

100 Bloggers – 100 great modern voices that you need to know about!

What is this project all about?

The goal of this project is to promote the unique, fresh, voice of bloggers and help push the concept of blogging further into the mainstream. As we're all well aware, some of the best voices out there are writing simply because they have to – not because they're being paid to do it. There is little, if any, commercialism involved - and that leads to passionate and authentic content. That content deserves a broader audience. To accomplish this, we are going to collect existing (or new) posts from 100 "original content" bloggers and use that content to produce a physical book.

Why should you care (and participate)?

You've probably heard the question more than a couple times: What is a blog? Although there are millions of people out there blogging, it is nowhere near "mainstream". The goal of this project is to help push your unique - and necessary - voice further into the mainstream, and blogging along with it.

What is required of you?

There will only be three things that are required to participate if you agree:

1. Choose a post that best represents you (or write a new one)
2. Help choose the bloggers
3. Blog about the project/book when the time is right

Who are the bloggers?

The list is still being developed, but the initial participants include:

- Hugh Macleod - <http://www.gapingvoid.com>
- John Moore - <http://brandautopsy.typepad.com/brandautopsy/>
- Mark Brady - <http://www.alchemysite.com/blog/fouroboros.html>
- Evelyn Rodriguez - http://evelynrodriguez.typepad.com/crossroads_dispatches/
- Johnnie Moore - <http://www.johnniemoore.com/blog/>
- Katherine Stone - <http://decentmarketing.typepad.com/weblog/>

How will the book be arranged?

The initial thought is that the book will be divided into categories, like: General Business, Marketing, Technology, Politics, etc. Feel free to suggest categories as well as bloggers who fit in those categories.

What is the timeline?

As this project is still early in development, a detailed timeline is unavailable. However, our hope is that a list of bloggers will be finalized by the end of December 2004. There is no reason to think that we won't start collecting posts right away. Our goal would be to have a book available sometime in early 2005.

Will I be paid?

We're not sure about this yet. The thought is that some portion of the proceeds will be donated to a charity, like [Room to Read](http://www.roomtoread.org/) (<http://www.roomtoread.org/>).

Where do we go from here?

We will continue to keep you up to date and are hoping to move things along very quickly! Stay Tuned!

Thank you for your interest!

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