

## SPECIAL REPORT

This Special Report is brought to you by:

Stacie Mahoe

Stacie Mahoe

For More Details, Visit Us At:

<http://www.StacieMahoe.com>

Copyright 2008 <http://Traffic-Sales-Profits.com>

### Legal Notice:

The Publisher has strived to be as accurate and complete as possible in the creation of this book, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet. While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional. In practical manuals, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly. This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance areas.

**SPECIAL REPORT:**

# **BLOGS**

**This special report is brought to you by:**

**<http://Traffic-Sales-Profits.com/>**

## **How To Get Traffic, Sales and Profits You DESERVE...**

For the first time ever, Raam Anand reveals the 15 'secret' strategies that he used to get over 65117 REAL visitors to his website in 30 days!

Get a first-hand look at how you will be able to become a "TRAFFIC MAGNET" and attract unlimited, highly targeted TRAFFIC to YOUR website, including the amazing traffic "Blueprint" that you can use TODAY to flood your website with visitors.

Visit **<http://Traffic-Sales-Profits.com/>** to learn how you can **magically increase YOUR traffic, sales and profits** like Raam.



### **Limits of Liability/Disclaimer of Warranty**

The author and publisher of this book and the accompanying materials have used their best efforts in preparing this report. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program.

They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The author and publisher shall no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential or other damages. As always, the advice of a competent legal, tax, accounting or other professionals should be sought.

All information is for educational purpose only and is not warranted for content, accuracy or any other implied or explicit purpose. The information presented represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserve the rights to alter and update their opinions based on the new conditions. This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and his resellers and affiliates cannot assume any responsibility for errors, inaccuracies or omissions. Any sleights of people or organizations are unintentional.

This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

# Table of Contents:

Blogging 101 ..... 4

5 Reasons Why Blogging is the New Internet Marketing Tool ..... 7

All You Need To Know About Blog Hosts ..... 10

How to Increase Sales Through Streaming Audio ..... 14

Blog Software For All Your Blogging Needs ..... 17

The Importance of Blog Design..... 20

Boost Your Business With Blogging!..... 23

Problogging: Making Money From Blogs ..... 26

Getting started with videoblogging ..... 32

Recommended Resources ..... 34

## Blogging 101

If writing is an art, then, blogging is one way of using words to come up with an art. This is because people who are into blogging are the ones who are artistic on their own sense, carefully choosing words that would best describe their feelings, sentiments, wishes, desires, and everything.

Basically, blogs were first introduced as weblogs that refer to a “server’s log file.” It was created when web logging hit the virtual market. Since its inception in the mid-1990s, web logging gradually saturated the virtual community making the Internet a viable source of greater information.

However, with web logging, you still need a web site and domain names, but with blogging, you do not need anything just an account with blog providers. In most cases, these kinds of blogs are free of charge.

With the onset of blogging in the industry, personal journaling had been a common ground for people who wish to be known all over the world. However, not literally famous as this is not a case on being popular or well-known personality.

Generally, blogs are created for personal use. Like a journal, people can write their daily adventures, sentiments, and whatever ideas they want to express online.

Nevertheless, with the advent of the online businesses, blogs had gradually taken the limelight in providing businesses a chance to boost their productivity online. This is where the business blogs have taken the limelight.

Business blogs are, basically, created to advertise the services or products of a certain web site or online business in order to increase online sales.

Moreover, business blogs are also one way of promoting the company so that the other readers will know that a certain company exists online. With blogs, entrepreneurs are able to establish a name in the virtual market through articles that can be very useful in the reader's life.

From there, you can make money out of blogs by simply syndicating it to your business' web site. This can be done through the RSS technology.

So, if you are thinking to create a blog, whether for business or for pleasure, you need to know some tips that could help you get through and make your blog one of the interesting blogs online.

### **1. Consider your audience**

Even if your blog is generally personal, still, it would be better to consider the minds of your readers. You have to think of something that would interest them.

After all, most of the reasons of people who write blogs are not at all confined to their own personal motives. Most of them would love to be "heard" (or read) and would love to be known, in some way or another, even for just a minute. Hence, it is very important to come with a write up that everybody can understand, not necessarily that these people can relate to it but they can understand it.

### **2. Pictures speaks a thousand words**

To make your blogging worth the browsing effort of your readers, it would be extremely nice if you will put some pictures in it. It does not necessarily mean you have to place a picture of yourself. Any photographs will do as long as it does not pose danger or insult to anyone who will be reading your blog.

### **3. Make constructive and beneficial blogs**

Even if you are free to write anything you wan to say to the world, still, it would be better to create some write-ups that would be beneficial to your readers.

After all, its information technology that you have there so better be inclined to provide information rather than sheer quirky entertainment.

