

The next American social media phenomenon?

By Roger Simmermaker

August 13, 2011

Buying American has always been about channeling your American dollars to the right places, the right people, and the right companies. That's why I was so excited to hear a good, like-minded, buy American advocate, friend of mine came up with an idea that just might be the next American social media phenomenon.

[Tloggers.net](http://Tloggers.net) was invented by the same patriotic person that owns American Aisle – one of the few brick-and-mortar stores in America that sells only American-made merchandise (they're online too at [www.AmericanAisle.com](http://www.AmericanAisle.com)).

At Tloggers.net, all you need is your computer and a microphone to record your own "Tlog" (sort of a "talking blog"). Tlogs are currently limited to 2 minutes or less, and you can either share it on Facebook, email it to your family, friends, or business associates, or even embed them in a document or email.

When I first heard about [Tloggers.net](http://Tloggers.net) and saw the website, I instantly began thinking of ways to use it to either promote my own business or keep in touch with the important people in my life.

The 2-minute window available for Tlogs would seem to be just the right length. It's not so short that you're limited to just enough time to get in a sound bite, but not too long so you're reminded to keep your message concise and to the point.

All you need to do on [Tloggers.net](http://Tloggers.net) to speak your mind is type in your email address, choose a password, and you're ready to Tlogin! You will then be welcomed to the world's first talking blog! I recently chose the username "Buy American" and recorded my first tlog (addressing the debt crisis), and I would encourage everyone to either reply to mine or make one on their own topic of choice.

The tlogs on the tloggers.net website can be sorted by the latest entries, the most shared, the ones generating the most comments, or the ones that have been listened to the most. If you want to see all the tlogs you've recorded or the ones recorded by someone else, you can use the search function to find them.

Tloggers.net is a great idea, but it certainly isn't the first one by the owner who brought it into being. Nitai Pandya came to America in 2003 after four years of visiting this great country, and established American Aisle with Mia Kenig (a native of Poland). Whenever Mr. Pandya visited America, his family and friends would always ask him to bring back something from America to India (his native homeland) when he returned.

With so few items made in USA, fulfilling those requests was always difficult, and it just didn't seem to make sense to bring back something "from America" that was actually made somewhere else. So after Mr. Pandya decided to make America his home, he devoted himself to making only American-made merchandise available to patriotic consumers.

At [American Aisle](http://AmericanAisle), they carry an inventory base of which over than 90% is from small businesses spread out across America, who are also surviving in this cut-throat competitive economy due to their ingenuity, creativity, and passion.

The same creativity and passion that brought [American Aisle](#) to life now breathes life into tloggers.net, which has the potential to make it even easier to stay connected with other Americans, saving us time to spend on other things in life we value.

So rest assured, when you visit [Tloggers.net](#), you're not only taking advantage of all that it has to offer, you're supporting patriotic people who have shown that they have America's best interest at heart.

In an America where patriotism is a mere secondary consideration to too many company and business owners, it's refreshing when someone who values America first comes up with an innovative idea that can make life both easier and fun for other Americans with like-minded motivations.

\*\*\*\*\*

Roger Simmermaker is the author of *How Americans Can Buy American: The Power of Consumer Patriotism* and writes "Buy American Mention of the Week" articles for WorldNetDaily.com and his website [www.howtobuyamerican.com](http://www.howtobuyamerican.com). Roger is a member of the Machinists Union, has been a frequent guest on Fox News, CNN, and MSNBC, and has been quoted in the USA Today, Wall Street Journal, New York Times, and Business Week among many other publications.