



2 Percent Creativity

MARKETING & ADVERTISING INSIGHTS FROM A CONNECTED PERSPECTIVE



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RECENT

Podcast Realty - A New Twist on Presenting Your Listings

Zahara Mossman is one of the first REALTORS we have seen, to utilize Podcasts to promote her listings. Check out her website, [Zahara Properties](#), where you will also find a link to her site [Podcas Realty](#) where she presents the whole concept. It's good to see REALTORS pushing the online envelope in an effort to separate themselves from the pack and provide their clients with remarkable service.

October 6, 2005 in [Online Real Estate](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Writeboard - Watching Software Being Written

If you have followed some of the posts on 37 Signals and their various web apps, design philosophies and the new Writeboard, yo just have to see this post on their blog today. Essentially they are doing a product demo on how they are using Writeboard to write their new book. But look at the comments that some of their users are making. What you are seeing is much more than a product demo, it is the way really useful and powerful new software is bein written.

[Using Writeboard to collaborate on the text for our new book - Signal vs. Noise \(by 37signals\).](#)

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Web 2.0, Writeboard, Ning - Where's it All Going?

The funny thing about the web, especially for those involved in the real estate industry, is that the real innovation and potentially the future, remains 2-3 years ahead of most users today. It's the bleeding edge, the innovators, early adopters and power users, the shape what we will all want to have next. These are the true 2%,

COMMENTS

Jim Turner on [Who's Writing Your Blog - You or Your Ghost?](#)

B.L. Ochman on [Daimler Chrysler Launches Media Only Blog and Locks Out Bloggers](#)

Bill on [Correction in iFulfill story](#)

B.L. Ochman on [Correction in iFulfill story](#)

Glenn Davies on [Real Estate Trying to "Retrain" Consumers](#)

Barry Rose on [Real Estate Trying to "Retrain" Consumers](#)

Doug on [Where's the One and Only Sony Gone?](#)

Debra on [Real Estate Board Charges for Access to Online Listings?](#)

B.L. Ochman on [Seth Godin: Don't Take Blogging Too Seriously](#)

ARCHIVES

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the Purple Cows, the excellent ones....

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October 5, 2005 in [Web/Tech](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Who's Writing Your Blog - You or Your Ghost?

Several posts have been written lately about a disturbing trend in the blogosphere—Ghost writing. Many point out the obvious problem with this faulty idea. Blogs are journals, personal accounts or posts by an individual who represents either herself or their company. B.L. Ochman makes the [point](#) very well...

[Continue reading "Who's Writing Your Blog - You or Your Ghost?"](#)

September 27, 2005 in [Weblogs](#) | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

Adrants - NHL Ad Called Gratuitous

One of our favorite blogs, Adrants, recently ran a [piece on the NHL's new ad campaign](#).

The story centered around the obvious feminist take on the ads, calling them gratuitous for the use of an attractive women dressed in a push-up bra massaging an actor playing an NHL player. As is often the case, the more important story is lost or stolen by those who want to tell the same old story. For the record, YES, the ad is ridiculously gratuitous, get over it. The real sad thing about these ads, is the disconnect the NHL has with its true fan base. More...



[Continue reading "Adrants - NHL Ad Called Gratuitous"](#)

September 26, 2005 in [Marketing et al](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Aunt Roslyn's Sagely Advice

A post today on Tom Peters blog, tells the story of Steve's [Aunt Roslyn](#) and a comment she made to him recently...

"Just because we can connect, should we? I hear people on their cell phones ask, 'What did you do today? Nothing? Ok, I'll call you later.' Are we just afraid that if we're alone we might have to think? If we have a bad thought, are we afraid we can't face it? Or are we afraid we'll have no thought?"

Several studies have been done in the past five years, that indicate too much time spent each day reading and responding to emails, blog posts, SMS's, etc. may dramatically effect your creativity and critical thinking. Aunt Roslyn, at 80 years young, certainly gives us something to think about.

Now, what was I thinking about a minute ago?

September 23, 2005 in [Marketing et al](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Google's Pilot Project - About Time

This is so long overdue, it shouldn't be news, but it is good news, so we must offer some comment. Google recently announced that, when they decide to penalize or ban a website for apparent infringement of their guidelines, they will contact the website owner, tell them that they have banned their website and why. They are actually going to talk with their customers. Well, good for Google!

[Continue reading "Google's Pilot Project - About Time"](#)

September 21, 2005 in [SEM & SEO](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

What Consumers Don't Know About Property Listings on the Internet

For the past two weeks, there has been a firestorm of controversar in the real estate industry over the DOJ's (Department of Justice) decision to [sue](#) the National Association of REALTORS® (NAR) over their Internet property listing policies. Those inside the industry cry foul and denounce the unwashed media for spreading lies and untruths about their sacred listing policy. It is sad to see those in the industry I work with, allowing their story to be framed in such unflattering ways. Damon Darlin's article in the New York Times thi past weekend entitled, "[The 6 Percent Solution: Skip Real Estate](#)

[Agents](#)" is a must read if you want to see how badly the story will be told. You need to subscribe to the Times to view this article, but it is FREE.

September 19, 2005 in [Online Real Estate](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Daimler Chrysler Launches Media Only Blog and Locks Out Bloggers

This move by Daimler Chrysler must rate as the strangest corporat blogging concept in a while. Check out the link below to B.L. Ochman's weblog for all the details. She attempted to register, but has found out that they are serious. Their blog is only available to "journalists who work for known and established media organizations". Clueless is all I have to say. Although B.L. correctly points out that nobody under 50 has a clue who that old guy Lee Iacocca is, I will say just two things about that. One, I'm 50 bang on and I think that number would be more like 40 and two, at least Lee would have known how to use blogs to support DM's marketing efforts better than today's suits ;-)

[B.L. Ochman's weblog - Internet strategy, marketing, public relations, politics with news and commentary: Daimler Chrysler Launches Media Only Blog and Locks Out Bloggers.](#)

September 17, 2005 in [Weblogs](#) | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

When Service Can Hurt Sales

Went to my local Apple dealer today to replace a defective monitor cable for my PowerBook. I have dealt with this store for about 15 years. It has been the only Apple dealer in town until Best Buy recently opened up. Here's the problem.

[Continue reading "When Service Can Hurt Sales"](#)

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