#### **4. Avoid making multifaceted and complicated blogs**

In order to have an interesting blogs, try not to use some highly technical and highfalutin words. After all, it is not a science discourse or a debate that you are making, so better stick to simple facts and short blogs.

Bear in mind that most people who use the Internet usually do more scanning than scrutinizing each site word for word. Therefore, it would be better to come with blogs that will not bore your readers just because you have these lengthy articles.

#### **5. Make it interactive**

As much as possible and if your capacity will allow it, make your blog interactive. Yu can do this by placing some video or audio clips in your blog.

You can even place an area for comments or for some feedbacks. In this way, you can get some impressions or reactions of other people. Who knows, you might even gain some friends just by making them feel at home in your blog site.

Indeed, blogs are not created just for the mere fun of it. It also has its own purpose in the world of the Internet.

Therefore, for people who wish to harness their craft, as far as writing is concerned, blogs are the best way to do it.

As they say, blogging is the contemporary term of creative and commercial writing.

## 5 Reasons Why Blogging is the New Internet Marketing Tool

Blogging is a concept that started in late 90s. It used to be a way to comment an existing webpage, an opportunity for visitors and readers to react or voice out one's opinion on the said page. What started as a single-sentence commentary has evolved into pages of personal take on just about anything and everything under the sun. As it continues to move forward, online advertising has tapped into the blog's potential. Here are 5 reasons why you should use blogging as an Internet marketing tool.

1. Blogging is simple. The simplest way to get your piece on the net is through blogging. No skills are necessary... an average adult can read and type, or at least click a mouse. It's like having a virtual piece of paper and you just write your ideas, experiences, new products, and hope that the truth behind your articles comes out and entice your reader to also try your product. If you have a PC and an Internet connection (who doesn't?) then you can blog and advertise.

2. Blogging is authentic. In this day and age where advertising saturate our lives, we question the credibility of promoters' claims. However, in blogs, real people share their real-life experiences, unscathed by paid advertising. Reading blogs about first-hand product use is like talking to people about their first-hand experience. You definitely want to buy a tried and tested product.

3. Blogging is free. Because blogging is yet to be proven as a mainstream online advertising media, most sites see it as something to augment current marketing tools and thus offer it for free. Any opportunity for free webtime is definitely a bonus especially to businesses that are starting up. Needless to say, paid blog pages can generate more income for your seriously growing business.

4. Blogging builds credibility. As you get more and more into writing your experiences on a particular product or industry, your readers come to realize that they can depend on your posts for their own information needs. As such, you become an expert on it; as a consequence, more readers visit your site and more bloggers link to your blogs. As companies and professional organizations notice the growth of your readership base, they may soon get in touch with you for advertising on your blog page, or make you an affiliate, which pays for every referral generated from your blog site.

5. Blogging builds your market. Unless you are a Hollywood star, chances are, only your Mom reads your posts. Mom has a lot of friends, so she lets her friends know how interesting your blog site is. But you need not depend on Mom to increase your readership base. Look into the following ways to build your market through blogging:

-By using your e-mail. Today, blogging is overcoming the e-mail's popularity in quickly and effectively reaching and expanding a market. In this age of speed and quick access, logging in and downloading e-mail is simply taking longer than clicking into a blog site. Let them explore your site by using a short e-mail message as teaser to your blog site. If your e-mail is on an entirely different subject, use your e-mail signature to give a link to the site.

-By using subscription. An easy way to get your readers e-mail is to give them an opportunity to subscribe to your blogsite. Keep some exclusive information for your subscribers to entice readers to subscribe and give their e-mail address. Just be responsible in using their e-mail address, as the last thing you want is a comment on your blog that you are a spammer.

-By understanding your readers. Conduct a simple survey for your readers to understand their profile and advertising preferences. Ask consumers to give you feedback on a post, an ad link, or a trial that you shared. In this way, it is like

interviewing your readers without the commitment and intrusion of a face-to-face interview.

-By joining a blog network –A network of blogs maybe a collection of blog sites that share the same industry, interest, readership base, payment mode, etc. Consumers find credibility and convenience in clicking one link to several real bloggers about a single subject. Clearly, more bloggers are better than one.

-By using RSS. RSS is the fastest growing technology on the Internet today. As such, having RSS feeds to your blog is definitely another means of generating awareness for your readership base. Having a variety of feeds can add interest to your blog site.

Give your business a boost by effectively using blogging as an Internet marketing tool.

