

contents

| | |
|--|-----------|
| About Leadership Network | ix |
| Foreword | xi |
| Preface | xiii |
| ONE The Story of Blogging | 1 |
| TWO Why Blog? | 11 |
| 🔗 Five Questions with Mark Driscoll | 21 |
| THREE Share News | 25 |
| FOUR Cast Vision | 35 |
| 🔗 Five Questions with Perry Noble | 41 |
| FIVE Reach Out | 45 |
| SIX Connect Your Staff | 53 |
| 🔗 Five Questions with Craig Groeschel | 59 |
| SEVEN Learn from Others | 63 |

| | | |
|----------|---|-----|
| EIGHT | Spread the Word | 69 |
| | ⊕ Five Questions with Church Marketing Sucks | 75 |
| NINE | Get Started | 79 |
| TEN | Build a Better Blog | 93 |
| | ⊕ Five Questions with Tony Morgan | 105 |
| ELEVEN | Build a Really Bad Blog | 109 |
| TWELVE | Feed Your Head: RSS | 121 |
| | ⊕ Five Questions with Greg Surratt | 135 |
| THIRTEEN | Podcasting | 139 |
| FOURTEEN | Warning Labels | 147 |
| | ⊕ Five Questions with Mark Batterson | 155 |
| FIFTEEN | Built to Last | 159 |
| SIXTEEN | The One Thing | 169 |
| | Notes | 185 |
| | Acknowledgments | 187 |
| | The Authors | 189 |
| | Index | 191 |