



# BLOGGING: LESSONS I LEARNED THE HARD WAY

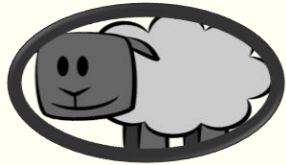
Jason Romans



# Jason Romans

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Senior BI Engineer  
Builder of Models



The Dax Shepherd



*Lives in Nashville, Tennessee, United States*



*Started as SQL Server DBA*



*Transitioned to the Microsoft BI Stack*



*Work on everything from SQL Server Integration Services, SQL Server Database, Analysis Services, and Power BI*



Simple Talk Author



Favorite Data Model

# Our Journey

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- 1. Personal**
- 2. Hosting**
- 3. Topics**
- 4. Benefits**
- 5. Conclusion**

# Our Journey

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**1. Personal**

2. Hosting

3. Topics

4. Benefits

5. Conclusion

# Know yourself

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- I Researched Linux distributions
  - Time not spent learning Linux
- We are tech people
- Want to research and optimize
- Don't need the perfect plan
  - Guy(s) in the Cube

# Syntax Highlighting

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- How much DAX am I writing?
- What if most of my examples are screenshots?

# PBIDAX.WORDPRESS.COM

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 <https://pbidax.wordpress.com/2022/12/15/introducing-dax-window-functions-part-1/>

```
Curr - Prev =  
    [Total Quantity] -  
    CALCULATE(  
        [Total Quantity],  
        OFFSET(  
            -1,  
            SUMMARIZE(ALLSELECTED('Sales'), Customer[Customer],  
'Date'[Date]),  
            ORDERBY('Date'[Date]),  
            KEEP,  
            PARTITIONBY(Customer[Customer])  
        )  
    )
```

# Theme (UI)

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- Doesn't matter if the pages are blank
- People may read on mobile



# Our Journey

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1. Personal

**2. Hosting**

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# Hosting

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- Managing infrastructure
- Time you could be Writing
- Blogging about blog platforms is not best for a Power BI career

# Self-Hosting Versus Service

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- Do you want to manage an infrastructure
- Some people who write the most content use:
  - Wordpress.com
  - Hashnode (fabric.guru)
- LinkedIn
  - I prefer to promote external blog post

# Publish on Another Site

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- Monetary
- Editing
- Promotion
- Examples
  - Simple Talk
  - Data on Rails
    - <https://dataonwheels.wordpress.com/2023/02/01/introducing-data-on-rails/>

# Custom Domain

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- Domain allows you to move platforms
- Buy Domain
  - PorkBun
  - Prefer set price versus promo

# Our Journey

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# Topics

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- What issue did you solve
- You have a different voice
- What are you learning

# Tracking Topics

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- Method to track potential topics
- Word file on OneDrive with each topic
- Word file with the topic as the title
  - Put bullet points
- Notes or Reminder on Phone



# Our Journey

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# Benefits

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- Community Recognition
- Career Opportunities

# Benefits

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- Learn the topic
  - Same applies to:
    - Speaking
    - Tech Editing
- Improve communication skills

# Our Journey

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**5. Conclusion**



# WRITE!!!



# Applies to Video Content

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- Content is most important

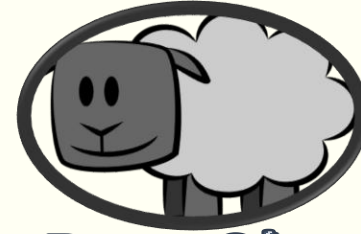
## Resources

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- Simple Talk
  - <https://www.red-gate.com/simple-talk/>
- Data on Rails
  - <https://dataonwheels.wordpress.com/2023/02/01/introducing-data-on-rails/>
- Wordpress.com
  - <https://wordpress.com/>

# Thank you

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**The Dax Shepherd**

**Jason Romans**  
**thedaxshepherd@gmail.com**  
**www.thedaxshepherd.com**