***Attention:*** Now Any Blog Owner or Affiliate Marketer Can Get Free Traffic...



**"If You Want To Announce Your Blog To The World, Grab Stacks Of Top 10 Search Engine Positions Within 7 Days, And Generate More Higher PageRank Backlinks Than You've Ever Imagined, Then This Brand New Breakthrough Software Might Be The Only Tool You'll Ever Need From**

**Now On... GUARANTEED!"**

[\[Click Here To Learn More\]](#)

## All You Need To Know About Blog Hosts

Apart from the chat rooms, instant messengers and electronic mails created for communication and dialogue beyond turf are the emerging innovations that help man build opportunities for interaction. The need for a personalized and human face aspect of building online communities is slowly changing the technological landscape of the Internet.

Blogs / “weblogs” or blogging are the newest gift of Internet technology to people all over the world. These are updated posts, crop up entries or personalized life snippets, of mundane or bizarre in nature. For most, a “blog” is a personal, unedited, and authentic journal meant to be shared in an online community. Blog site is a place where bloggers can publish anything; his thoughts, feelings, photos, special events, experiences, comments on issues and so on. It is more of an online diary with videos, links, documents, newsletters and opinions on just about any topics you are interested.

Blogs are made to welcome the insights and opinions of all and therefore, should not be written to sound intimidating and too formal. This kind of blog is a sure way to put off the readers. In the basics of blogging, conversational tone would be more appropriate to reach the desired audience.

Blogging is all about individuals reaching out to other individuals. Having a blog has its own set of advantages:

- Freedom of Expression. If you want people to hear you out and give their own opinion, this is the best way to create a line of communication;
- Networking is at its best. Having a blog is a good platform for exchanging genuine ideas from consumers to you as marketer of a certain product. Sound opinion and point of view is better than just showing the price quote;

- Excellent advertising platform. Blogging is a new way to advertise products, a refreshing change from the traditional advertising outlets and it is cost-effective.
- Gauging public opinion on products and services. The key is nice and catchy titles with new ideas presented in your content. This is an assurance of quick and repeated responses from your readers. Blogs is an excellent spot for the exchange of ideas between the seller and the consumer. Good for measuring public opinion regarding services and products, even political and business matters alike.
- Useful tool for internal communication. This will help your company to build a knowledge-based community of employees. Also good for harnessing employee relations and identifying human resource issues in advance.
- Other benefits like search engine optimization (SEO) will help your blogs to be seen often by as many people as you wish. This is very good exposure for your products and services.

Many blog hosting services are available on the Internet. But the basic question is which one of the services will be the best to start off your business blog program? Business people are usually clueless to recent technological innovations which would help them maximize their marketing potentials. For these beginners, it is best to study first the services offered by blog hosts. An ineffective business blogging program may damage marketing opportunities instead of enriching them.

A company may decide to do the following depending on its capacity and needs: 1) Host their own blog service, 2) Pay someone else to host the service, or 3) Setup a “blog aggregator page” and ask the employees to select their blog hosting services individually. There are paid and free services available for individuals.

For business blogs, they are required to have the latest blogging features; if not, this will prevent them from maximizing their marketing, public relations and SEO potentials.

Keep in mind that blogs should have the following basic essentials:

**COMMENTS.** Welcoming comments provide opportunity for dialogue. In business blogs, they are a good customer feedback mechanism. This helps develop better customer relations based from loyalty and trust. Blogging is an innovative way to converse with your customers.

**TRACKBACK.** This helps in maximizing company and product exposure. Through this service, consumers can get back to you for more posts and updates without the difficulty of locating you. If your blog is popular in a specific online community chances are links going back to your blog site are everywhere online, other blog sites or even websites.

**CATEGORIES AND TAGS.** These both help in classifying blog searches for ease of navigation and on site search. Categories act as libraries because it classifies posts by subject matter such as business, distance learning, e-commerce, online auctions, etc. Tags, help in the classification, especially in the blog search engine Technorati. Possible customers and new clients locate blogs about certain topics of interest by just clicking the tags.

**RSS FEED.** Really Simple Syndication is the feed from your blog that is sent out over the internet, and collected through the various newsreaders and aggregators.

If your company is to establish a business blogging program, considerable options should be made available by the hosting companies shortlisted for the services. Free blog hosting services are popular but they are much appropriate for individual online journals. Paid blog hosting services offer unlimited packages best for your company's needs. You may want to suggest checking out some

blogs that use the host first, read and examine their layout and design. Another important thing to consider is a reliable technical support the host has.

After, choosing the blog host, a team should be ready to plan the design and structure of the blog: The team should:

- create a style that meets the needs of the audience;
- establish an open, credible tone;
- schedule weekly updating of blog - ideally, a few times a week;
- include weblinks of other website and blogs;
- blog post should be in the “first person;”
- focus on the business blog objective; and,
- maintain an honest, engaging conversational quality.

Remember, whatever the look, style and content found on your blog is a reflection of you and your company.

