrl+ Move Down Ctrl+Shift+ Jump Down ESC Close Details Tab+Q Quick Add more... Share Asana

# Lighting Fast Task Entry

- Prioritize Tasks as Today, Upcoming and Later
- Add followers to tasks
- Tag Tasks
- Activity Feeds

The screenshot shows a task management interface for a task titled "Learn Basic Chords". At the top, there is a "Mark Complete" checkbox and icons for a calendar, a lock, and a dropdown menu. Below the title, there is an "Add Notes" section. The "Assignee" is "Andy", with a profile picture. Below the assignee, there are three radio buttons for "Today", "Upcoming", and "Later", with "Upcoming" selected. There is a "Projects" section with a link "add to project". The "Due Date" is "Friday". There is a "Tags" section with a link "Attach a file". Below this, there is a "Followers" section with "Andy" listed and an "Unfollow" button. The "Activity Feed" shows two entries: "Andy created task. Jan 9" and "Andy changed the due date to April 27. 11:10pm". At the bottom, there is a "Comment" input field.

# Email Reminders



- Email integration and email reminders for tasks

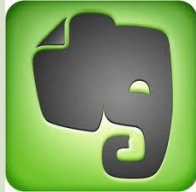





Evernote – Mindjet – Trello - Asana



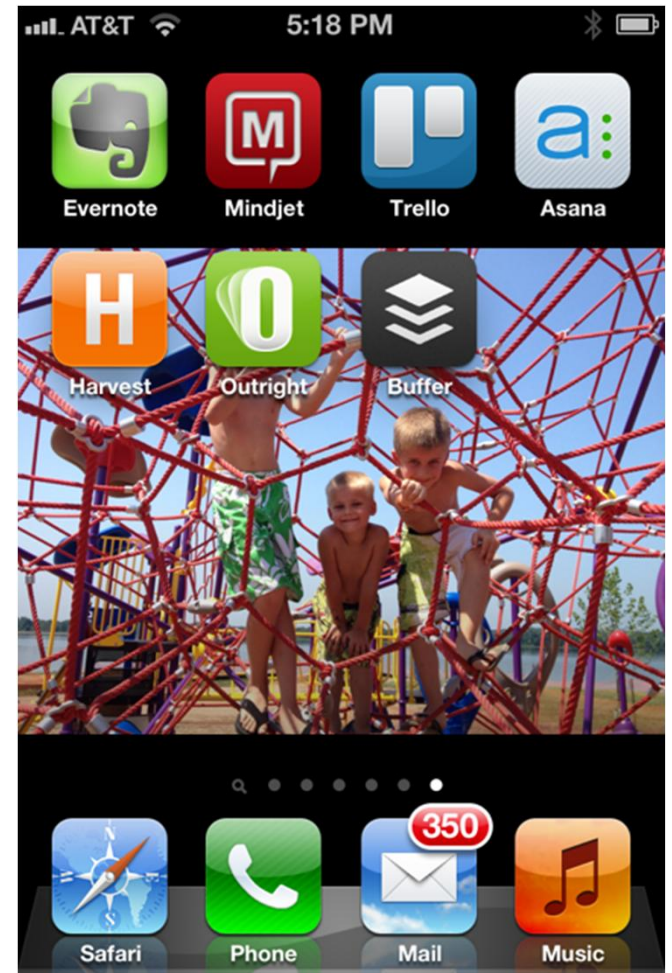
# WHAT TOOL TO USE

# My Preference

Purpose	Tool
Idea Capture and Retrieval	 Evernote
Brainstorm Article Content	
Blog Planning Blog Workflow Client Management	
Blog Goal Setting and Task Planning Team Collaboration	

# Mobility Support

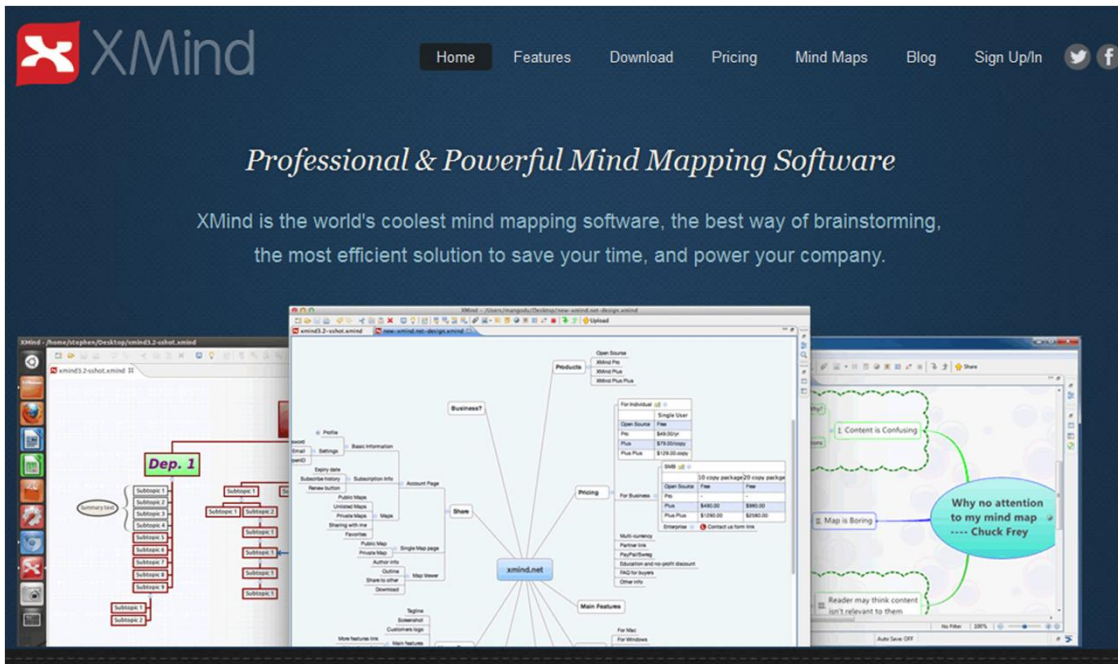
- iPhone, iPad & Android
  - Evernote
  - Mindjet
  - Asana
  - Trello



# Costs

Tool	Costs
	Free Plan Premium Plan \$45/year
	Free Trial for all services \$30 per month \$15 per month for Mindjet Web
	Free
	Free Plan Premium Plan for 30 team members

- Xmind.net



I still prefer Mindjet due to features



# Go ahead and get started

- Never forget an idea with Evernote
- Use Mindjet to brainstorm article ideas and content
- Use Trello for blog workflow
- Use Asana for blog goal planning and task list management
- Consultants and freelancers can easily engage their customers with these tools



# Questions





# For More Information

Andy Makar  
[andy@amakar.com](mailto:andy@amakar.com)

Download the presentation at  
<http://www.amakar.com/wordcamp2012>