USING BLOGS AS A TOOL TO ATTRACT PEOPLE FROM OTHER OPEN COMMUNITIES

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GETTING THE RIGHT CONTENT FOR THE RIGHT AUDIENCE

- Get to know your audience.
- One blog for one target audience.
- Get your content ready.
SHARING YOUR WRITING

- No sharing, no outputs.
- It is *okay* to contact personally.
- Share on their mailing lists, IRC channels, websites etc.
COLLABORATION

- Be very helpful to them.
- If it’s a local community, try to get a meet-up.
- Keeping them motivated.
ALWAYS LEAVE THEM WITH UNANSWERED QUESTIONS

Arise the curiosity among them!
Learn, analyze and improve!
Enkosi!