## How to Increase Sales Through Streaming Audio

Many studies have proven that radio is a good medium for product advertisements. People listen to the radio for entertainment, usually to listen to the latest music or to their favorite radio program. In between the program, advertisements on products and services are being played.

For many years, this has been the trend in advertising. But now that the radio medium is almost behind the audio-visual medium, the TV, and the Internet, other marketing strategies have to be employed to continue the benefits of advertising through audio.

It is then that the benefits of using music on websites were discovered. Before, music on the Internet was just available in downloadable forms as mp3. Even through hosting downloadable music on their servers, companies were able to get much traffic on their sites. And everyone engaged in Internet marketing knows that website traffic plays a big role in boosting product and service sales.

However, there had been a problem with illegal music download in which artists, musicians and record companies have lost millions of revenues.

Then, came the popularity of Internet music streaming. Unlike the former, radio streaming does not allow download of the music files. Thus, the copyrights of the artists and record label owners are protected.

So, how can this be done? There are several ways to stream audio from your site. First, is to stream a radio program from your site or blog. You can find free affiliate programs that allow you to stream their radio content from your site.

What will this mean to you? This means that your site will have new audio content every time it is visited. What's even great is that the content is being updated even without much effort from you.

In this case, what you needed to do is to sign up with an Internet radio station and have the link embedded on your blog or website.

Another way is to stream mp3s. To do this, you just need to upload your mp3 files on a server and add the files' links to the page. When the link is clicked, the browser opens a media player window and plays a file. However, since the file is in mp3 format, it may also be downloaded. Downloading music files without the authorization of the copyright owner is illegal. Therefore, if you will be using this type of streaming, make sure that you have the appropriate permit to do so.

A third way to add audio to your blog or website is to stream music through organizing playlists. Playlists are m3u files, which if downloaded, will not play music if offline. Using this process, however, can be complex. Here is a short instruction on how to do it.

1. Save your mp3 or wma file on the server. You may skip this step if you know that the file exists on another server and know the link to that file. Make sure that the link has a .mp3 or .wma extension.
2. Open your text editor and type the path to the file. Include the http:// and the file extension. Repeat this step until you have included all the links to the files that you would like to be included in the playlist.
3. Save the playlist with a .m3u extension.
4. Upload the m3u file on the directory where the music files are hosted or to your server.
5. Open your html editor and embed the link to the m3u file. Through this, you can also set if you want to have the playlist to autoplay if someone visits your site or if you want your visitor to control playing the music. You can also set the volume level.

After the code is embedded on the html file, and whenever your site is visited, the songs in the playlist will be buffered, streamed and played one after another. If your playlist has several songs, the user can skip forward or go back a song in the playlist using the media player controls.

Doing this setup works for many website owners. Through this you can customize the type of music being played on your site. You can even play recordings related to your product to boost product awareness.

It requires knowledge of html to be done. But if it will be the best way to increase traffic to your site, why not request assistance from programmers. After all, having audio on a website is a proven way to increase sales.



"Plant your RSS feeds & Blogs and reap the harvest"

[\[Click Here To Learn More\]](#)

## Blog Software For All Your Blogging Needs

Today anyone who has writing ability or is dreaming to be a writer has written a blog in the net. There are blog soft wares that are simple and easy to use and a technically inclined and challenged individuals can easily acquire a blog online.

For some individuals, blogs are their projects of every day living, as they talk about their daily episodes as well as make tribute to friends and family. Furthermore, blogs assume a profound meaning written to compose and assemble political statements, endorse a product, supply information on research, and even offer tutorials. Any subject that are of your interests, you can be sure that someone has written a blog about it.

Blogs are now being written by musicians, politicians, sports figures, novelists, newscasters as well as other known figures. It is this blog fever that has raised controversy. The fact that anyone can compose and regarding any subject matter under the sun, complaints about certain write-ups are an issue. In a lot of blogs, names are being mentioned; do bear in mind that although you are entitled to write anything that interests you in a blog, you have to be very careful and take in a lot of responsibility. Do not make any statements which can become controversial; or else, be very prepared.

### Why a Blog?

1. For personal acquaintances, relationships and hobby. A person can write a blog about his daily activities, what's going on with his life as his way of telling his family and friends the things that goes on in his life. Likewise, one may also write a blog just so he can express what he feels about himself, or about a certain subject matter that is of interest to him.
2. Topical. Some blogs are committed to a precise topic, like computer hardware or politics. These are frequently read like magazines.

3. For marketing. Corporations are too, into blogging; when well written and implemented, this kind of blog can be a powerful instrument for business communications, forming eagerness and anticipation regarding their products and services offered, or used as tool within the company, keeping employees well informed about company issues and news.

