

# 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!**



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**Learn, analyze and  
improve!**



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