

GUIDELINES FOR BLOGGERS

Thank you for agreeing to write a regular blog for www.letstalkfx.com. Having agreed to do it, however, many people struggle with actually producing an effective blog. We hope that this simple guide will help.

LetstalkFX (LTFX) is the perfect platform to pose questions and solicit responses from a wide spectrum of market participants (traders, brokers, technologists, buy and sell side participants etc). As such, the first and most important question to consider is whether you can write a regular blog. We'd obviously like you to be a regular contributor and to build up an enthusiastic following; in most cases we believe that two blogs a month is a reasonable minimum blog target. In any event, it's helpful for us to know how frequently you are likely to update your blogs (e.g. daily, weekly, monthly) as this will, to some extent, determine where your blog is posted.

In terms of the blog itself, the following guidelines may help you:

Keep it brief

Aim for around 300 words (maximum) per blog. Many users will be accessing your blog on a mobile phone or other portable device, so keep it snappy and to the point.

Give it a catchy headline

Just like newspaper articles an intriguing or provocative headline will attract the most attention. 'Man eats own head' will always get more clicks than 'New developments in FX STP processes'. We both want people to read your blog – so don't let it down with a boring headline.

Similarly, your key points or arguments need to be captured in the opening sentence(s). People have very short browsing attention spans. They won't read to the end of a blog in the hope of working out what it is you're trying to say. They'll just move on to the next one. (It's the opposite of school, where you build up to a conclusion having laid out the argument.)

Ask questions

The best blogs can be measured by the amount of feedback posts that they attract. Don't be afraid to be controversial or cheeky, or to use CAPS FOR EMPHASIS. At the same time, don't post anything that you know to be untrue or incorrect and, if it is speculation or gossip, please say so. And it should go without saying (but we will anyway) that you shouldn't use profanity, or any other language that may cause offence to others, for any reason. Most importantly, though, don't be dull!

Best Before dates

We want to encourage long-running conversation and debate on LTFX. As such, your blog should have a reasonable shelf life, rather than being relevant only for the next 24 hours. (Unless you're updating daily, of course!) We want your views and opinions to be read again and again and to be passed around other members of the LTFX community. It's good for you, and it's good for us.

Finally, don't get too bogged down in the detail. This process is supposed to be fun and to provide a snapshot of your opinion. And it's not an exam – a few typos or split infinitives will make it more 'real'. If it's taking a long time to write, you're probably taking it too seriously.

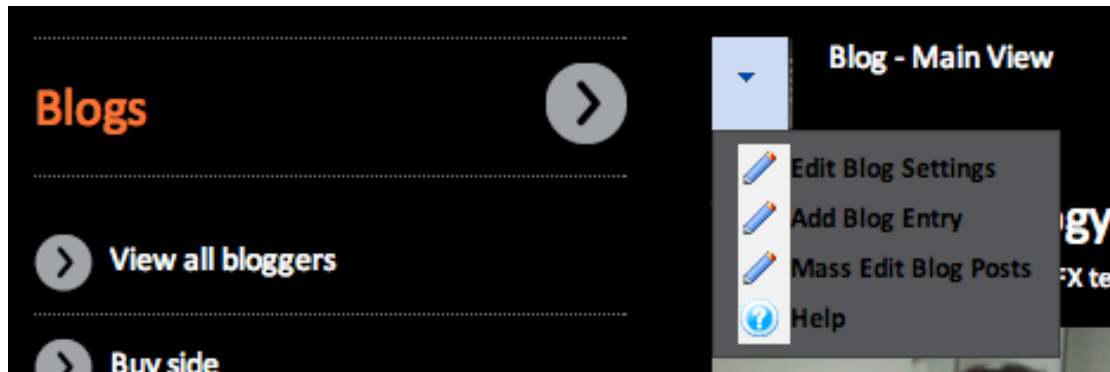
Happy blogging!

For advice on how to add new blogs once we've set you up on LTFX, read on.....

ADDING TO YOUR BLOG – ONCE LIVE

Once you have been set up as an LTFX blogger you will have total control of your blog posts. Go to the Blogs section, click on 'view all bloggers' and then click on your photo.

A menu will appear just above your picture (see image below).



In this area you can post new blogs by entering your text into the screen (and preview the look and feel of your blog at the bottom of the screen). Right at the bottom of the screen are three options in white text:

- Save as draft (which will save but not publish your blog)
- Save and publish (which makes the new entry visible as a new blog post)
- Cancel (self explanatory)

Remember to put an eye catching 'headline' in the Summary section.

(The summary feature is optional; if you choose not to supply one, a short summary will be generated automatically from the content in the blog). Adding your URL and Copyright is always a good idea.

Remember to tick the categories that make most sense to target specific audiences. (But don't get greedy and click them all!). Very soon you'll also be able to tag keywords in your content for inclusion in a 'tag cloud'.