### **Why someone else's software?**

A lot of Web designer and creators will laugh at the belief and idea of utilizing the software of someone else. This is can be correct especially when each software greatly differs from the particular requirements that a client may have. Yet on the other hand, when it refers to a Weblog software, there is no reason for apprehension in the use of a package that is pre-written, as most packages were developed through years of study; not just knocked together over a couple of days.

In addition, one may study its feature set. For a developer, it would take a lot of time and effort to write and compose from “nothing at all” every single feature in the Weblog software packages of today. For most people, a blog is there for the main reason that chooses to publish or make known your literature and texts on the Web, so you want to spend your time more on writing than coding.

### **Hosted Services**

If one wishes to start broadcasting on the Web, yet does not have web hosting, one can consider looking into a hosted service, which includes Blogger, TypePad, Live Journal, and more.

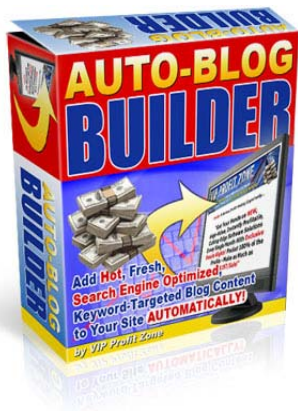
These services are operated or handled for an individual, so there is no need to concern one about technical upkeep of one's Weblog; instead, one can concentrate on his blog's appearance and content. In just minutes, after signing for an account, one can readily start his own blog. Many such services are

offered free, such as blogger. TypePad charges a minimal amount for monthly service fee.

## Self-Hosted

When one has Web hosting on hand, or is eager to buy hosting, in which one feels that the advantage will prevail over the problems of keeping up your own blog connection and installation, then you may want to take into account a package that is self-hosted, which includes Movable Type, Textpattern and WordPress.

Other hosting companies did construct the process of installation easier, permitting installation with just a click from a control panel that is browser-based. It is important that you check with a hosting company so you can view if this function is offered. Similar to hosted services, some self hosted packages are made available either for free or for a certain fee which is dependent on the type of package that you choose as well as the basis why you are using it.



**Add Hot, Fresh, Search Engine Optimized, Keyword-Targeted Blog Content to Your Site Automatically! Build a Giant Website With Thousands of Pages Instantly - All Real Content! No Spam Pages!**

[\[Click Here To Learn More\]](#)

## The Importance of Blog Design

Blogs have increased popularity over this past months. Many people have started to create their personal blogs to express their thoughts and feelings. Internet companies have also started their blogs to inform consumers on the latest product news and reviews.

Because of this, blogs are also being used as internet marketing media. Before, internet marketing is done by placing banners and links on popular websites, such as news and information sites. Links were also included on newsletters and marketing letters sent to the members of their mailing lists.

Many people spend time reading blogs. People read their friend's blogs, their favorite author's blogs, blogs on topics that they are interested in, and blogs on product reviews. With the increasing popularity of blogging, it is even feared that people rely on blogs to get the latest news.

While getting news reports from blogs isn't reliable, some people look for product reviews through blogs. In some cases, this is more dependable. While it is true that some media persons are being paid to write good reviews about a certain product, blog writers write about their actual experiences on products and services from a company.

Since there are many people who read and start their own blogs, blogs are a good medium to market a product. With the increasing blog traffic means increase in product sales.

Blog traffic can be increased by joining affiliate programs and sites, which will list your blog under a certain search category or name. You can also have your blog advertised in popular websites. This, however, will cost some money and is not advisable if you have just started blogging.

A writer who has just launched his/her blog will want as much traffic as possible to increase advertisements on the site. Also, some advertisers pay every time their link is clicked or the page that has their link is viewed.

When you have increased traffic on your blog, you should try to keep you visitors coming back and recommending your blog to friends and colleagues.

This can be done by having informative or amusing content and good blog layout and design. You may develop your blog's content or you can also acquire the services of a web content writer to provide you with the blog articles.

The blog's layout and design also plays a big role. While most of the companies offering free blog hosting offer pre-selected templates, there are also some that allows customization that if you utilize this feature correctly can increase your blog's traffic.

Here are a few tips to make your blog stand out from the millions of blogs out there that have standard designs.

**\* Customize the banner**

The banner usually has the most generic designs that are common to the blogs from a blogging company or service.

You can personalize this banner by having a graphic with the dimensions of the banner. You can also edit the graphic so that it will also include the title of your blog.

In this case, you can create your own graphic or you can purchase professional looking graphics online for less than \$10.

### **\* Personalizing photos**

Of course, most of the photos that you will be posting will be your own. However, if you don't customize the photos before posting them, you may miss maximizing the enhancing benefits graphics can add to the page. Adding photo borders can help the photo stand out from the page.

It can also add to the design of your blog. You can choose a standard border or you can also create your own border which can be associated with your blog's templates.

