



CREATING A DIFF BLOG ENTRY

**Do you know someone, or something, that has made a difference?
Do you have a great story that illustrates an example of THE DIFF?**

WHAT IS THE DIFF BLOG?

THE DIFF blog is all about the things that make the difference in business and in life. Most of the time, it's the little things. But every so often it's something really big. At Quicken Loans, our team members cite "the ability to make a difference" as the biggest key to their job satisfaction. We consider this one of the most important facets of our company and culture. So, we decided to search the planet for things that make a difference. Everyday, we want to celebrate those that make a difference, and occasionally call out those that don't.

WHAT YOU SHOULD DO WHEN WRITING AN ENTRY FOR THE DIFF

1. Write about a person or experience who/that truly exemplifies THE DIFF.
2. Tell an interesting story.
3. Keep it brief. The attention span of internet readers can be short!
4. Include a picture if possible that YOU OWN. Using someone else's picture is not permitted unless you have written permission! For example, you can use pictures from vacations and events that you took with your own camera but not images that you found on Google or Yahoo.
5. Keep it positive, or if it's an example of the Anti-DIFF, make sure it includes what could have been done to make the situation better.
6. Keep it honest and real!

www.WhatsTheDiff.com



WHAT YOU SHOULD NOT DO WHEN WRITING AN ENTRY FOR THE DIFF:

1. Plagiarize someone else's writing.
2. Tell a boring story.
3. Make your story too long.
4. Use poor grammar.
5. Write about something that only you care about.
6. Use photos or images you don't own.

SOME EXAMPLES OF DIFF STORIES TO READ:

1. What's the DIFF – Cavs Style:
http://www.whatstheDiff.com/2006/11/whats_the_diff_.html
2. Can U Envision U?:
http://www.whatstheDiff.com/2007/02/can_you_envisio.html
3. For Ben Carson, Life Began in the 5th Grade:
http://www.whatstheDiff.com/2007/02/for_ben_carson_.html
4. Requiem For a Warrior
http://www.whatstheDiff.com/2006/12/requiem_for_a_w.html
5. What Was Your Name Again?
http://www.whatstheDiff.com/2006/11/what_was_your_n.html

In fact, all of the DIFF blog entries can give an idea of what a good entry should be. Most are short, but some are long if the story warrants it. We pretty much write about everything, so the sky truly is the limit!

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