

Writing and Video Online Vitae

[No Man Is an Island, Just Choose Your Neighbors](#) – Blog – Written for Guild Leaders –Coupling power with responsibility, both my own and those I managed.

[Applying to a Guild? Some Tips for You](#) – Blog – Written to possible applicants – How to put your best foot forward for our specific organization on applications, as well as insight in to which traits we find valuable.

[Sindra Wha?! 11/12HM Down](#) – Blog – Written to those within my Guild, posted publically – Written after a big achievement for the guild, in which we killed our final boss of the Wrath of the Lich King expansion; it is part historical recollection of where the guild came from, how it got to where we are at, and the successes and failures we've endured.

[October Update](#) – Blog – Written for Guild, posted publically – This is an update that is written since we had taken the month off, but I still needed to communicate effectively to the guild as a whole; essentially a status report about where we are at, why we are there, and where we're looking at going.

[T-Shirts! zomg!](#) – Advertisement for guild T-Shirts that were created; worked with officers to establish their rosters as well as my volunteer graphic designer that is based out of Australia through voice and email; located and set up the store myself, \$200 in revenue; set up for guild members and their families for Christmas gifts, as well as a way to recoup website costs (note: "Fuck Mensan" is an in-guild joke, and serves as a unifying phrase for members)

[2010: A Year in Reflection](#) – a reflection post with links branching off chronicling some of our highlights and low-lights throughout the previous year, as I grew and shaped the guild from chaos to a highly cohesive group; written as a nostalgia piece for members, as well as the general public who had not been to our site before; submitted to [reddit.com](#)

Class Guides – this was a community outreach program that we did as a club; I organized and promoted guides researched and written by members, then promoted them on forums of [mmo-champion.com](#), [reddit.com](#) and had other members disseminate them as well; these guides were so popular they crashed our first server, requiring me to take down the site and rehost it; December 2010–January 2011 saw 74,452 visits(960% increase from natural) from 32,312 visitors(4700% increase over natural) (November 2010 saw 3866 visits from 339 visitors for comparison)
<http://www.extrabagspace.org/guides/class/frostunholyblood-dk-furyarms-warrior-paladin-pre-raid-gear-and-more/>
<http://www.extrabagspace.org/guides/tank-pre-raid-gear-compilation/>

[5-man Dungeon Guides](#) – Editing – Because of the success of our class guides, one of my members decided he wanted to put together a series of guides for the community, helping people work their way through new content; the writing is his own, though I helped in the editing process; attained a 3rd place ranking on Google for search phrases "cataclysm dungeon guides" and "heroic cataclysm dungeon guides", among many other search terms; search traffic now makes up the majority of the sites 'eyeballs', as we've stopped formal promotion

[Raiding Guides](#) – Editing – Written by a member, in which I contributed and finalized each tactic we used in general, as well as specific roles people performed, as well as why they were put there and how I identified and overcame many challenges to get us a kill; we were also able to organize people to capture us on video, allowing you to catch me lead in real time (warning: swearing); written for members that haven't done fights, recruitment so people come in prepared and the general public as a supplement

[Where do we go from here?](#) – this was written just after accomplishing a major goal, which we'd been working towards for the last 6 months; after any large goal attained, it is important to start a new one, or else people lose focus, and thus, unity; in this post, I set a new goal, as well as recognize that we just got off a major success, however the next step is going to be a difficult one; I believe honesty is important, however you should make sure that you give those under you the tools they need to confront any truth you reveal; written to my members

[2%](#) – this piece is about the culture that I work to promote in ebs, and also touches on one of the very foundations of my leadership style; I expect a lot from people but I feel it is my job to set them up to attain it; this was right after we were very close to reaching the goal we'd been working towards for 6 months, and yet failed by such a small margin; written to my members

[Time to Rally!](#) – Blog – This was written right before our final ascent to our final goal, that is much more difficult than the rest; in it, I hoped to remind people that we haven't just come a long ways in terms of progression and killing bosses, but more importantly, we have come a long ways as an organization; we are more structured, efficient and most importantly, we enjoy what we're doing a lot more because the things we've put in place have made us more successful as well; it is also written to keep people on the mentality of going forward, even if we die to bosses we could previously kill; when people interpret things as 'easy', they don't try as hard, and then a failure is something that takes you further from your goal; when interpreted as challenging, each failure is something to learn from and takes you closer to where you want to be; written to my members

[EBS Bank Series](#) – this was written as the first of many community projects that we undertook to raise the general happiness of our greater community; when written, I had personally taken over the club's bank and was able to turn it from a collection of junk in to the nicest bank on the server, making it useful for members and a center of pride for the club; here I write about the process I took and more importantly, why I took each step and how to apply those steps to other types of clubs; written for the greater community. (After a year of managing the bank, I took it from a balance of about 2,000 gold to well over 550,000g, with materials stored across 2 clubs and a structure of people that had been put in place to watch over different aspects, freeing me up to work on other improvements – [Goal Reached!](#))