### **\* Add a favicon**

Don't you think sites with icons on the address bar before the website's URL are cool? Many people do. These favicons add a professional look to the URL. These easy to do using photo or graphic editing softwares.

### **\* Check out blog templates, layouts, backgrounds, textures and skins from sites**

There are sites that offer free blog templates, layouts, backgrounds, textures and skins. You can make use of these so your blog will not look generic like most of the blogs hosted by the service provider.

### **\* Include RSS feeds**

This is a cool way to inform people with newsreaders about your blog headlines. Tutorials on RSS feeds are available on the internet.

### **\* Audio makes your blog more personal**

Not only does audio personalizes the blog; it can also keep your visitors coming back. You can try having streaming radio stations, mp3 file or playlists loading with your blog.

### \* Advertisements

If you have signed-up with Google Ad-Sense, which I am sure you would like to do, make sure that the ads are conveniently placed that these will not hinder your readers' ease in accessing the information on your blog.

Try using these tips and you can definitely increase and retain traffic on your blog

## Boost Your Business With Blogging!

Business blog is an incredible online marketing tool that saves you thousands of dollars but provides great business opportunities in just one click. Blogs are user-friendly, customized and flexible medium for disseminating useful information for effective positioning of your products in the market.

Companies engaging in business blogging have a definite edge over its competitors. Here are some advantages:

**Word-of-Mouth.** In a survey, there are currently 14 million blogs with 80,000 more being added each day and about 30 percent of the 50 million users are blog readers. Imagine how much gain your company will have, if your products are advertised through blogs. With Internet, information spreads so quickly especially if an impressive write-up goes with your product. Soon your blogs will be passed on to hundreds of possible customers.

**Awareness and loyalty.** Open communication with your customers creates trust and loyalty among them. Being there to respond to their questions and comments make them all the more willing to try your products and services.

**Feedback.** Blogs is good for product research and reviews. It would be easier to improve on your products if you observe your customers' thinking and behavioral patterns. You can also take immediate action to your customers' concerns.

**Community halo-effect.** Bloggers are reasonable, friendly and helpful. They are more than willing to create blogosphere of comments regarding your product. The only thing you have to do is embrace and take active part in the culture and your product will surely be considered in their next stop to the supermarket.

For better marketing results, actively promote your business blogs by submitting your blogs to blog search sites and directories. Do not forget to paste in with your blogs, your URL. Be sure that your blogs contain exclusive information with value and are always updated to keep readers popping in, read up your blog, move on to the next and click on again for updates.

Blog is like a setup booth in the biggest trade show on earth everyday. Marketing possibilities are just around the corner waiting to strike your sale scales up.

The Really Simple Syndication (RSS) feeds are important too in conjunction with your blogs to get the best benefits. Use effective keyword phrases to generate high ranking status in the search engine traffic. In this way you have better chances of people finding your website leading to your blogs. More traffic means more potential sales.

For this to be successful, you can use RSS for news update feeds which can be read through RSS reader application. This is a very useful tool for business and internet marketers as well.

If you are already convinced with the potentials of business blogs for marketing and targeting sales increase, your company is now ready to start blogging. But first, you have to be in tune with your company's business objectives and determine if blogging will really help you achieve your goal.

1. Several blogs are dedicated to teaching people the do's and don'ts of blogging, READ them! Include in your reading materials blogs that are consumer-based too to give you an idea.
2. Setup several test blogs right away.

If your initial try out with blogs worked well, you can now start setting up your blogs.

1. Study blog design. Blog hosting services provide pre-designed templates. But if you opt for paid blog service, you can ask your artist to design and layout your blog site to match the company's identity and needs.
2. Choose a topic. Its good to have a line-up of topics you want for your blogs but be sure they are in consonance with your business objectives. This would be a test of your flexibility and open-mindedness since results may be going against the set objectives.
3. Remember the following safety measures in blogging:
  - legal issues are sometimes involved in blogging; it is safer to include disclaimers and limitations of liabilities;
  - corporate communication and legal department are responsible in educating the senior management on how blogs might affect business;
  - create blogging policies; set limits on who gets to blog and what information are allowed to be made public;
  - avoid outright marketing blog or you will shy away your readers;
  - make content updated, relevant and fresh;
  - reinforce the company's core values; and,
  - encourage employees to use it.
4. Start blogging and complete 20 posts before going to marketing.

5. Begin marketing.
6. Regularly monitor the coming ins and outs of readers and get updates. Then, measure your results.
7. Adjust if needed. You can always play with your designs in the blog site as long as it remains to match the company's identity.
8. Strive to be consistent with your topic all the time.
9. Try to have unrelated topics with general and broad appeal.
10. Schedule updates regularly. Monday, Wednesday and Thursday would be best to update blogs.

