

James Schramko, here. We are going to be talking about whether you should blog in your own name or in your company name.

Own Name Versus Your “Alias” or Business Name

So, it is pretty common these days that you want to build your authority with amazing content and tell the whole world about your message – kind of like what I do here at SuperFastBusiness.com. So, I get students saying “Should I register my own name and blog on that or should I blog under the business?”



Which domain name should you use?

Well, of course a lot of this depends on what you are trying to do, which station are you rolling your train towards, which I talked about in a [recent episode](#). Now, I think for most people, you're better to associate yourself with your brand and assist that brand in building up. Now, if you want a few case studies on this, what I do is I type into Google something like “Richard Branson blog” and what you'll find is that it comes up as a Virgin.com site forward slash, Richard Branson and that's where he blogs. So, he is still being a personality, he still got authority but it's underneath that Virgin brand. Now, later on, if he decides to sell off Virgin and do something else, then he can style up a blog on his new business.

Direct Your Efforts Towards Your Primary Business

Now, that's why I think it's better to put all of your efforts towards less things rather than have this thing there and that thing there and this thing there, direct your attention towards your primary business and that's why I chose to blog under SuperFastBusiness.com instead of [JamesSchramko.com](#).

But, what I'm really interested in is your take on this. Do you have different examples? Do you have different case studies that you'd like to refer to? Please comment below this video, especially link out to examples where you've seen it done well and I'd love to start a bit of a debate about this to see what we think is the best practice. But for now, I'll be redirecting my own domain name right towards this blog. Now, that might change in the future, let's have a look at the comments and see.

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