Once you have done all these things, you can now ultimately enjoy the benefits of business blogging.

## **Problogging: Making Money From Blogs**

A weblog (or simply blog) is a website that 'publishes' or features articles (which are called 'blog posts', 'posts', or 'entries'), written by an individual or a group that make use of any or a combination of the following:

- Straight texts
- Photographs or images (photoblog)
- Video (videoblog)

- Audio files (audioblog)
- Hyperlinks

Usually presented and arranged in reverse chronological order, blogs are essentially used for the following purposes:

- Online journal or a web diary
- Content management system
- Online publishing platform

A typical blog has the following components:

- Post date -the date and time of the blog entry
- Category - the category that the blog belongs to
- Title - the title of the blog
- Main body - the main content of the blog
- RSS and trackback - links the blog back from other sites
- Comments - commentaries that are added by readers
- Permalinks - the URL of the full article
- Other optional items - calendar, archives, blogrolls, and add-ons or plug-ins

A blog can also have a footer, usually found at the bottom of the blog, that shows the post date, the author, the category, and the 'stats' (the number of comments or trackbacks).

There are numerous types of blogs. Some of them are the following:

1. Political blog - on news, politics, activism, and other issue based blogs (such as campaigning).
2. Personal blog - also known as online diary that may include an individual's day-to-day experience, complaints, poems, and illicit thoughts, and communications between friends.
3. Topical blog - with focus either on a particular niche (function or position) that is usually technical in nature or a local information.
4. Health blog - on specific health issues. Medical blog is a major category of health blog that features medical news from health care professionals and/or actual patient cases.
5. Literary blog - also known as litblog.
6. Travel blog - with focus on a traveler's stories on a particular journey.
7. Research blog - on academic issues such as research notes.
8. Legal blog - on law (technical areas) and legal affairs; also known as 'blawgs'.
9. Media blog - focus on falsehoods or inconsistencies in mass media; usually exclusive for a newspaper or a television network.
10. Religious blog - on religious topics
11. Educational blog - on educational applications, usually written by students and teachers.
12. Collaborative or collective blog - a specific topic written by a group of people.
13. Directory blog - contains a collection of numerous web sites.

14. Business blog - used by entrepreneurs and corporate employees to promote their businesses or talk about their work.

15. Personification blog - focus on non-human being or objects (such as dogs).

16. Spam blogs - used for promoting affiliated websites; also known as 'splogs'.

Blogging is typically done on a regular (almost daily) basis. The term "blogging" refers to the act of authoring, maintaining, or adding an article to an existing blog, while the term "blogger" refers to a person or a group who keeps a blog.

Today, more than 3 million blogs can be found in the Internet. This figure is continuously growing, as the availability of various blog software, tools, and other applications make it easier for just about anyone to update or maintain the blog (even those with little or no technical background). Because of this trend, bloggers can now be categorized into 4 main types:

- Personal bloggers - people who focus on a diary or on any topic that an individual feels strongly about.
- Business bloggers - people who focus on promoting products and services.
- Organizational bloggers - people who focus on internal or external communication in an organization or a community.
- Professional bloggers - people who are hired or paid to do blogging.

Problogging (professional blogging) refers to blogging for a profit. Probloggers (professional bloggers) are people who make money from blogging (as an individual blog publisher or a hired blogger).

Below are just some of the many money-making opportunities for probloggers:

- Advertising programs

- RSS advertising
- Sponsorship
- Affiliate Programs
- Digital assets
- Blog network writing gigs
- Business blog writing gigs
- Non blogging writing gigs
- Donations
- Flipping blogs
- Merchandising
- Consulting and speaking

The following are a few things that you need to consider if you want to be successful in problogging:

1. Be patient. Problogging requires a lot of time and effort, not to mention a long-term vision.
2. Know your audience. Targeting a specific audience or group is a key to building a readership.
3. Be an 'expert'. Focus on a specific niche topic and strive to be the "go-to" blogger on that topic.

4. Diversify. Experiment with various add and affiliate programs that enable you to make money online (aside from blogging).
5. Do not bore your readers. Focus on the layout. White spaces, line spacings, and bigger fonts make a blog welcoming to read.

Certainly, it is possible to earn money from blogs. One just needs to take risks, the passion, and the right attitude in order to be a successful problogger.



## How Would You Like to Earn A Living From Blogging?

Would you like to discover how to get more traffic and make more money using blogs?

Today, there are millions of blogs on the Internet, but only a fraction are making any profit for their writers.

**How To Build A Money Making Blog** is a complete guide to making money from a Blog!

[\[Click Here To Learn More\]](#)

## Getting started with videoblogging

Videoblogging is the next generation of posting ideas and products over the internet. Everybody knows about textblogging. Now they use videos for a better way of expression. This form of communication may entail a lot of resources, but it is all worth it. If pictures say a thousand words, videoblogging exceeds that by far.

A videoblog requires larger disk spaces on websites, a faster server, and a whole new set of programs to support it. Videoblogs can be fed through RSS. This is technology of syndicating your website to other RSS aggregators.

Videoblogging works with people on the internet expressing their selves. Now if you put this on a business prospective, you are up to a lot of benefits. Think of it as a powerful tool in making showing your prospective customers your line of products or your services. It's just like showing a commercial all for free. And if you videoblog through RSS, then most probably you are getting your target market.

People like to see what they are going to buy. Some would like to see proof and be sure that they are getting their money's worth before shelving their dimes on it. All of us know the influence of a thirty second commercial. The effect of videoblogging is similar to that. You show your product, people watch it. If they like it, they buy it. If you present it good enough, they'll buy the product even if they don't need it.

Now on the web, things are pretty much static, unlike in television in which all are moving. If you post something that is mobile, it would most likely catch attention. Now imaging your product parading in all it's royalty through videoblog. You'll get phone call orders in no time.

If your business is just starting up, you can create a videoblog right at your own home. All you need is your web camera, microphone, video software, and lights. For as long as you know how to use your camera, then you can create a videoblog.

Invest in a good web camera. The higher its resolution is the better the output. And you like to present your goods in the optimum way so get the best one possible. Make a short story, or just capture your goods in one go. Just make sure you are getting the best profile for each. Get those creativity juices flowing.

Lights are important in a production. Make sure you illuminate entirely the area you are going to use to create videoblog. The brighter the area, the crispier the images will be. You can also use lighting effects for added appeal to the presentation.

Should you require sounds for your videoblog, you need a microphone. Record your voice as a voice over for promoting the product and its benefit to consumers. Sounds are as important as videos on a videoblog. It is advisable to make your sound effects as enticing as the video.

Your video editing software can be any program. You need this to finalize your work. You can add sounds, delete some bad angles, or insert some still pictures in there too. Some programs are user-friendly and can be used even with zero knowledge on video editing. Even simple video editing programs should do the trick. Select your background carefully too. The light affects the presentation so make sure that the background and the light complements each other.

Videoblogging is a great tool but it also has its downside. It may slow down the computer so others may steer clear of it. Download time may also be time consuming especially if customer is still on a dial-up connection. But don't let those stop you. Let videoblogging be an alternative for you, though it is best to still keep the text and pictures present in your presentation to accommodate all possible viewers of your site.

Nowadays, the more creative you are in presenting your product to the market, the more you are likely to succeed. Videoblogging offers an interactive way of selling. You involve the customers. You instill in them the advantage of your goods. And at times, those are enough to make a sale.

## Recommended Resources

1) [\*\*Blog Announcer Pro - Just Launched.\*\*](#)

Generate High Page Rank One Way Backlinks at the Click of a Mouse

2) [\*\*VooDooBlogger - Blog Account Generator!\*\*](#)

Quickly Create 1000's Of Unique Blogs and Give Yourself 10's of 1000's of Instant Backlinks! . Shoot Your Pr Sky-High!

3) [\*\*New Automatic Rss & Blog Submission Tool.\*\*](#)

Submits to over 58 sites.

4) [\*\*SiteGround - \\$4.95 Web Hosting.\*\*](#)

Expert hosting services for blog, forum and e-commerce websites.

5) [\*\*Auto-Blog Builder - Super Bonus Pack.\*\*](#)

Always adding new content to newly generated pages on your website (automatically) encourages search engine spiders to crawl.

6) [\*\*How To Build A Money Making Blog.\*\*](#)

How To Set Up Your Blog, Post Great Content, Grow Your Readership, And Make Money Doing It!

7) [\*\*1000's Of Blog Links To Your Domain Name.\*\*](#)

Automate posting to every blog on the Internet and let the Google search engine send you millions of hits!

8) [\*\*Building A Blog Empire For Profit.\*\*](#)

Learn the secrets for blogging for traffic and cash with the knowledge you already have.

9) [\*\*Blog Submitter & Rss Feeds Submission.\*\*](#)

Blog/Rss feeds submission software that distributes your blogs/Rss feeds to quality directories for rapid inclusion & indexing.

10) [\*\*Post To 1000s Of Google Based Blog Sites.\*\*](#)

Imagine Thousands Of Links Back To Your Web Site From Other People's Blogs Starting Today!

I Just Figured Out How To Attract **FREE Traffic** To My Website... Have You?

Did You Know There Are 15 Ways To Become A "TRAFFIC MAGNET"?

Visit <http://Traffic-Sales-Profits.com/> Now To Read How I Got 67115 Visitors This Month...

